



ICAAL

Creative Digital Marketing



GROW YOUR BUSINESS

WWW.ICAAL.CO.UK

Creative Digital Marketing

We are a full service creative digital marketing agency, offering a wide range of services designed to grow your business.

Who We Are

We are an honest, results-driven agency, providing our customers with everything from copywriting and design, to SEO and telemarketing. We don't outsource because we don't need to.

Why Choose Us

What separates us from our competitors is our range of in-house core competences. We have technical skills, experience and knowledge of a multitude of vertical markets, from both B2B and B2C perspectives.

What We Do

Our expert consultancy devises creative marketing strategies in line with core business objectives to give our customers a distinct competitive advantage, clear business growth and subsequent ROI.

The Difference With Us

Our highly experienced team of experts deliver a personal service to every client, big or small. For a fresh take on marketing in your sector, choose ICAAL; tried, tested and trusted by industry giants.

04



CONSULTANCY

Think Differently

06



BRANDING

Define Your Identity

12



GRAPHIC DESIGN

Designs That Inspire

30



WEB DESIGN

You Dream It, We'll Design It

36



DIGITAL MARKETING

Build Your Online Presence

56



MEDIA MARKETING

Captivating Content

64



LEAD GENERATION

Realise Return on Investment

Need Marketing? Think ICAAL!



“

We know we are the perfect fit for growing your business, as we have an excellent track record of building online brands and providing a return on investment.

We look forward to working with you.

Chris Tahmasaby
LLB (Hons), MBA, FISM
Chief Executive Officer

☎ 023 8033 2685
✉ chris@icaal.co.uk
🌐 www.icaal.co.uk



CONSULTANCY

Think Differently

Our expert consultants conduct a detailed review of your existing business model, and without compromising your core objectives, devise a multi-channel marketing strategy that will grow your business.



Brand Development

Define Your Identity

We develop your brand identity to communicate your organisation's unique value proposition. Our talented and creative team have vast branding experience, with an impressive portfolio of innovative and modern brand designs.



BRANDING



Logo Design

Professional Branding

Our imaginative Graphic Designers make logos to be proud of by creating stunning designs unique to your business.

1

LOGO

The Boat Central logo is the most immediate representation of the company, services, people, and brand to our industry and consumers. It is a valuable corporate asset that must be used consistently in the proper, approved forms.



BOAT CENTRAL

What Every Boat Owner Needs

PRIMARY LOGO

Featuring the words Boat Central in the primary blue and "What Every Boat Owner Needs" in a lighter, secondary blue, this is our most widely used logo - along with our signature Boat symbol. It should be applied to a blue or grey background, details of which can be found later on in this document.

For a consistent use of the Boat Central identity, do **NOT**:

- Change the colour of the logo (1);
- Use an outlined logo (2);
- Add any elements or text to the logo (3);
- Change the proportions of the logo elements (4).



Boat Central - BRAND GUIDELINES 2018

2

COLOURS

Colour plays a significant role in the Boat Central logo identity and our approach is to use it as a clear expression of the personality of the brand. So using the correct colour reference is of paramount importance for the upkeep and exposure of the brand.

PRIMARY COLOUR

As well as the logo, this solid colour should be utilised to create impact with headlines, footers, text and illustrations within campaigns.

PRIMARY COLOUR TINTS

These tints can be used to add interest to a design that has multiple levels of information.

SECONDARY COLOURS

These colours are to be used for all print materials including business cards and flyers. The same tint rules apply to these as they do to the primary colour, apart from when applied to text. The red is to be used as a text colour.

HEX: #041876
RGB: (34, 50, 89)
CMYK: (98, 84, 36, 28)
Pantone: 662 C
RAL: 5022

HEX: #e6331a
RGB: (230, 51, 42)
CMYK: (0, 90, 85, 0)
Pantone: 109C
RAL: 1018

HEX: #2d5190
RGB: (45, 81, 144)
CMYK: (20, 25, 30, 59)
Pantone: 10C
RAL: 5000

Boat Central - BRAND GUIDELINES 2018

Brand Guidelines

For Today, Tomorrow and Beyond

Brand guidelines are an indispensable asset to guarantee your marketing is always on-brand and on-message. We create clear and concise brand guidelines to ensure consistency at all times.

ENDURANCE
25 YEARS
Rocal
Celebrating
25 Years

ENDURANCE SHAPED
AND STYLED OVER 25 YEARS

**INDIVIDUAL
TO OUR CORE**

GRAPHIC DESIGN

Designs
That Inspire

Hungry for something different? Our Graphic Design team work closely with you to help you realise your creative vision. While others talk, we listen.



Design the Door of your Dreams

Take the guess work out of creating your dream entrance with our innovative HomeView Door Designer.

Take a picture of your home and you'll be able to try our full range of different door designs, colours and glazing options to create a realistic vision of your finished entrance.



View our full range of door styles, colours, glazing and hardware accessories on our HomeView Door Designer

Visit endurancedoors.co.uk to find out more.

Locking Cylinder A

High Security Multi-point Locking System B

Solid Timber Core C

Moisture Barrier Strip D

Hardware Accessories E

Hard Wearing Door Skin F

PVCU Door Frame G

Thermally Toughened Glazing H

ENDURANCE
Solid & Secure Composite Doors
PROTECT YOUR HOME WITH A SOLID AND SECURE DOOR

endurancedoors.co.uk

Brochures

Showcase Your Services

Capture your customers' imaginations and give your business a competitive advantage over your rivals. Whether you want to display the USPs of your products or offer a technical guide, we can provide you with the perfect brochure.



RUMBURRA
Scottish Discovered Caribbean Rum
ORACH

RUMBURRA
ORACH

RUMBURRA
Scottish Discovered Caribbean Rum
ORACH

RUMBURRA
Scottish Discovered Caribbean Rum
ORACH

RUMBURRA
Scottish Discovered Caribbean Rum
ORACH

Distilled in the adventurous life of a 17th Century Scottish buccaner, this rum brings the best in Caribbean exoticism and Scottish spirit.

42.3% alc/vol 70cl/700ml
WWW.RUMBURRA.COM

Labelling & Packaging

Stand Out From The Crowd

Our product design background and our branding expertise enable us to create successful packaging that is both innovative and diverse. Brilliant products deserve brilliant packaging.



Business Cards

The Perfect First Impression

Enhance credibility and make that all-important first impression count with bespoke business cards, ranging from contemporary Spot UV to classic soft touch finishes.



Flyers, Leaflets & Folders

Print Media Marketing

We offer a range of powerful promotional materials to help you increase sales and secure more business. Whether you need eye-catching flyers or stylish trifold leaflets, we have the vision, drive and expertise to ensure your brand stands out from the crowd.

Glass & Glazing Products
The UK's most popular & informative glazing magazine

G19 AWARDS WINNER

**DECEUNINCK & CUSTOMERS:
WINNING SUPPLY CHAIN**

mfenster | **deceuninck** | **NOLAN**

PRODUCER OF THE YEAR | COMPONENT SUPPLIER OF THE YEAR | INSTALLER OF THE YEAR

Deceuninck Limited
Stanier Road, Porto Marsh Industrial Estate, Calne, Wiltshire, SN11 9PX
T: 01249 816 969 F: 01249 815 234 E: deceuninck.ltd@deceuninck.com
www.heritagewindowcollection.co.uk

G18 AWARDS WINNER | **G17 AWARDS WINNER**

Glass & Glazing Products
The UK's most popular & informative glazing magazine

QUICK SLIDE WINDOWS & DOORS

Award-Winning Vertical Sliding Sash Windows

Ingredients:
1 x 'Best PVCu Vertical Sliding Sash Window Company' NFA18 Winner
1 x Designated Account Manager who understands your requirements
1 x 150,000W state of the art production facility
1 x Dedicated After Sales Department for continuous improvement
1 x Bespoke Marketing Portal to help you sell

Method:
Take 1 length of Smooth White PVCu Profile and set the mitre angle to rest. Gather your sheet of glass and cut it to size. Using your bands, create a glass unit and spritz the argon gas in between the panes.
Add to your PVCu and set the mitre angle to rest. Gather your sheet of glass and cut it to size. Using your bands, create a glass unit and spritz the argon gas in between the panes.
Finally, assemble your finished product and garnish with top-of-the-range window furniture for that extra touch of magic!

In a separate dish, combine 2 run-through holes and 1 deep bottom rail.

Best served on-tile-in full by QuickSlide's Extensive Delivery Fleet

Head Chef Adrian Barraclough's team of Vertical Sliding Sash Experts
03330 146252 | sales@quickslide.co.uk | www.quickslide.co.uk

You Wouldn't Climb A Mountain Without The Right Gear

VIBH

So Why Settle For Second Best When It Comes To Your Hardware?

greenteQ | **secure**

INNOVATION without limits

We focus on innovation, security and reliability through our greenteQ product range, to help our customers win more business.

Supplying Window, Door & Patio Door Hardware Since 1975

Top quality products with a MULTI-BRAND security guarantee

info@vibh.com
www.vibh.com
01934 262 264

EMPLAS
Award Winning Windows & Doors to the Trade

The Composite Door with Smart Locking Technology

Kubru
Be smart. Be secure.

As Standard* - At NO EXTRA COST!

Two's leading u-values as low as 0.8W/m²K
Does fit compliant Low threshold options available
Totally dry and re-glazable cassette. No silicone simplifies removal work.

380 Pkts 24 units with hardware glass and details

1933 685 744

Public Relations (PR)

Building Reputations

Have a story to tell? Let us shape the narrative. Using strategic forms of communication, we connect brands with their target audiences, generating media endorsement and engagement for a real commercial advantage.



Point Of Sale (POS)

Eye-Opening Merchandising

Before selling the customer on the product, sell the customer on you. Optical appeal is paramount to a successful product presentation. Build customer trust through our extensive range of creative visual merchandising solutions.



Vehicle Signage

Your Vision On Wheels

Drive your message more efficiently with powerful, bespoke vehicle signage, specifically designed to raise brand awareness on the road.



Billboard Advertising

Get Noticed, Get Ahead

Make your brand visible through engaging, captivating and persuasive signage. Our experts will create an immersive, visual brand experience your customers won't forget.

Captivate Your Audience

You Imagine It, We'll Design It

Striking designs and strategic layouts optimise your web presence for the kind of enquiries that lead to sales. Our websites engage your target audience, lower bounce rates and improve conversions, with our superb UI and UX design skills.

WEB DESIGN

Mobile First Web Design

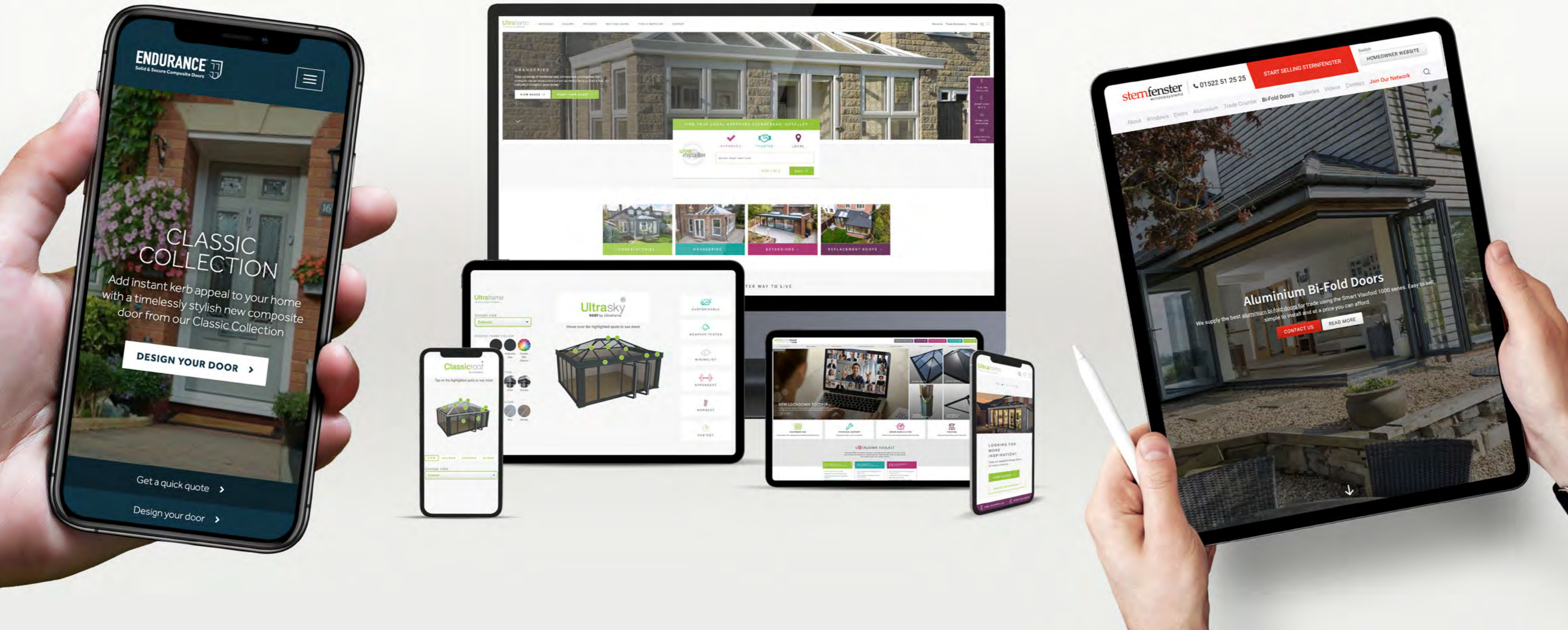
Responsive Websites

Over 40% of all search traffic comes from mobile devices, with more and more people using phones and tablets to search 'on the go'. Our websites are fully responsive, meaning users as well as search engines will thank you for it.

Custom-Built CMS

Sites to Suit You

We specify, design and custom-build websites to deliver your core online objectives. From unique CMS for full access and control to bespoke CRM systems to manage client interactions, we provide solutions tailored to your needs.



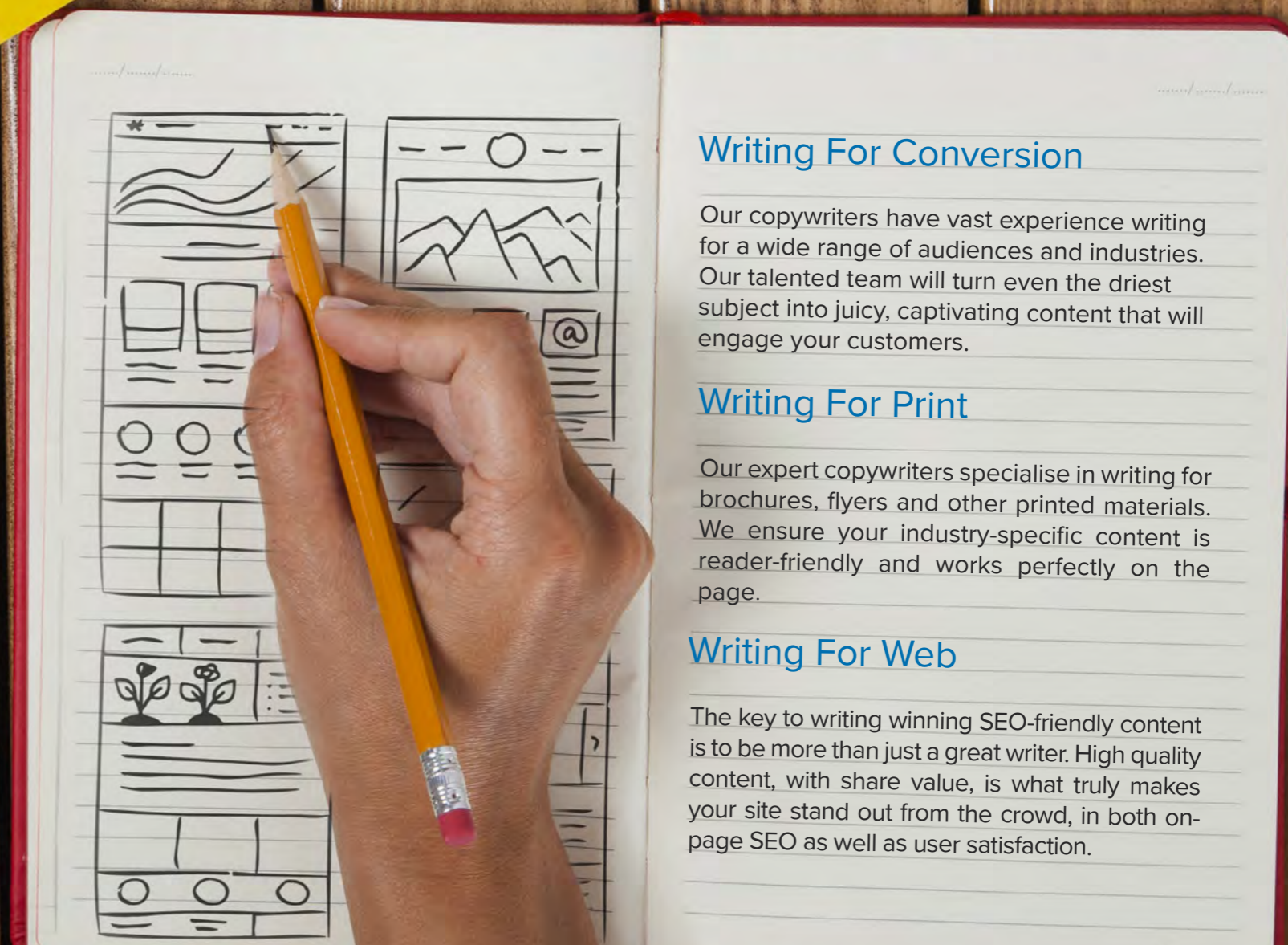
Copywriting

Content That Works

Our highly talented Content Team craft valuable and compelling copy for website pages, PR articles and email marketing campaigns.

To do list:

- Redo Header
- Add main body text
- Add complete address in Footer



Writing For Conversion

Our copywriters have vast experience writing for a wide range of audiences and industries. Our talented team will turn even the driest subject into juicy, captivating content that will engage your customers.

Writing For Print

Our expert copywriters specialise in writing for brochures, flyers and other printed materials. We ensure your industry-specific content is reader-friendly and works perfectly on the page.

Writing For Web

The key to writing winning SEO-friendly content is to be more than just a great writer. High quality content, with share value, is what truly makes your site stand out from the crowd, in both on-page SEO as well as user satisfaction.



DIGITAL MARKETING

Build Your Online Presence

Drive more value from your digital marketing budget with our expert solutions. We offer a wide range of services to take your online presence to the next level.

Get Listed... Get Found... Get Results...



THERE ARE OVER 5.8 BILLION GOOGLE SEARCHES A DAY



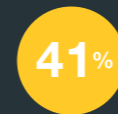
3/4 OF CLICKS GO TO ORGANIC RESULTS, NOT PAID ADS



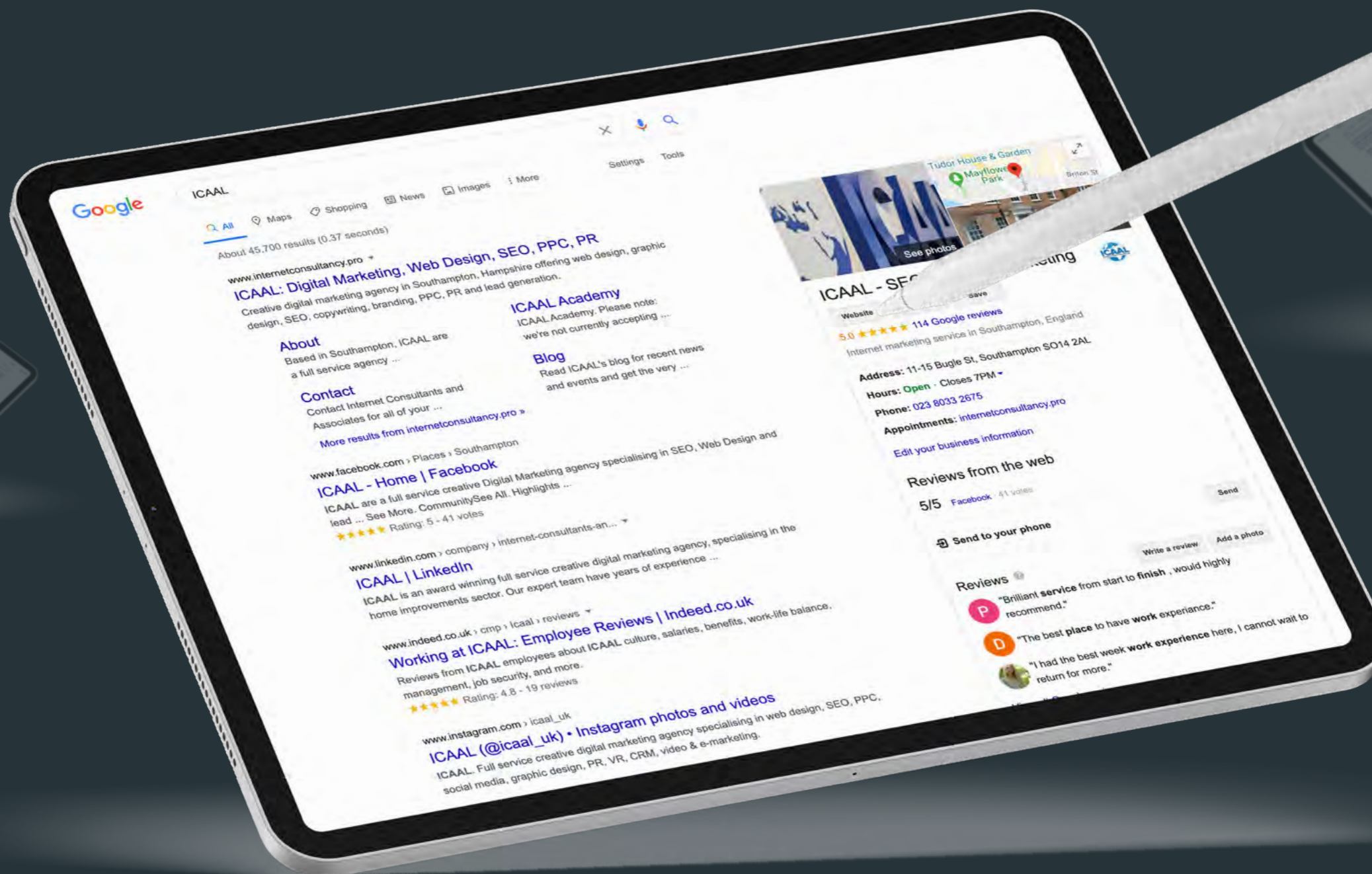
42% OF PEOPLE CLICK THE TOP ORGANIC LINK



75% OF PEOPLE CLICK LINKS ON THE FIRST 3 SEARCH RESULTS PAGES



41% OF VOICE SEARCH ANSWERS ARE FEATURED SNIPPETS





Pay Per Click (PPC)

Data Driven Decisions

Our highly qualified digital marketing experts create business winning campaigns with a clear focus on improving online conversions to increase leads and sales.



Virtual Chat Bot Assistant Real-Time Online Engagement

Don't make your customers wait; connect instantly online, generate leads, answer enquiries and book appointments through our Virtual Chat Bot Assistant. Engage prospects, build relationships and grow your business 24/7.



WHY IS IT IMPORTANT TO USE SOCIAL MEDIA?

THERE ARE OVER **2 BILLION** ACTIVE SOCIAL MEDIA ACCOUNTS

SOCIAL MEDIA IS USED BY **80% OF ALL** BUSINESSES FOR COMMERCIAL OBJECTIVES

AVERAGE USERS SPEND AROUND **2 HOURS** ON SOCIAL MEDIA PER DAY

Social Media Marketing

Engage With Your Customers

Give your brand a voice. Think Social, think people, think great content to drive real relationships with business value. Improve your online presence with creative ideas and forward thinking strategies.



Web Hosting

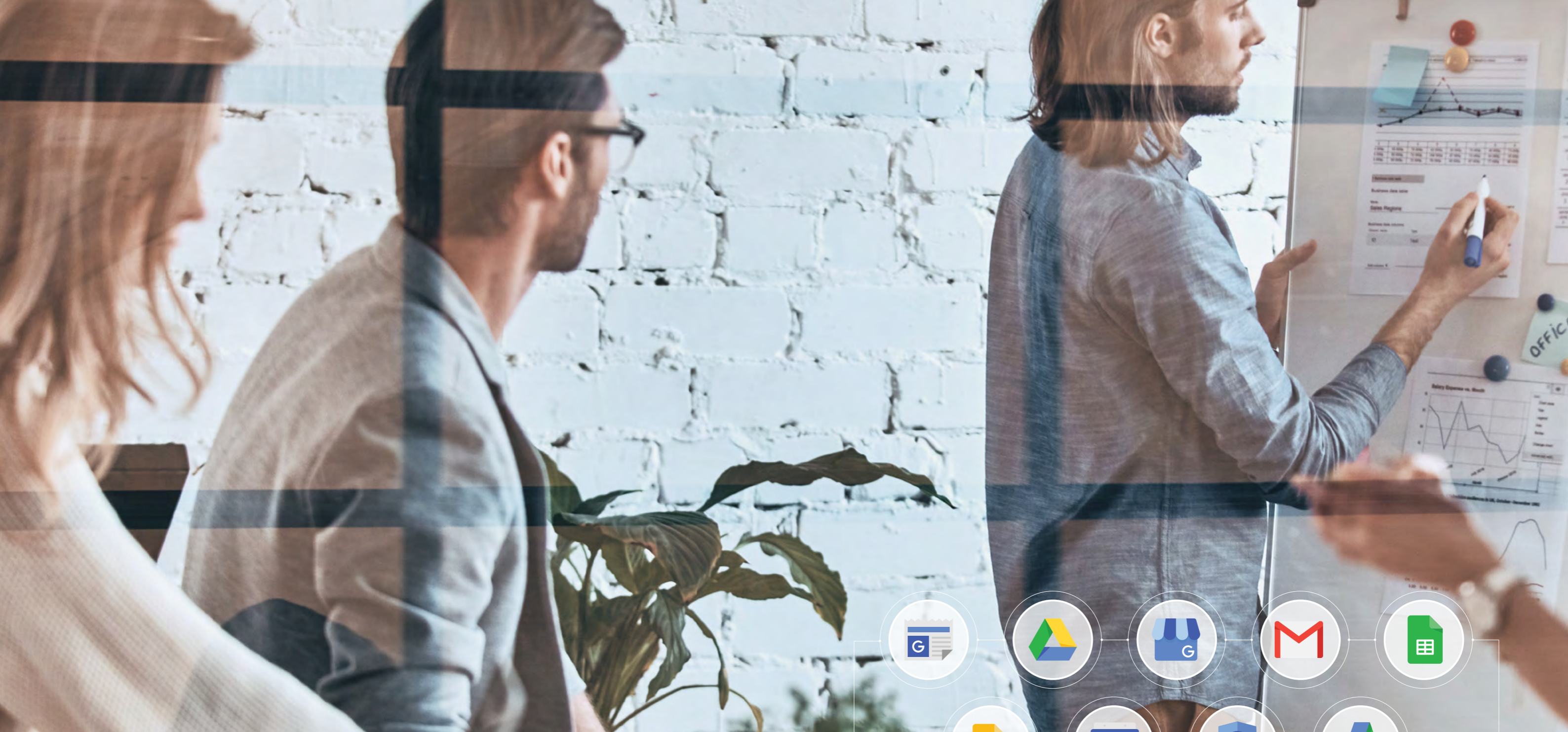
Lightning Fast Storage

Our fast and secure web hosting platform and expert technical support provides reliability, security and 99.99% up-time. This ensures your website keeps up with the demands of the modern digital world.

Key Features

- ✓ Virtual Private Servers
- ✓ Latest PHP Version
- ✓ HTTP/2 & HSTS Compatible
- ✓ MySQL Database Hosting
- ✓ SSL Certificate
- ✓ Fast & Secure Servers
- ✓ Daily Backups





Email Hosting

Google Cloud Partners

Make the transition to Google Cloud with ICAAL. Our in-depth industry knowledge means we can help your business upgrade to the latest Google Cloud offerings.



PARTNER

Google Cloud



E-Commerce

Set Up Shop

We develop simple-to-use e-commerce systems, allowing you to quickly and easily sell your goods in a secure environment whilst managing payments in an organised and user-friendly CMS.

Quoting Engine Systems

Increase Leads Grow Sales

Our state-of-the-art quoting engine system is a dedicated conversion tool that will grow your business by generating more leads online.

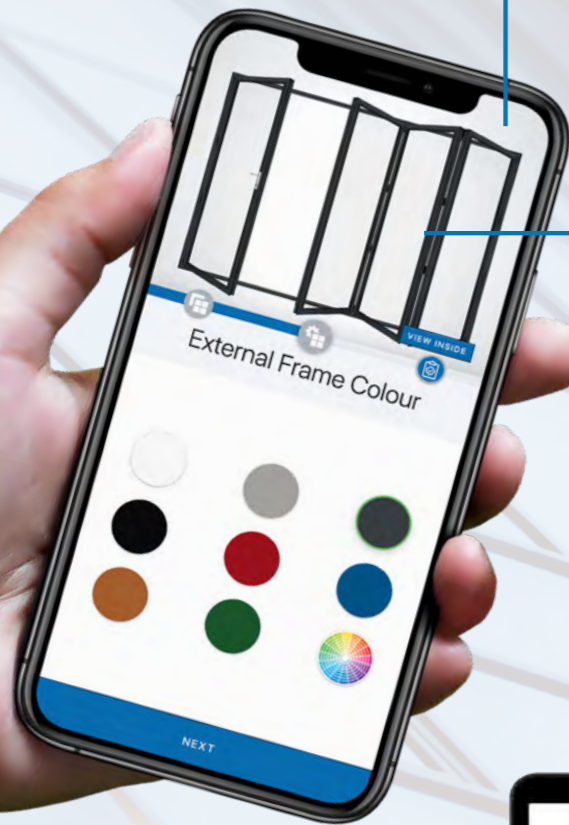


Stunning CGIs



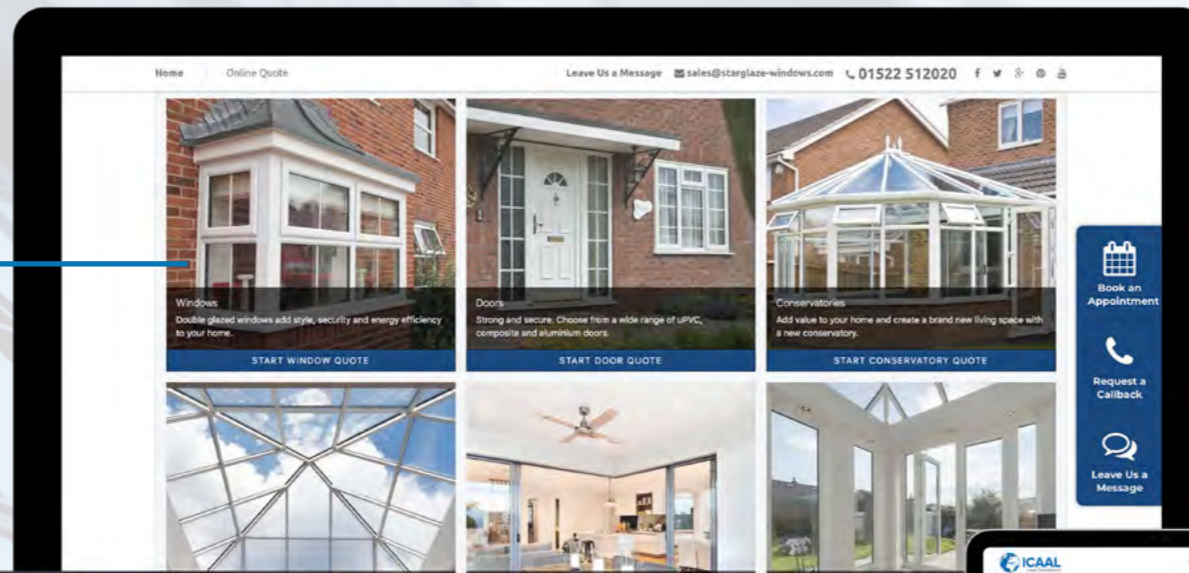
Custom Media Library

Flexible Pricing



Fully Responsive

Limitless Product Options



Tailored Imagery

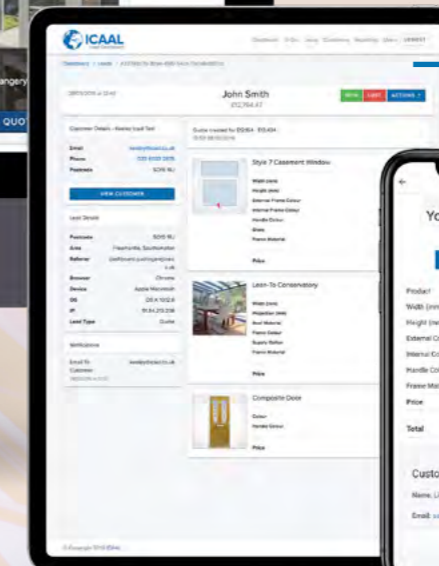
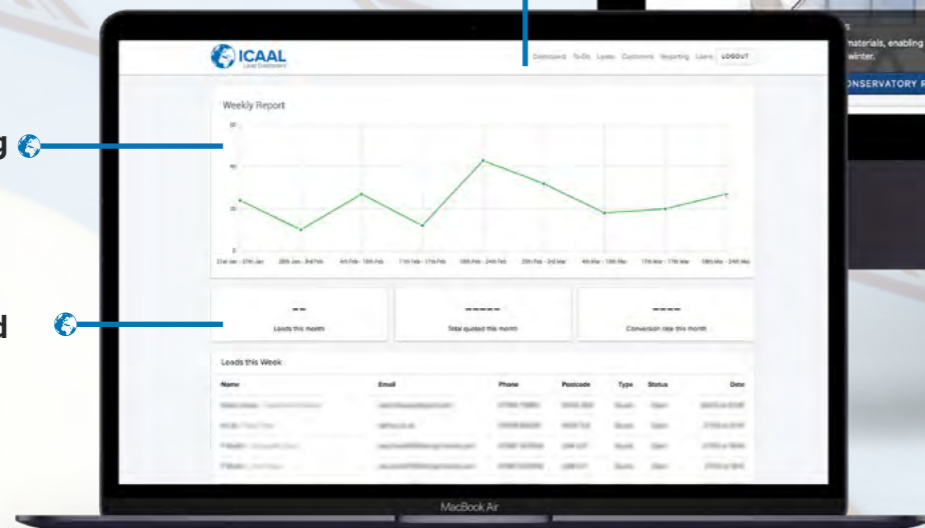
In-Built CRM

Automated Response Emails

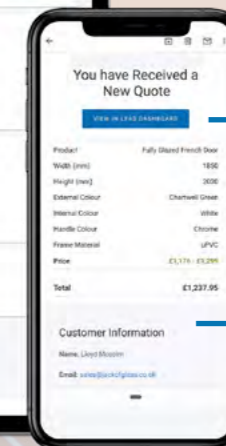


Real-Time Reporting

Password Protected



Full Quote Details



Live Lead Notifications

Click-To-Dial Links

Customer Relationship Management (CRM)

Increase Conversions

Manage your leads, add notes, allocate outcomes, schedule call-backs and download customer lists for future cross-channel marketing campaigns.



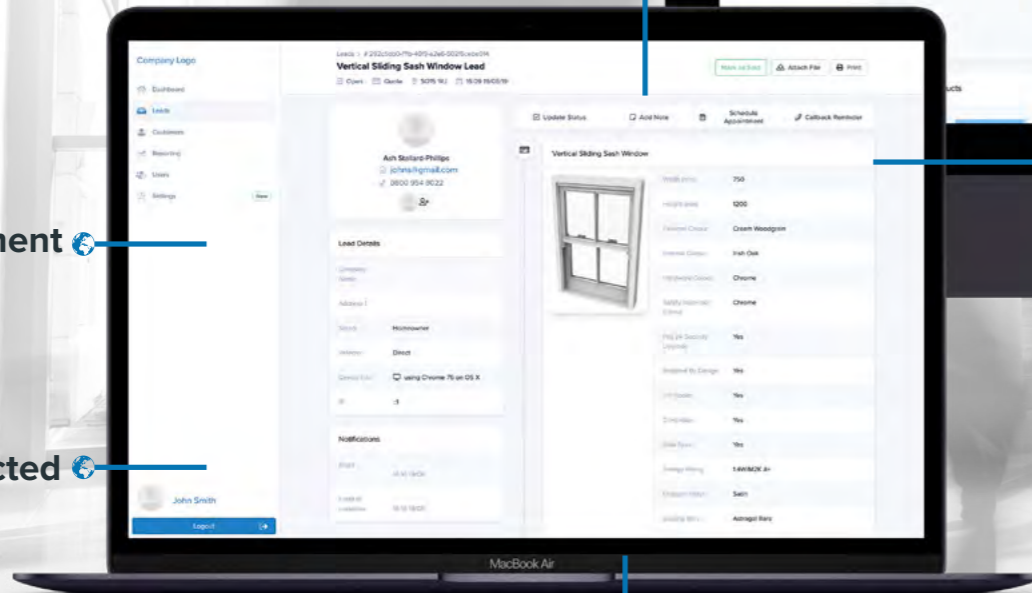
Mobile Responsive

Upload Leads

Appointment Booking

User Management

Password Protected



Assign Outcomes

Call Back Calendar



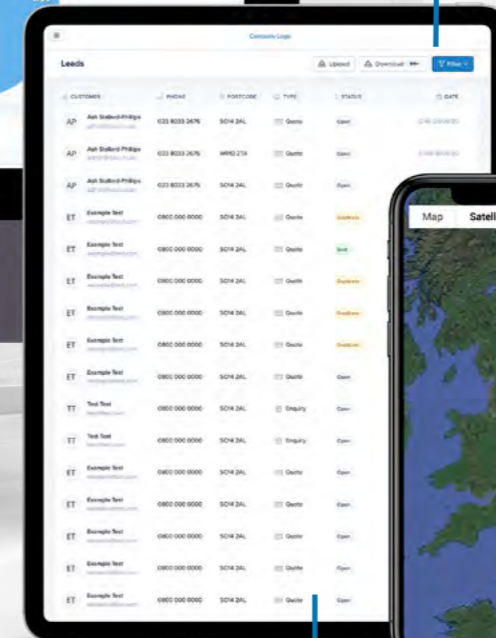
Key Performance Indicators (KPIs)

Custom Lead Reports

Real-Time Reporting

Statistical Graphs

Downloadable Customer Data

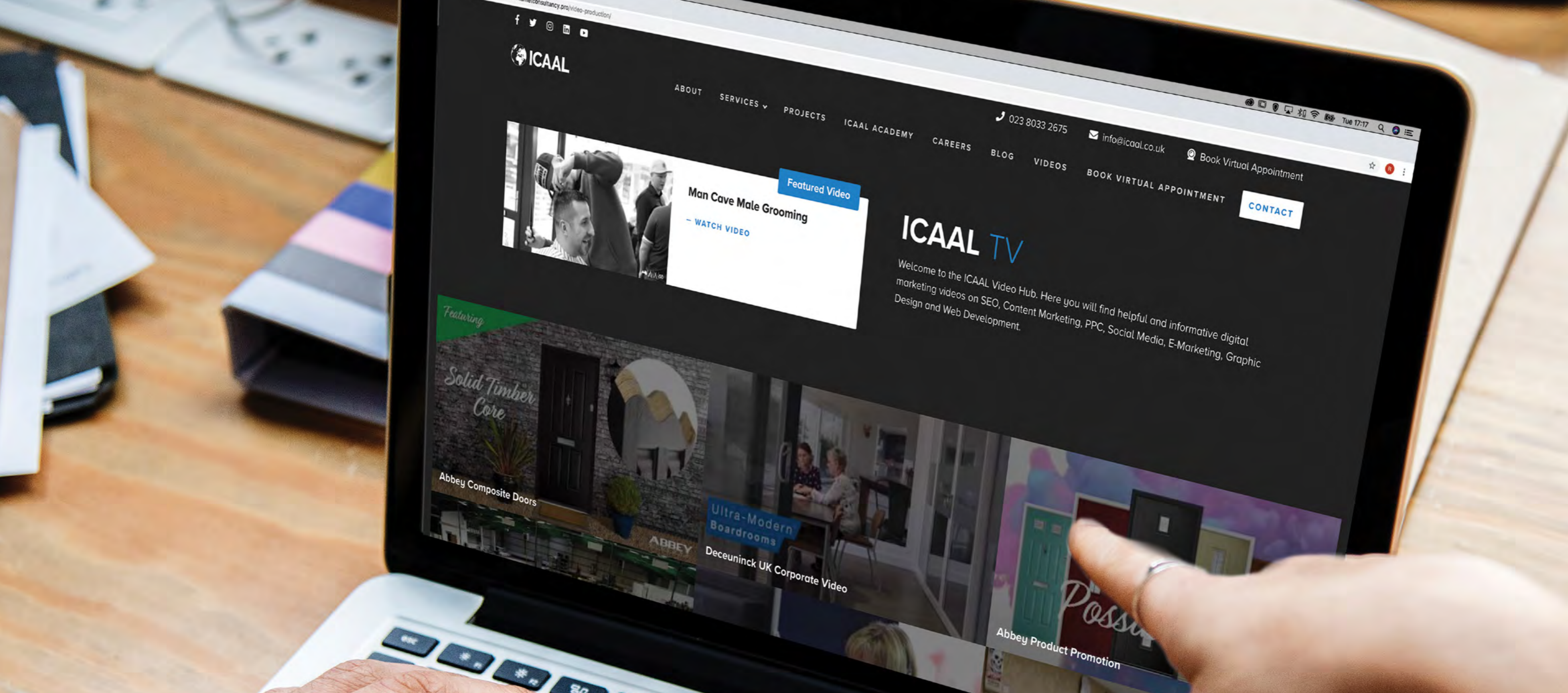


View Detailed Quotes



Data Heat Map

Data Visualisation Tools



MEDIA MARKETING

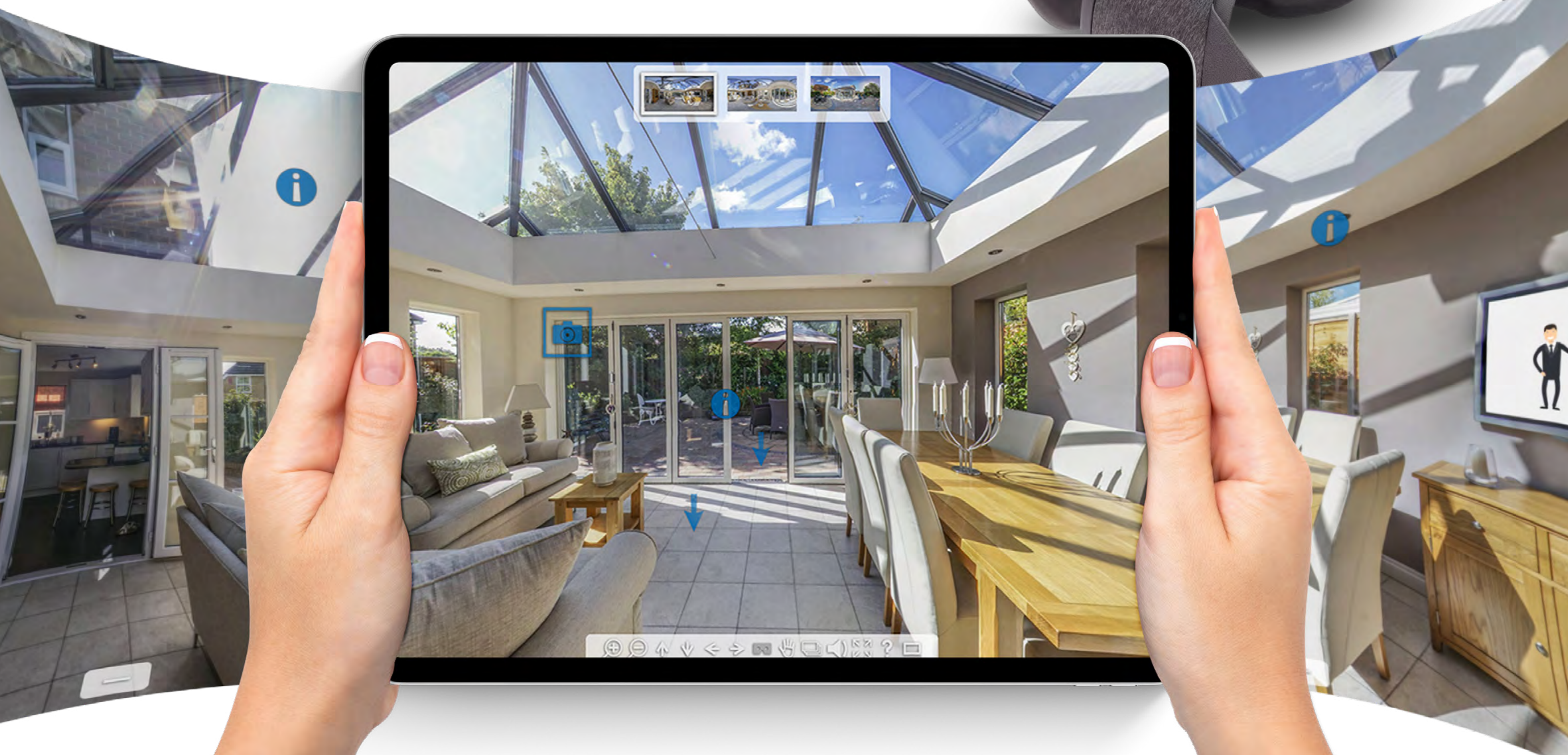
Captivating Content For Your Customers

Step into the future. Plan smarter and engage faster with our expert media marketing solutions including VR, Video and Photography.

Virtual Reality Tours

Stunning 360° VR

Our Virtual Tours and 360° Photography present your business in a unique and powerful way. Transport viewers inside a virtual world and allow them to choose their own angle and perspective.



Photography

Capture and Share

Captivate your customers and emphasise the USPs of your products. Our expert product photography provides you with creative and dynamic images for maximum visual impact.

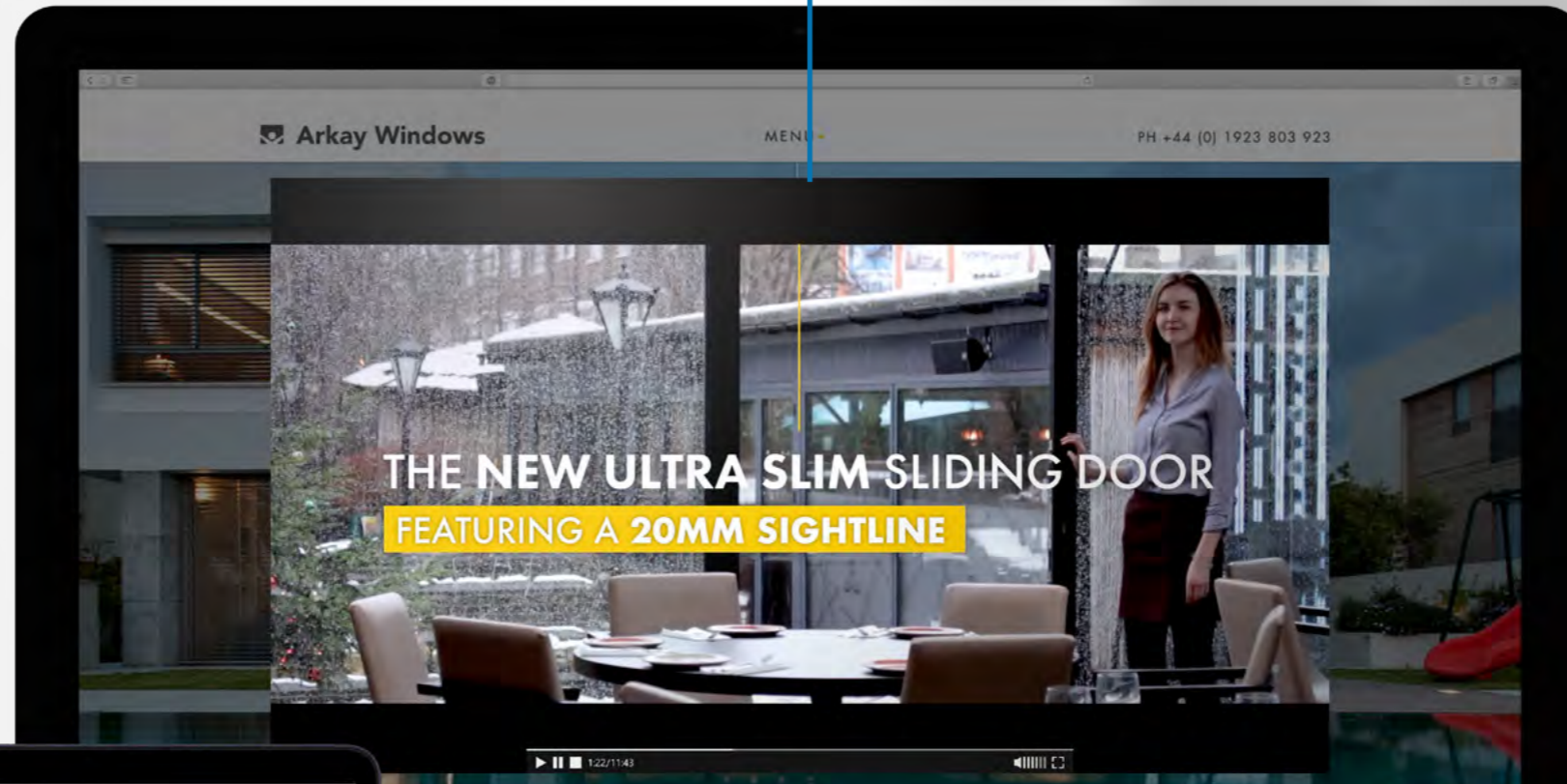


Video Production

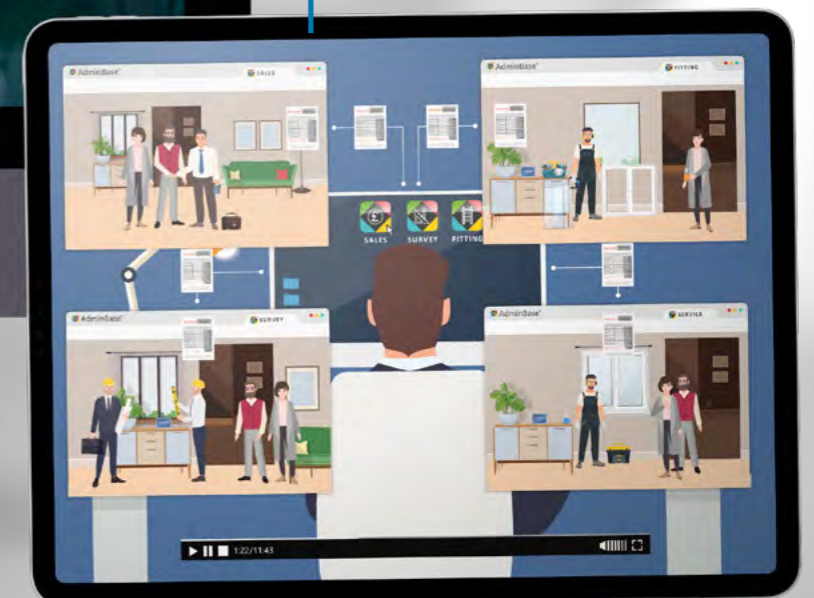
Stories Well Told

Great marketing starts with a great story. Let us tell yours through a unique, captivating and inspiring promotional video. Our lens, your film.

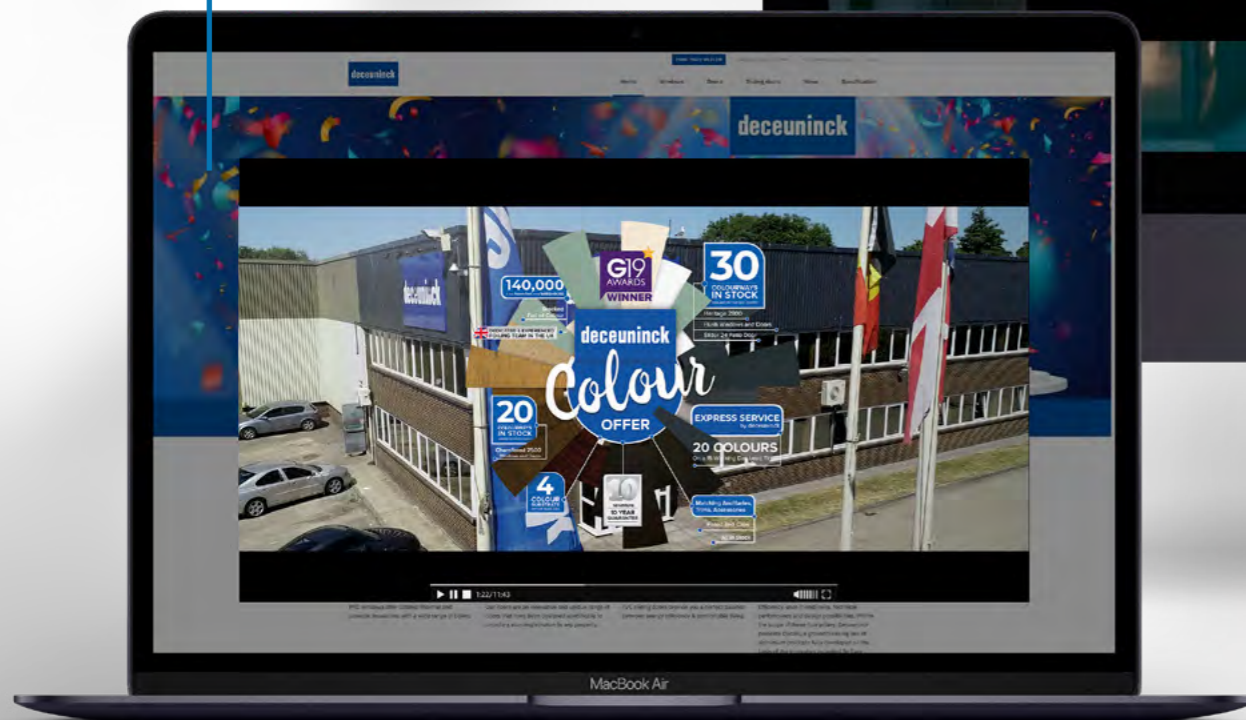
Product Videos



Animation Videos



Corporate Videos

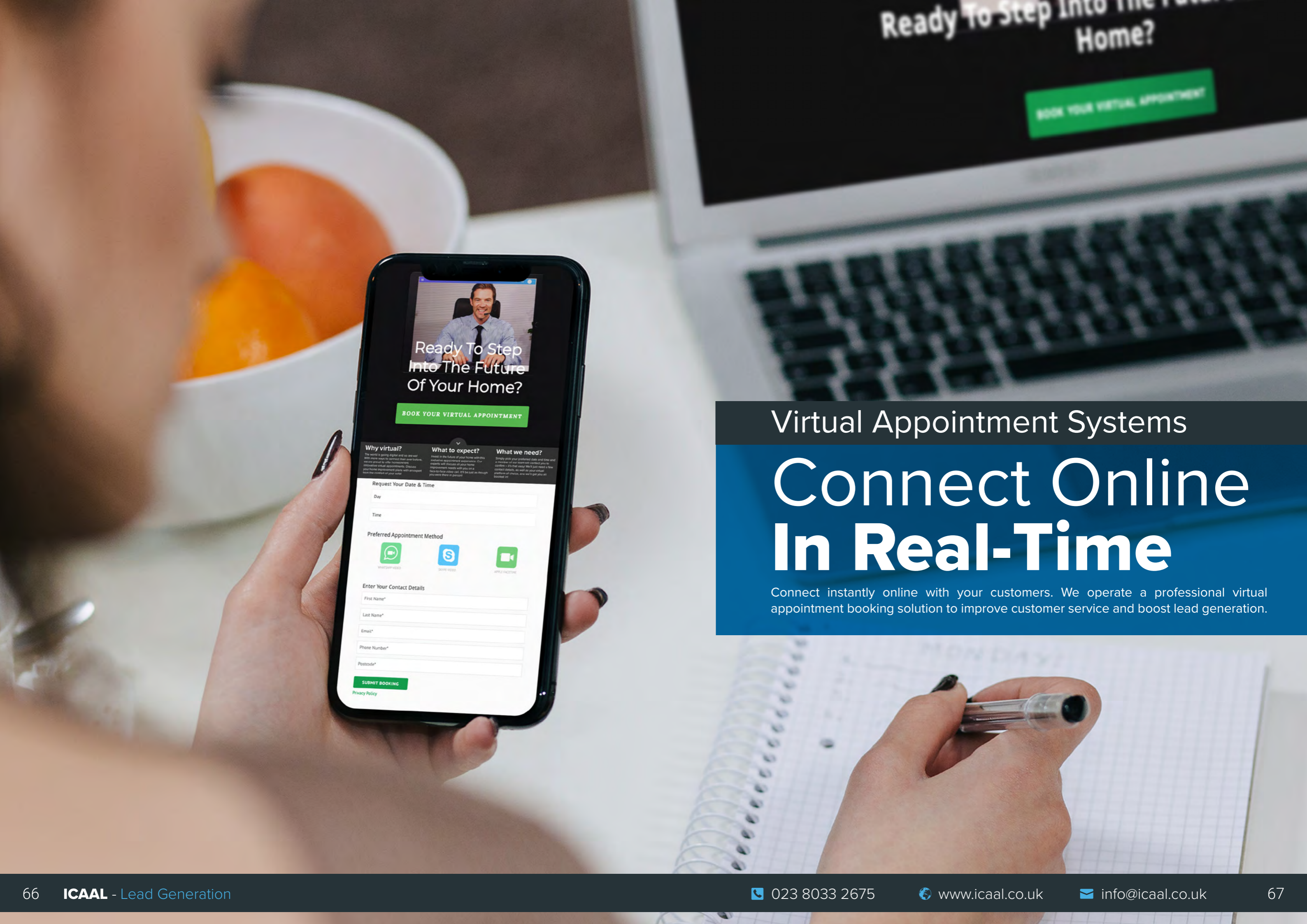




LEAD GENERATION

Realise ROI

We constantly measure performance and evaluate the efficiency of every marketing channel, to realise the very best Return On Investment for our clients.



Virtual Appointment Systems

Connect Online In Real-Time

Connect instantly online with your customers. We operate a professional virtual appointment booking solution to improve customer service and boost lead generation.

Strategic Campaigns

We design and co-ordinate email campaigns with impact to drive traffic and boost sales. We help further improve conversions and ROI through a series of meaningful KPIs and reports.





Telemarketing

Personalised Campaigns

Quality leads are hard to come by. Our exceptional team of call centre operatives are highly trained to convert your sales enquiries into fully qualified leads.



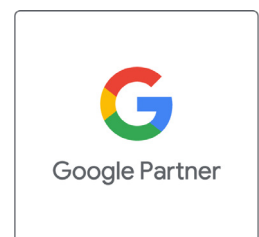
Creative Digital Marketing

📍 11 - 15 Bugle Street,
Southampton,
Hampshire,
SO14 2AL
United Kingdom

☎ 023 8033 2675
☎ 0800 954 8022

✉ info@icaal.co.uk
🌐 www.icaal.co.uk

🐦 @ICAAL_UK
📘 /ICAALUK
📷 ICAAL_UK
🌐 ICAALUK
📺 internetconsultancypro



MADE WITH ❤️ BY ICAAL