

Smarter marketing starts at OnBrand in 2021

At OnBrand, we're feeling confident that 2021 will be a fantastic year. We've expanded our digital and social teams with real industry experts and after a great last quarter of 2020, we are excited to see what 2021 brings.

The pandemic made us all rethink how we shop and behave, and prompted a real switch in shopper behaviour to digital, meaning more measurable and effective investment for marketing in 2021.

An example of this is one fast-growing local business, Mama Bamboo, the sustainable bamboo nappy manufacturer, run by entrepreneur Laura Crawford, based in St Albans. OnBrand won the website business back in August, and since then we have updated their Shopify payment portal, changed their homepage design and created new digital advertising campaigns to appear on the leading parenting portal app, Emma's Diary. With a second brief to grow audience reach, generate new sales and make sustainable nappies a no-brainer purchase, we were then delighted to take over the Mama Bamboo social media strategy and paid social and search advertising in December. Visit <https://www.mamabamboo.com/> and their social media channels to see our latest work.

We recently received this feedback from Laura:

"I just wanted to say how impressed I am with the first month's draft posts – considering you've only just started to get to know us, these are so perfectly in tune with our brand and they look really premium. I'm really excited to see how this will impact on our social following"

Another highlight of 2020 has been working with Harpenden-based HR professionals, Jo Lovell and Claire Laurenson, from Practical Changer Partners. We met this HR firm via a St Albans Businesses Jelly back in January. They were looking for help articulating their business proposition in order to find new clients and grow their business. As part of the brand strategy brief, we developed a clear proposition for them, with six core product areas explaining their main specialisms, each backed up with a recent client case study and testimonial. We then created new LinkedIn profiles and a company page, along with a social media lead generation strategy to grow their customer base.

The results speak for themselves: LinkedIn followers grew by 431% (and counting) in the first month and they are delighted to have secured new business as a direct result of our work.

With an exciting new product launch planned for January, we are now working on the ir ongoing strategy and 2021 plans for further growth.

Jo Lovell recently commented:

'OnBrand really helped is explain our offer and develop our brand collateral and contact strategy'

So, with the OnBrand 2021 pipeline full of exciting projects, our team's ambition is to deliver strategic brand advice, effective marketing that achieves business growth and targeted customer solutions that reach the right audiences and deliver results for our clients.

We expect to see continued growth in brand development, social media strategy, website build and management and performance based paid advertising campaigns.

We know that our clients are robust. Working with so many talented professionals across such a range of industries, we feel that businesses will be able to bounce back in 2021 and see intelligent commercial growth.

We are OnBrand. The smarter choice for focused marketing with high accountability and measured growth.

OnBrand are a digital marketing agency, based in central St Albans, helping businesses develop their brand strategy to grow their business through effective communications to new customers.

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