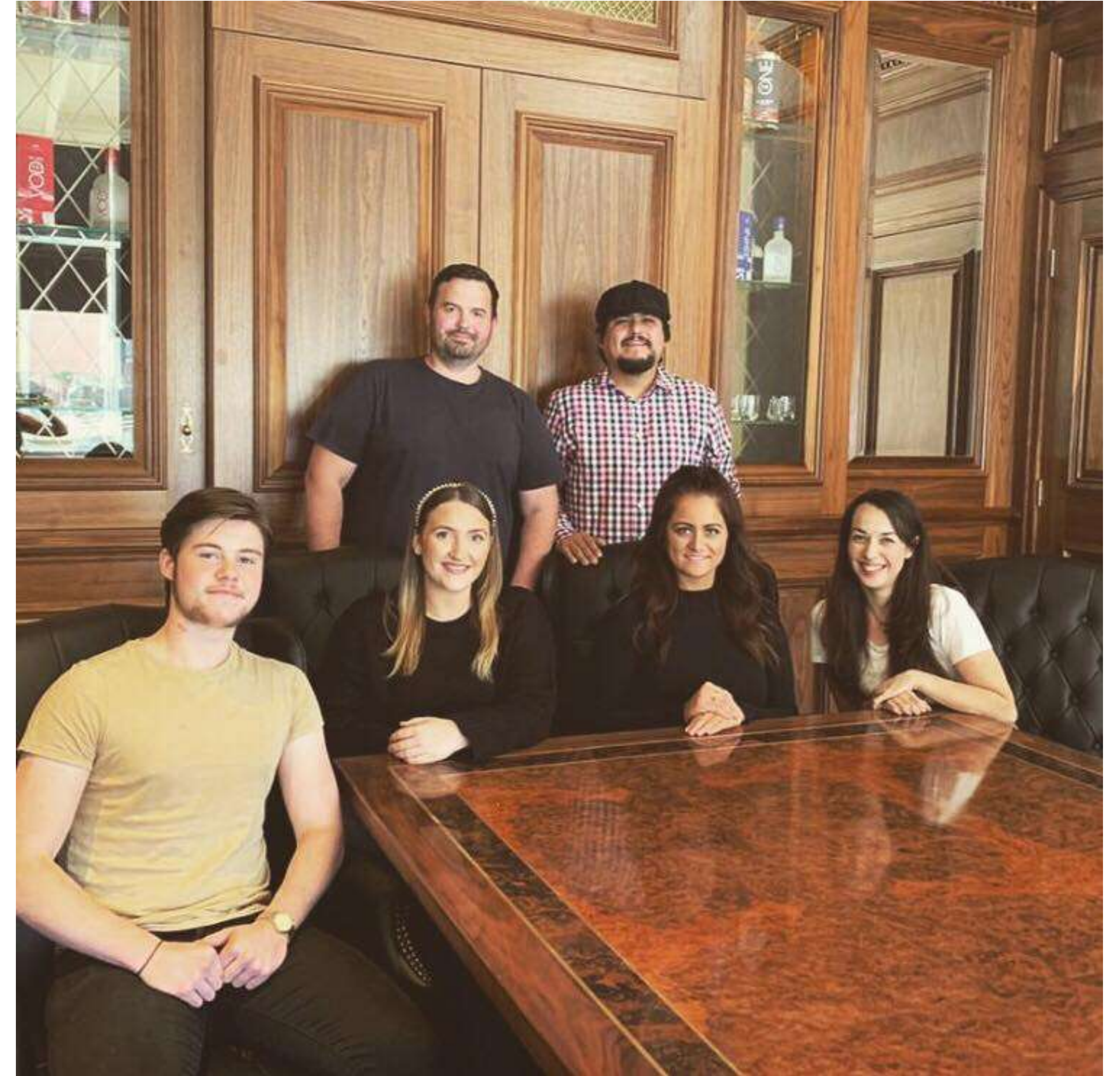




 **COLEHOUSE**

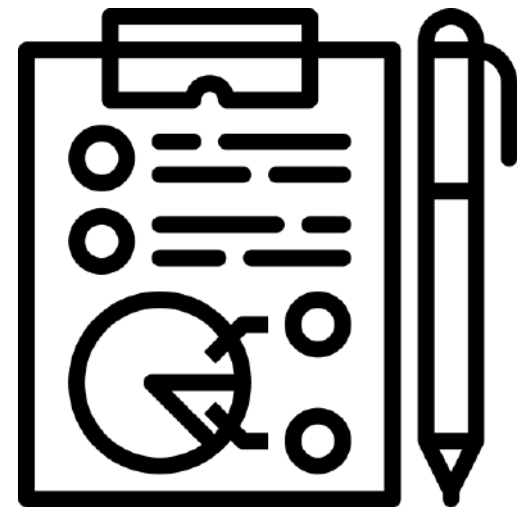
**We believe
marketing should be
simple, effective,
and a catalyst for
change.**

- Steve Cole, Managing Director: Colehouse Communications



“ We provide **conversion focussed digital marketing services. We understand that now, more than ever, **every penny counts** and marketing spend and activity **MUST** show a **clear return on investment**. Our team thrives on concocting award winning bespoke campaigns and strategies through long-term **partnerships** with our fantastic clients. ”**

What Do We Do?



Marketing Strategy

Looking holistically at your approach across on and offline.



Web Development

From landing pages to full site redevelopments.



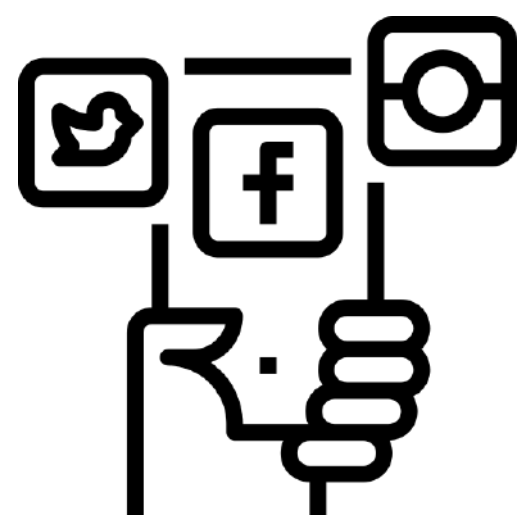
Launches & Campaigns

We've launched apps, campaigns, brands and more...



Design

We've got an eye for what looks nice.



Social Media Marketing

We're specialists and stay ahead of the curve.



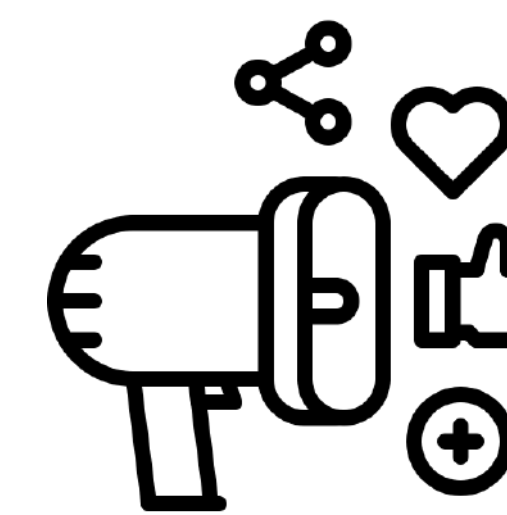
Email Marketing

We can grow email lists, increase conversions and design beautiful messages.



Content Creation

Video, GIFs, images, blogs, the lot.



Paid Social

Through the major social platforms we drive ROI.

We do

BIG



Empowering young people: Leaders Live

During the 2015 General Election we were asked to deliver a digital strategy for the UK's first live stream event with the leaders of each main political party.

Leading the communications and digital/social elements of the project for 12 weeks, we provided world-class social media content to bring each live stream to life; educated and engaged young people and first-time voters in the run-up to each stream; and encouraged real-time questioning throughout. This was one of 3 major campaigns we ran throughout this project.

Key highlights:

- #LeadersLive was covered in all major UK publications and went on to be nominated for several awards.
- 1.5 million minutes of the Leaders Live content watched to date
- 80 million impressions (unique people) engaged via social media for Leaders Live.
- 20,000 #LeadersLive mentions
- 15,000 comments on Leaders Live YouTube videos
- 22 minutes average dwell time on the live stream
- Leaders Live content viewed in 120 countries
- 88% of viewers from the UK

[Read more...](#)



441,696 registered to vote in a week

On February 5th, 2015, “National Voter Registration Day” (NVRD), we ran the social media, email, social advertising, and influencer strategy that led to the registration of just under half a million young people to register to vote; at the time, a world record.



14.4m
Digital Impressions of the
campaign in a week.

166,167
People registered to vote on
NVRD - 441,696 over the rest
of the week of action.

[Read more...](#)

400,000 downloads in only 4 weeks

Verto was an app developed by the team we worked with throughout this project. Again, working across all digital marketing aspects including web, social, influencer, digital pr and email we were able to get 400k users of this app, Verto, making 19 million decisions to help their political decisions.

[Read more...](#)



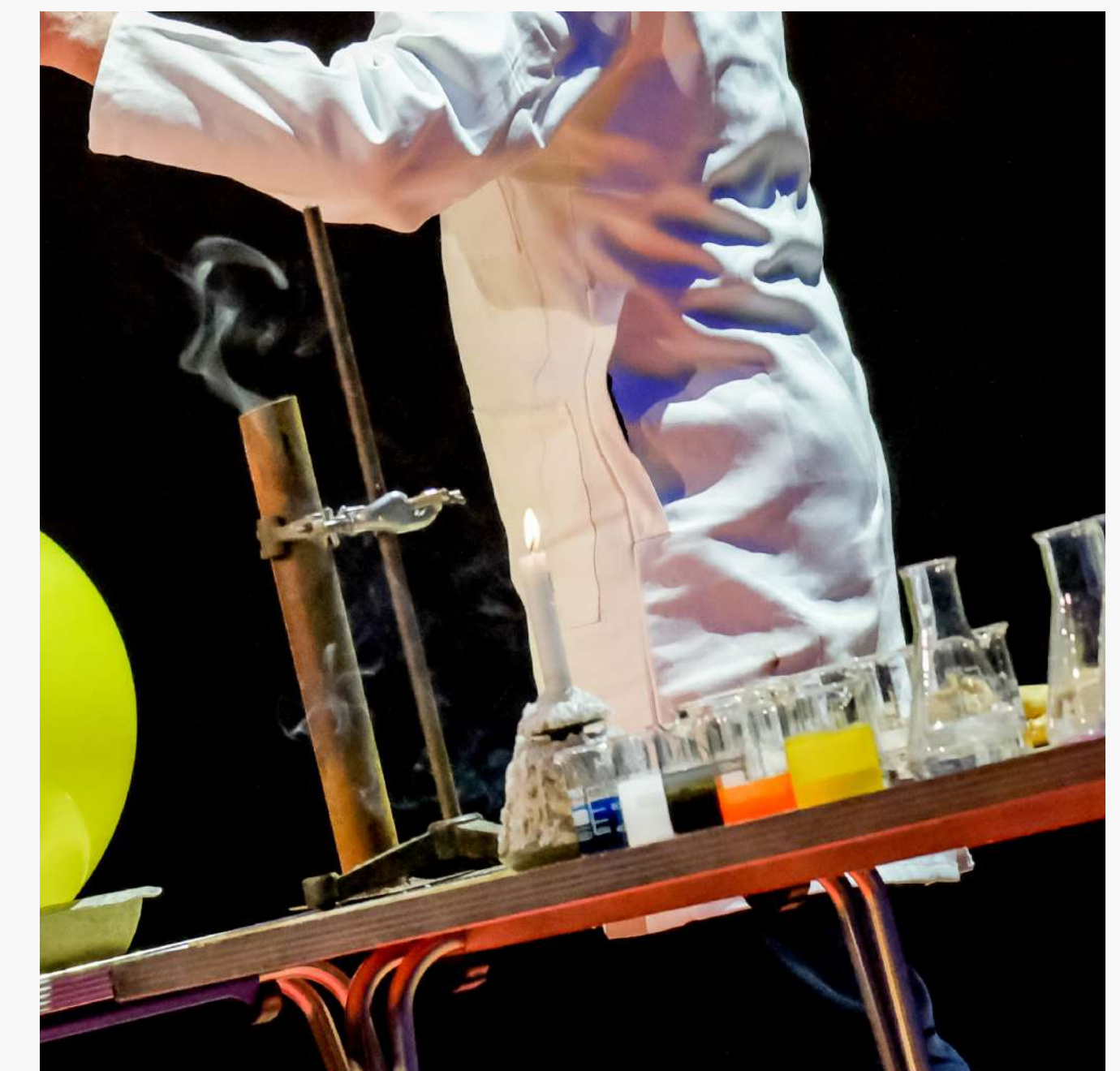
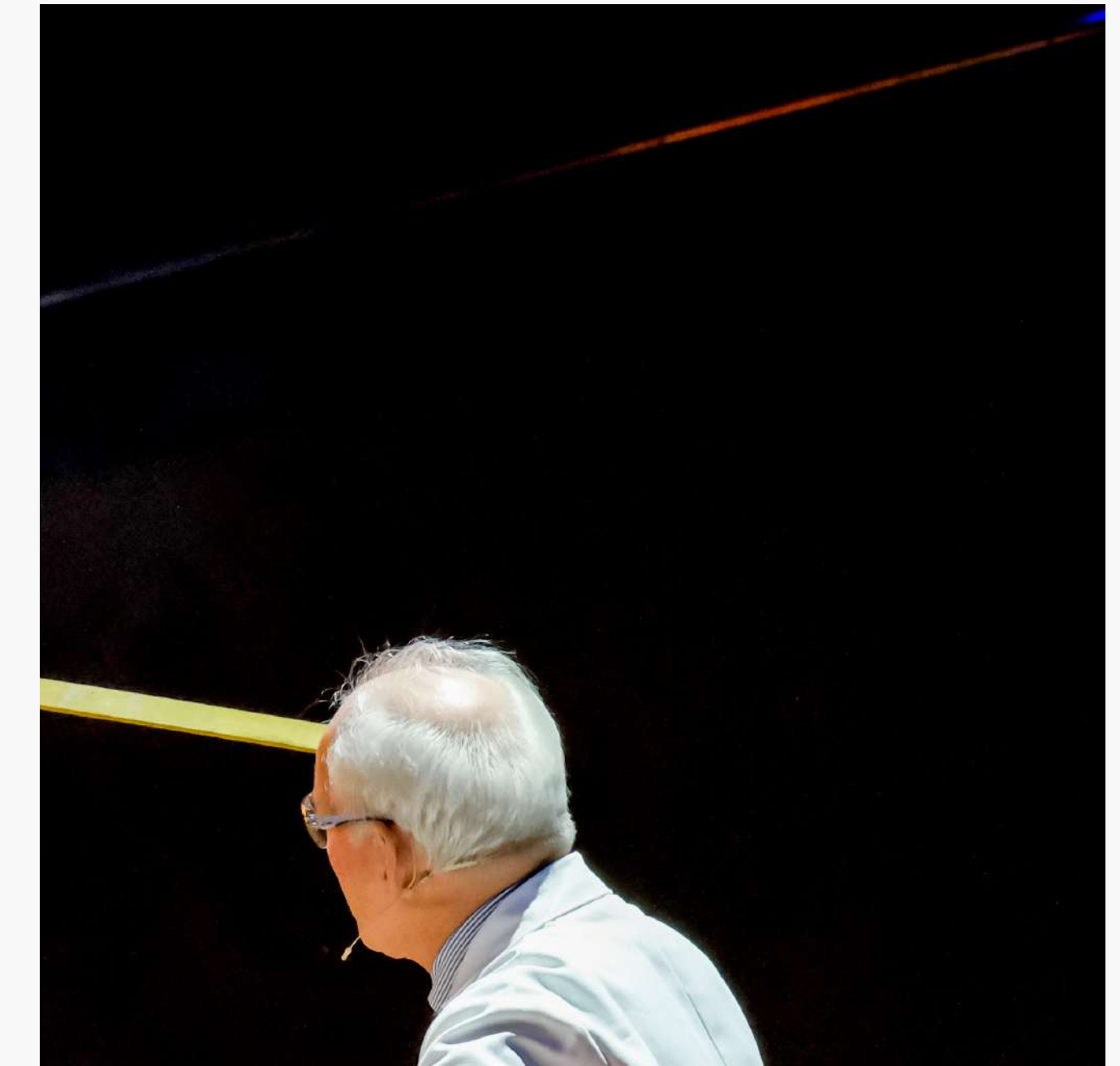
Supporting the astronomical growth of TEDx Manchester

Since 2017 our team has been the driving digital force behind TEDx Manchester and have helped grow from attendances of around 400, to a 2,500+ person event and the largest TED gathering in North America and Europe.

Working closely in collaboration with the founding team we have supported their growth to being the largest TEDx gathering across Europe and North America.



- Developing the end-to-end digital strategy from 2017 - present
- Creating 1000's of pieces of content across Twitter and Facebook
- 212% growth of the email mailing list
- Full web development, content management, design and deployment
- Supporting a huge increase in delegate attendance to over 2300 people
- Trending on social media every year we have handled the social comms





Elevating Partnership at Microsoft #MSInspire

We created a daily video diary concept that, working along with the team, could be recorded and deployed in pseudo real-time.

The video diary received lots of positive engagement and received over 19k views; 17k of those coming directly from Twitter. We reduced ad spend and increased views by targeting the hashtag on Twitter for further content exposure.



214%

Digital Impressions of the campaign in a week.

Read more...

Global Advertising campaign #MSEngage

We formulated an advertising campaign to span the globe across 10 different countries to raise awareness of Quadrotech's market-leading solutions. For each destination, we created engaging copy and imagery and promoted content in real-time across the globe at each of the 10 events.

Serving ads to very diverse countries, we had to be aware of any potential advertising restrictions for each destination. Further considerations included native languages, time zones and social channel popularity.

1 million

impressions of the advertising content for #MSEngage targeted within Quadrotech sales funnel.

10 Countries

formed part of a highly targeted advertising campaign following the #MSEngage event across the world.

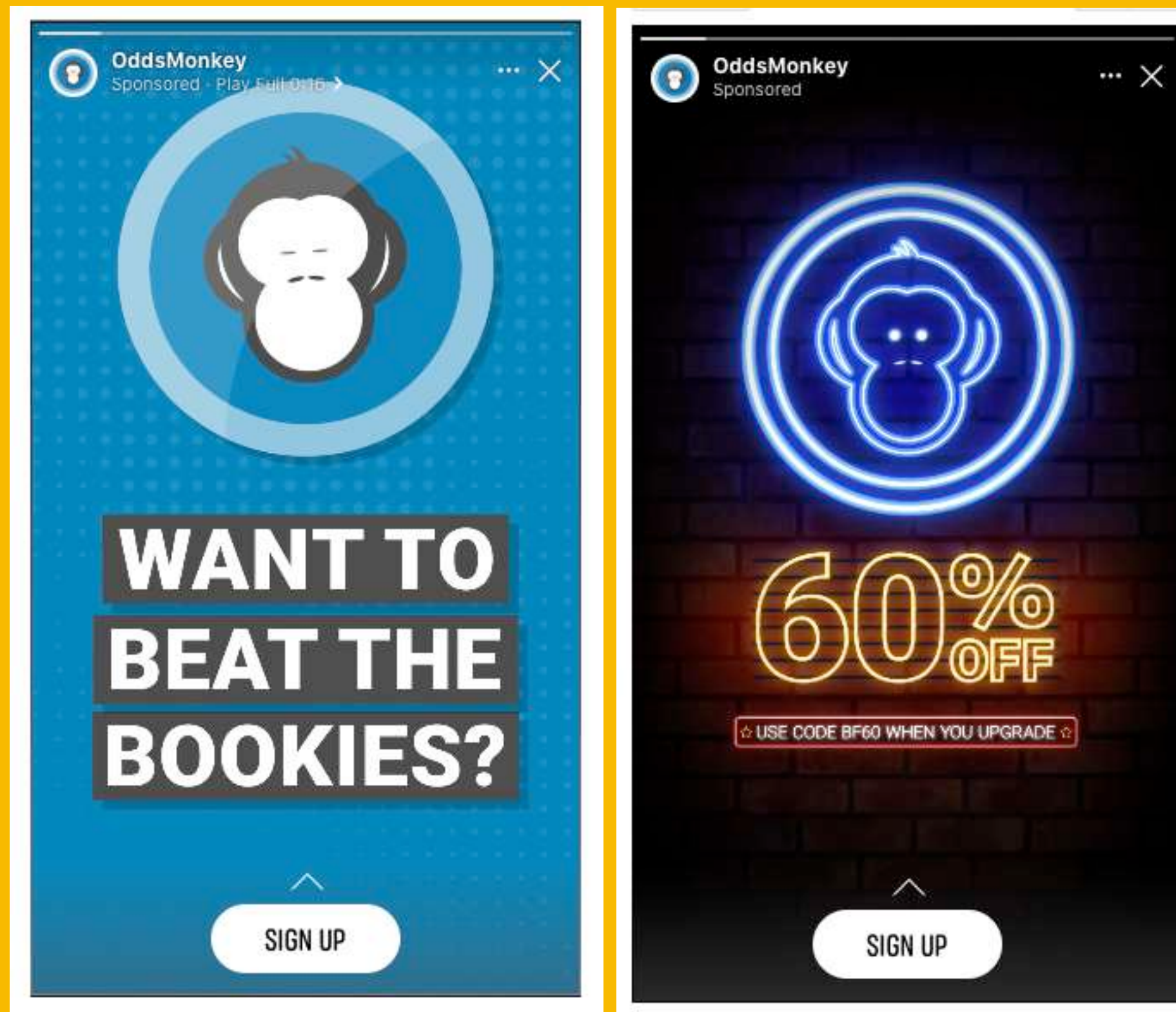
Read more...

Launching product partnerships



Our long-term client, OddsMonkey, had negotiated an industry-leading product enhancement and partnership with one of the best known and trusted gambling partners.

We developed content that not only explained the new integration, but also formed part of an advertising campaign that saw 1,000's of new members join the service.



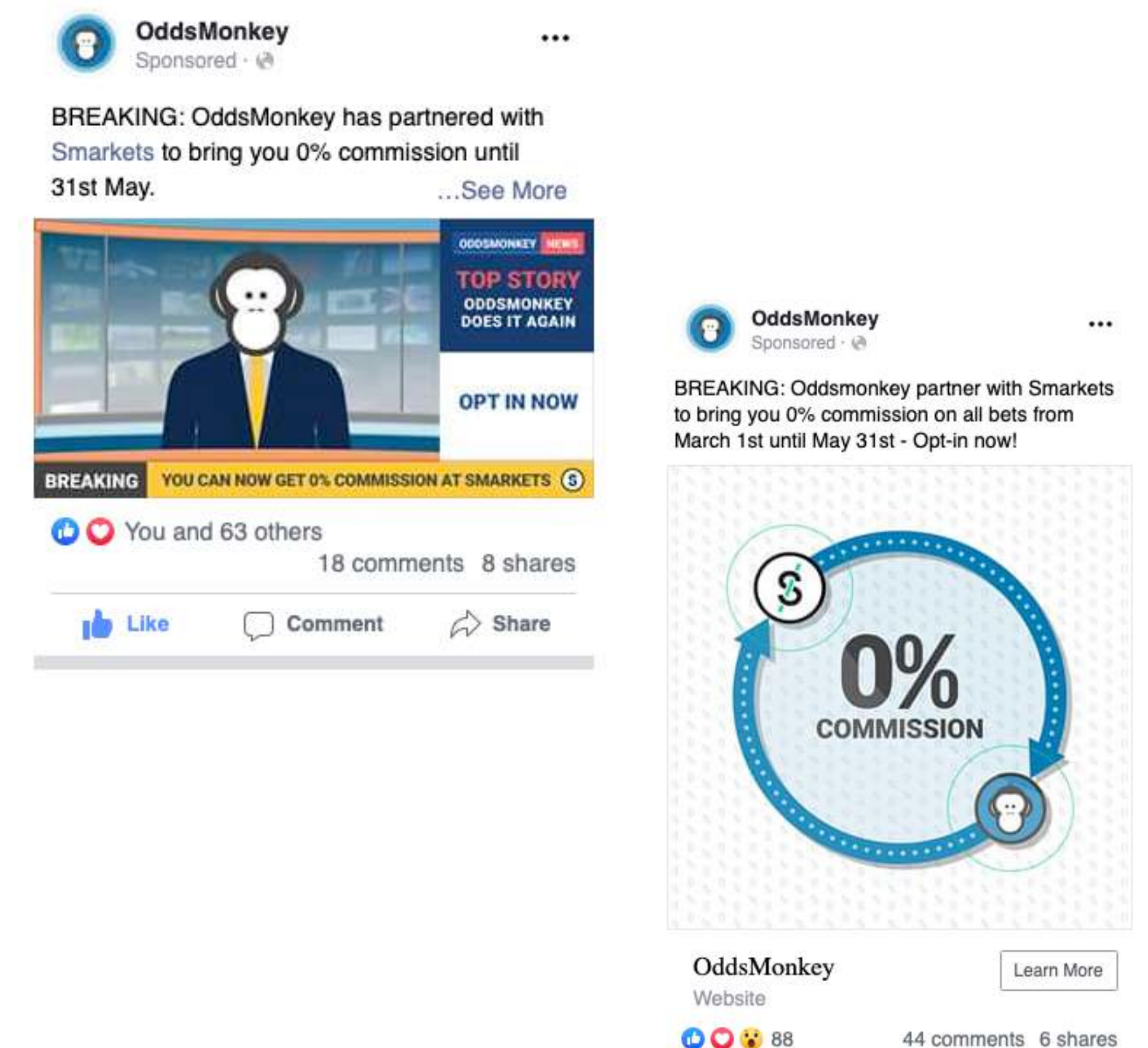
Working closely with the team over the years, we have developed new and cutting edge advertising concepts that have got them more for their money. Return on Advertising Spend is a key metric when we develop campaigns.

Pioneering new platforms

10x Ad Spend

On average during 2018, we were able to generate 10x ROI on advertising spend for our client across their always-on campaigns.

We have ensured to keep our advertising campaigns fresh and we have used them to increase trust and brand awareness as well as increasing bottom line sales and conversions.



Making Waves in Mental Health

Coming into the end of 2019, we were approached by a company in Australia who had a concept of doing the first ever Global Swim Rise event - emulating the daily routine that forms part of their not-for-profit and encouraging people from across the world to 'dip at dawn'.

From a standing start and with the clock ticking, we created a 4 week campaign including a landing site, video content, an email and advertising strategy that would allow us to bring this concept to people on mass and in a highly targeted way with a small advertising budget.

On the morning of the 5th October 2019, Togo was the first of 25 countries and 125 events to take part as the world came together in solidarity to promote the mental and physical benefits of the Swim Rise movement.

2,000

People took part; many of which had only heard about the event in the weeks leading up to it.

125

Events registered through our landing page

25

Countries from across the globe deciding to take part in #SwimRise 2019

[Read more...](#)



We do

LOCAL



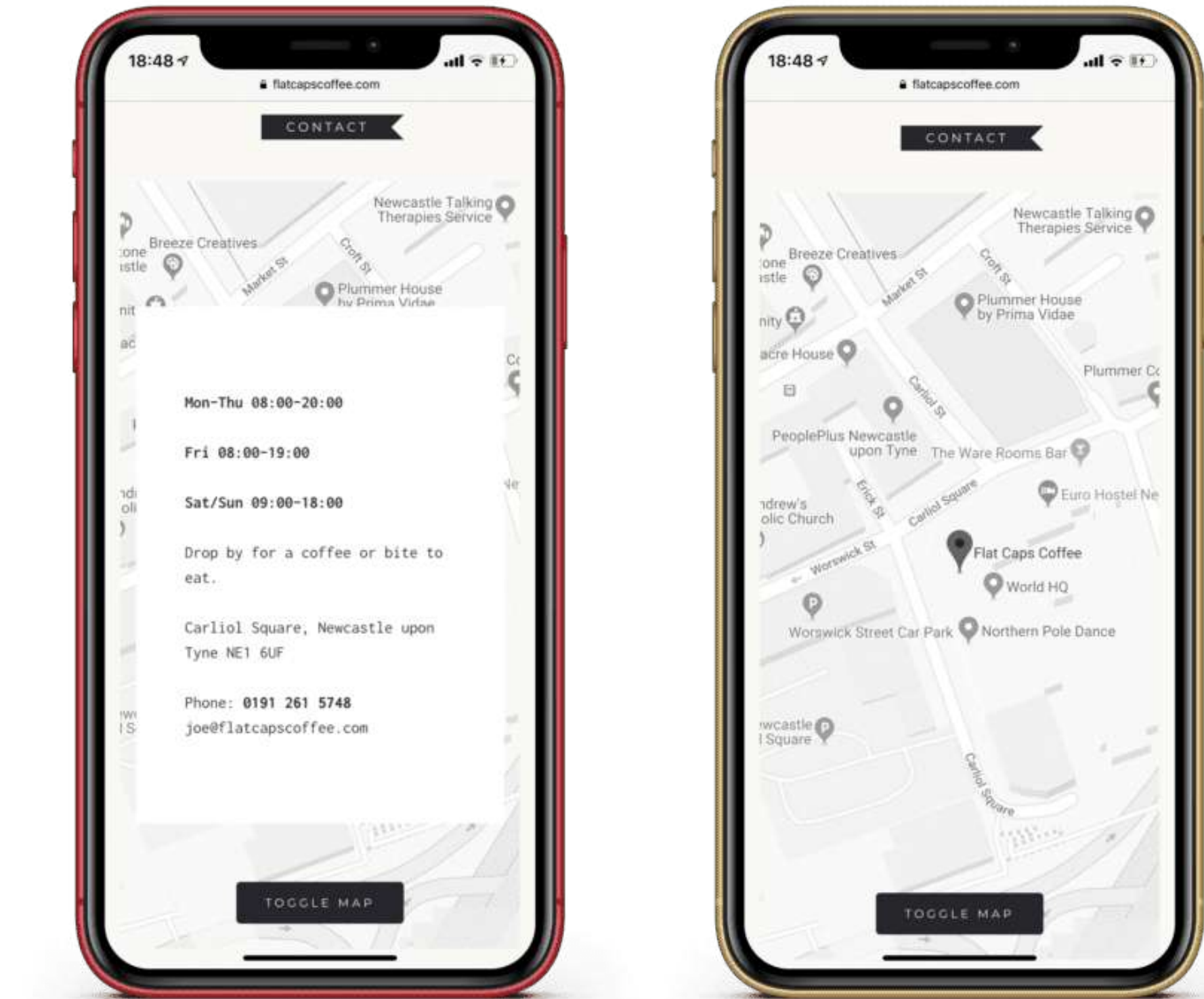
Empowering Local Business

We love working with independent businesses - after all, we are one too! We work within budgets to support local companies with things from web development, social media strategy and support, and campaigns they're running to find new customers.



For example, our long-term client Flat Caps Coffee have run many events with our support, including a Latte Art competition and Newcastle Coffee Festival.

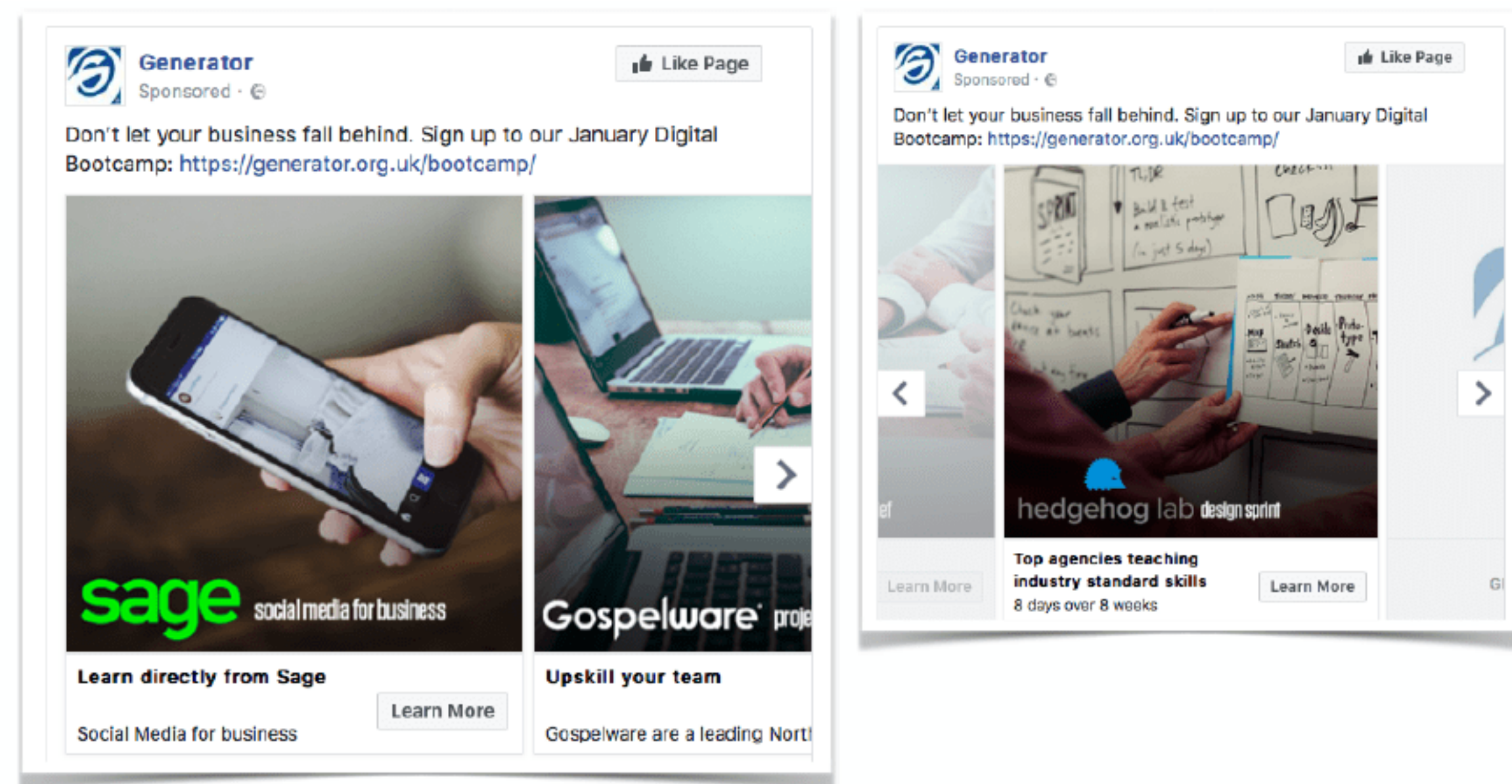
Read more...



Supporting Northern Skills Initiatives

Over the last few years we've partnered with Sunderland Software City, Digital Union, and Generator on a number of campaigns aimed at up-skilling marketing professionals and those looking for a career change.

Our remit has been to create the advertising campaigns and support efforts on social media and web.



"We hope that sharing our knowledge at Digital Bootcamp will help elevate the understanding of what is required to work in our industry."



- Ryan Davies: MD, Gospelware



generator.org.uk/bootcamp/

#DUSOCIAL

DIGITAL
UNION
POWERED BY GENERATOR

★ TechTalent

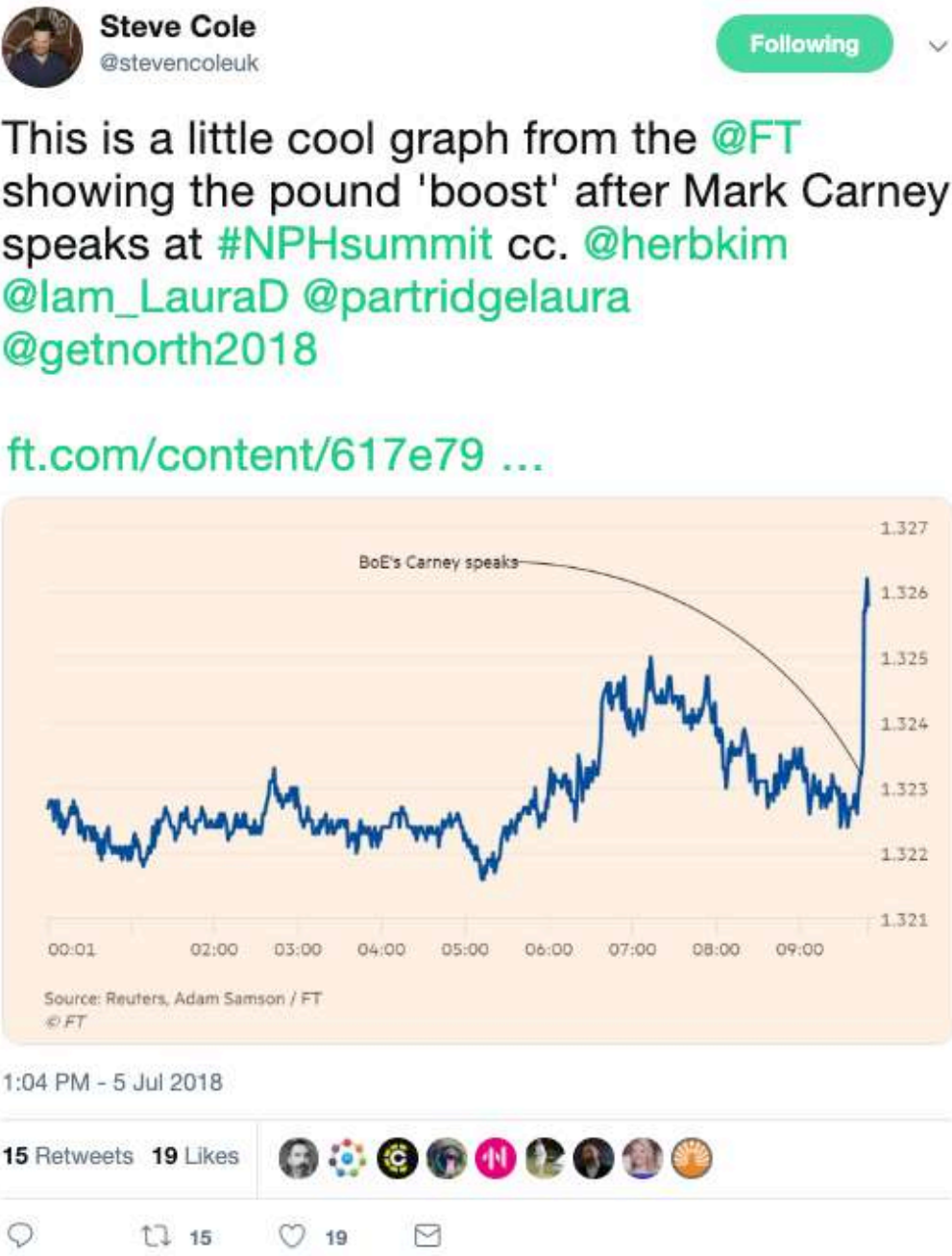
24th May, 2018



Shining a spotlight on the incredible North

Working alongside Beaconhouse Events, Hemingway Design Sunderland Software City, Thinking Digital, and Digital Catapult, we were contracted to work on the Northern Powerhouse Business Summit as part of the Great Exhibition of The North celebrations.

We were contracted to provide digital marketing services for the three-day event which featured the Governor of The Bank Of England as well as several leading figures from business and politics from across the UK.



28.2 million

million digital impressions created over the 3 days.

3

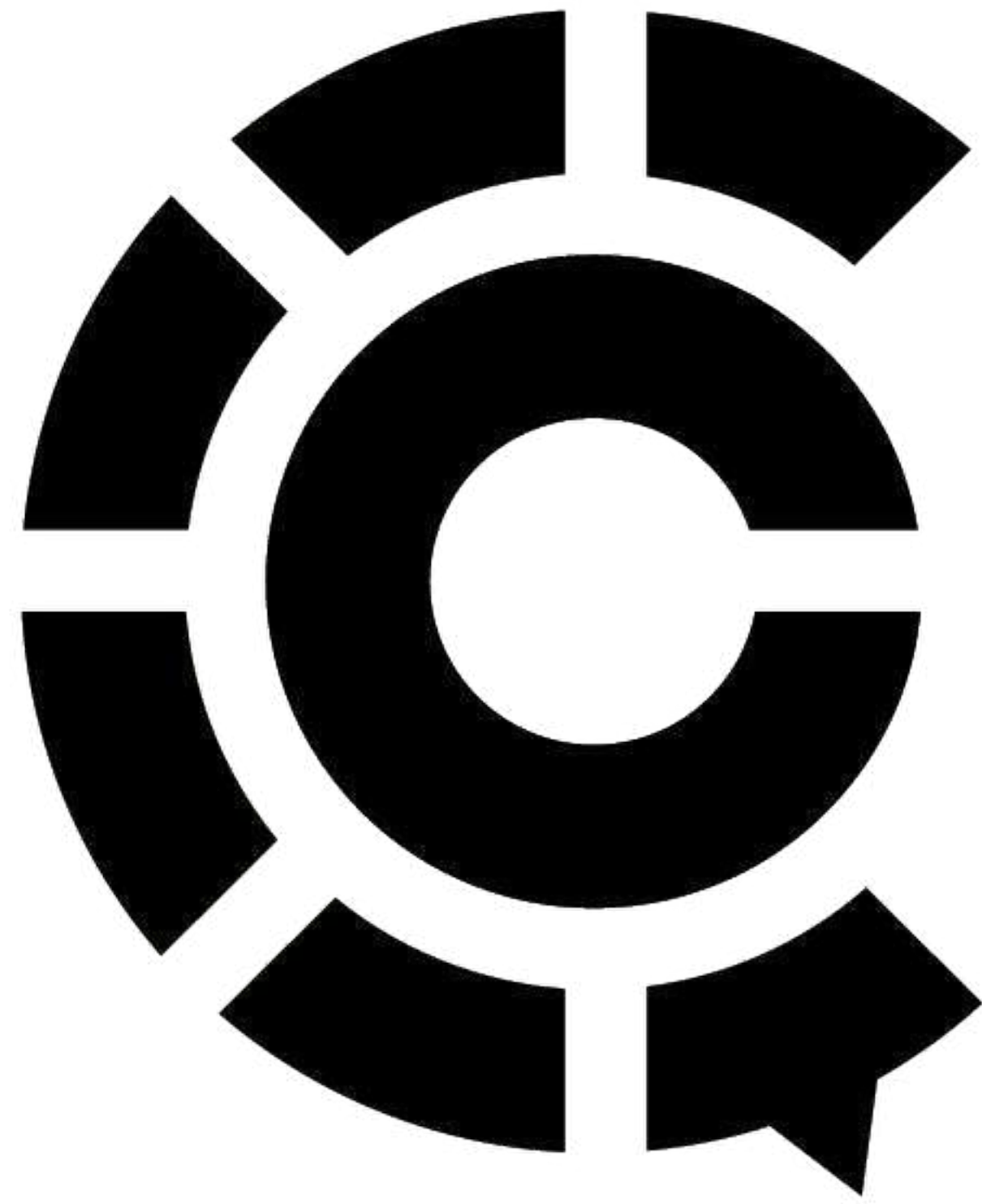
#NPHSummit trended in Newcastle for 3 full days

140

Pieces of content created to support media, registrations and event coverage

Read more...

**Like what
you see?**



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