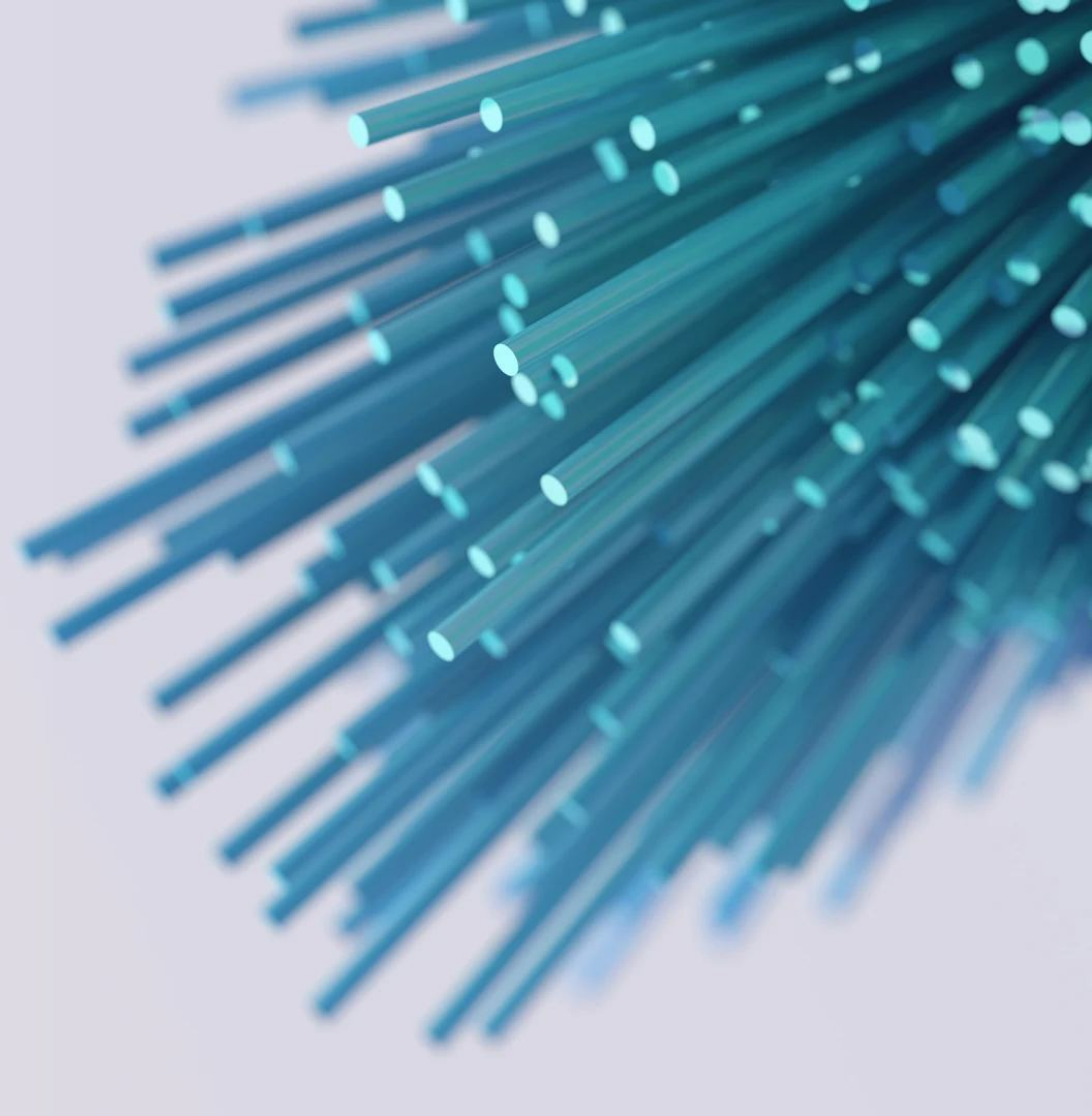


Digital Dots 

Customer Lifecycle Management

From first click to loyal customer –
optimise every step



Who we are

Digital Dots is a team of customer lifecycle experts with over 30 years of combined experience supporting businesses in achieving growth and maximising customer value.



Laura Coull

I specialise in data architecture and customer journey strategy, delivering tailored CRM solutions to help businesses understand their data and grow customer lifetime value.



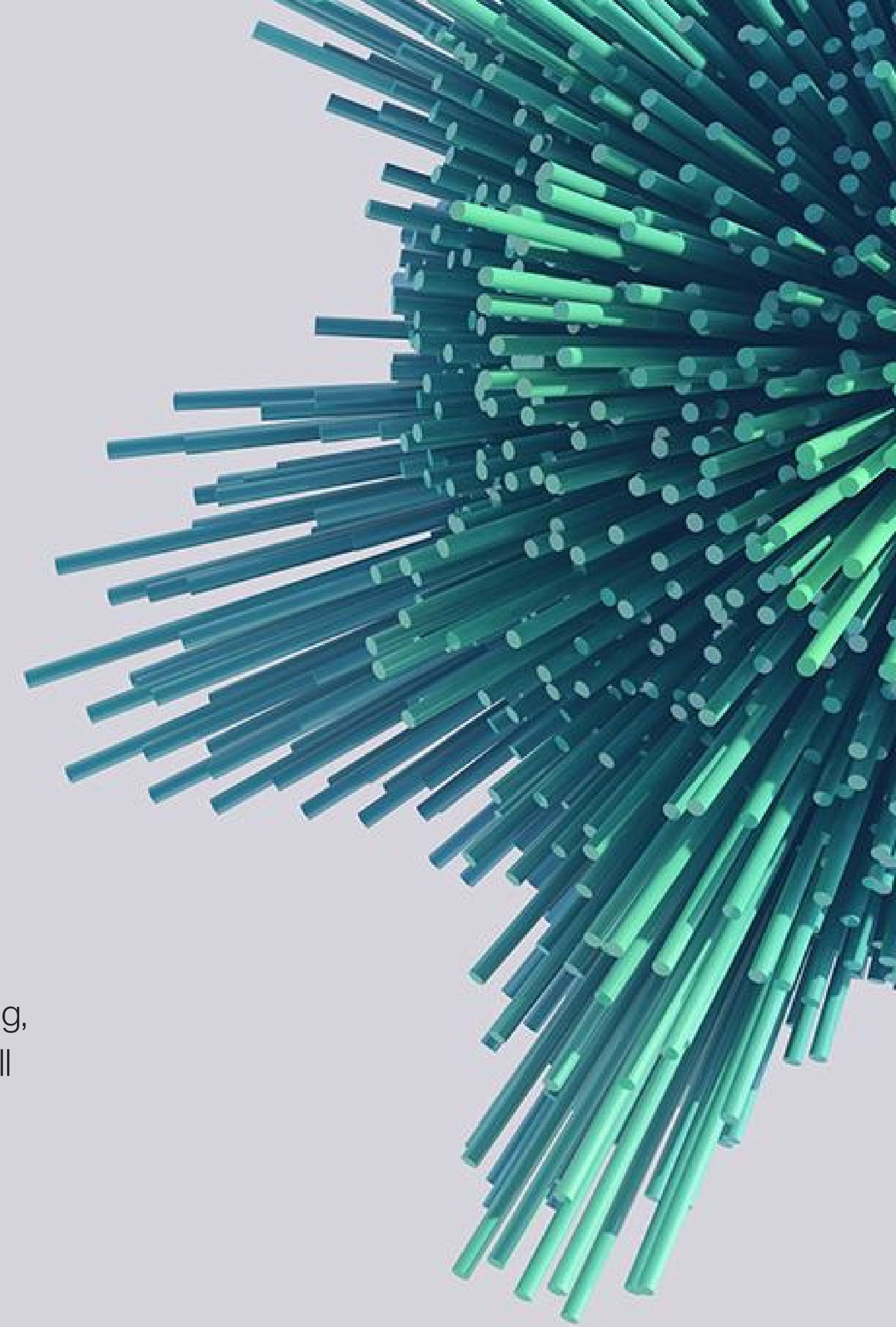
Eddy Gonzalez

I'm a traffic generation and conversion specialist with specific SEO, Google Ads, GA4 and conversion skills. I help companies sell more products and generate more leads.



Stephen Wilson

Specialising in UX design, service design, UI design and digital branding, I deliver user-centric experiences full of fresh ideas, common sense, expertise, and insight.



Why we exist

The problem

Most businesses engage multiple agencies or consultants to manage individual elements of their customer lifecycle.

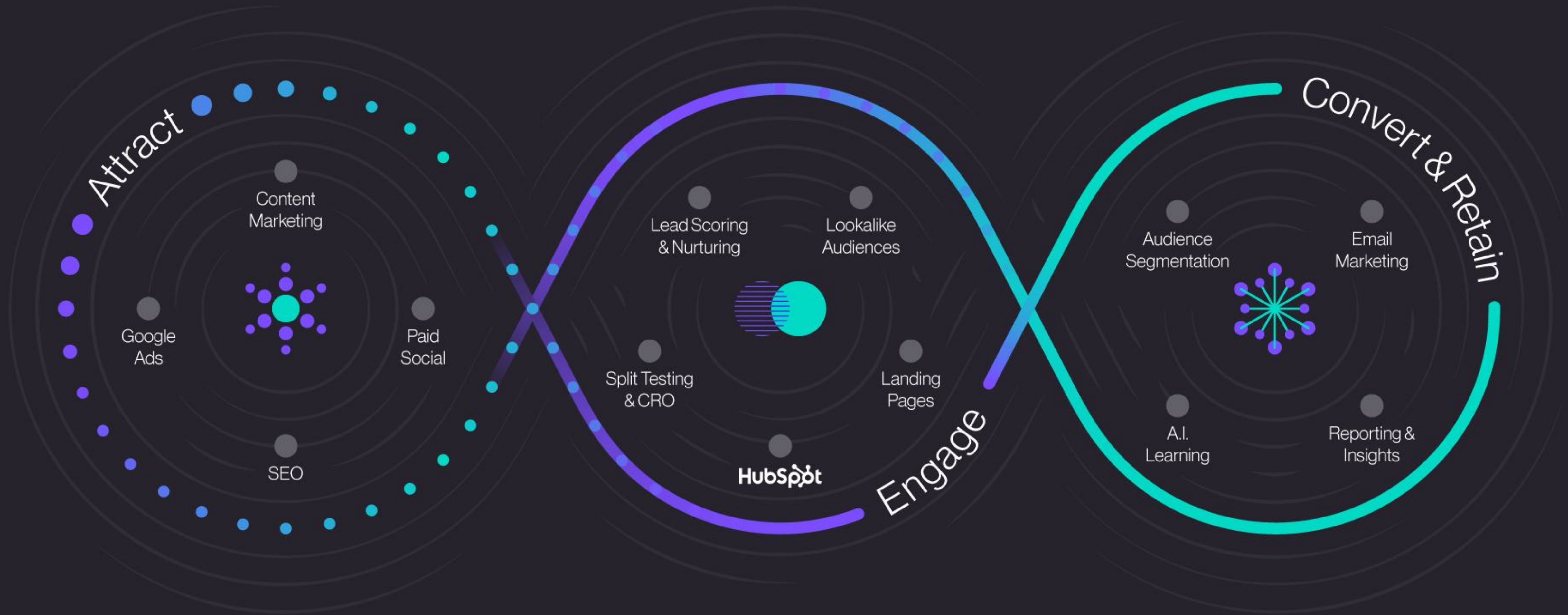
This often results in fragmented marketing strategies, inefficient customer acquisition, low engagement, high churn, poor conversion, and complex, inconsistent user experience.

The solution

We specialise in helping businesses manage and optimise every stage of the customer journey, from initial contact to post-purchase retention.

This joined-up approach ensures a cohesive strategy that pulls on all the levers necessary to achieve your business objectives.

Our approach



Attract

Driving more traffic

Bring potential customers to your business. We use a mix of strategies, primarily across the paid media ecosystem, to ensure your brand reaches the right audience.

We also optimise content across your owned channels, driving organic search engine traffic growth.



Google Ads

We create targeted advertisements on Google to capture the attention of users actively searching for products or services like yours.

Paid Social

Our team designs compelling ads for social media platforms, strategically targeting users based on their interests and behaviours.

Content Marketing

We produce high-quality content that engages and informs your audience, positioning your brand as a trusted authority in your industry.

SEO

We optimise your online presence to improve its visibility in search engine results, driving organic traffic to your website.

Engage

Turning interest into leads

Engage new visitors meaningfully, converting interest into actionable leads. We ensure leads are captured and seamlessly integrated into HubSpot for effective nurturing and conversion.

🔗 Landing Pages

We design and optimise landing pages tailored to specific campaigns, encouraging visitors to share their contact information.

🔗 CRM Integration

Captured leads are fed into HubSpot, enabling a streamlined process for nurturing and converting these leads through targeted communications.

🔗 Lookalike Audiences

We identify new potential customers who resemble your existing customers and feed this back into our attract strategies, expanding your reach.

🔗 Split Testing & CRO

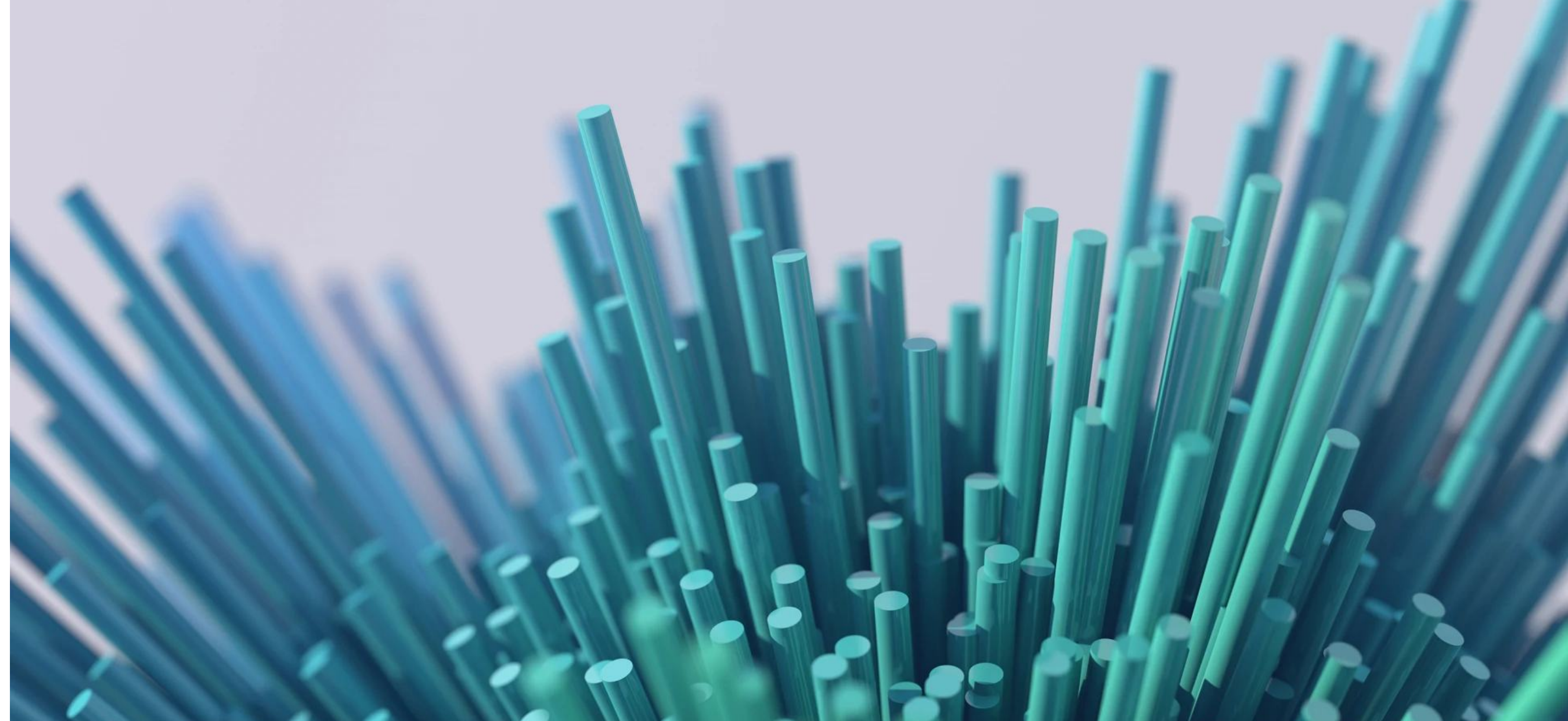
We conduct tests to determine which variations of your landing pages perform best, ensuring maximum conversion rates.

🔗 Lead Scoring & Nurturing

We assess and prioritise leads based on their engagement and potential value, nurturing them with tailored communications.

Convert & Retain

Growing your active customer base



Convert leads into loyal customers and retain them through automated campaigns that grow their lifetime value.

We leverage Hubspot's built-in insight tools to understand your audience better and use AI learning models to ensure continuous improvement of your marketing strategies.

🕒 Audience Segmentation

We segment your data to deliver personalised marketing messages that resonate with your customer personas.

🕒 A.I. Learning

We leverage artificial intelligence to analyse customer data, enhance marketing strategies and predict future trends.

🕒 Email Marketing

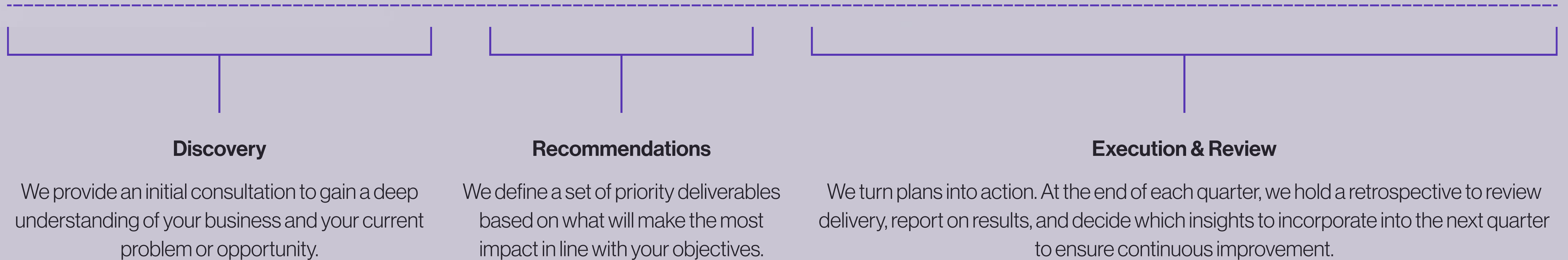
We deliver targeted campaigns to keep your brand at the forefront of customer's minds, nurture leads, and retain your customers.

🕒 Reporting & Insights

We provide detailed reports and insights to measure the success of our strategies and inform ongoing improvements.

Our process

3 month cycle



Ready to get started?

Schedule an initial consultation to discuss your requirements, goals, timeline and budget.

hello@digitaldots.co.uk

