



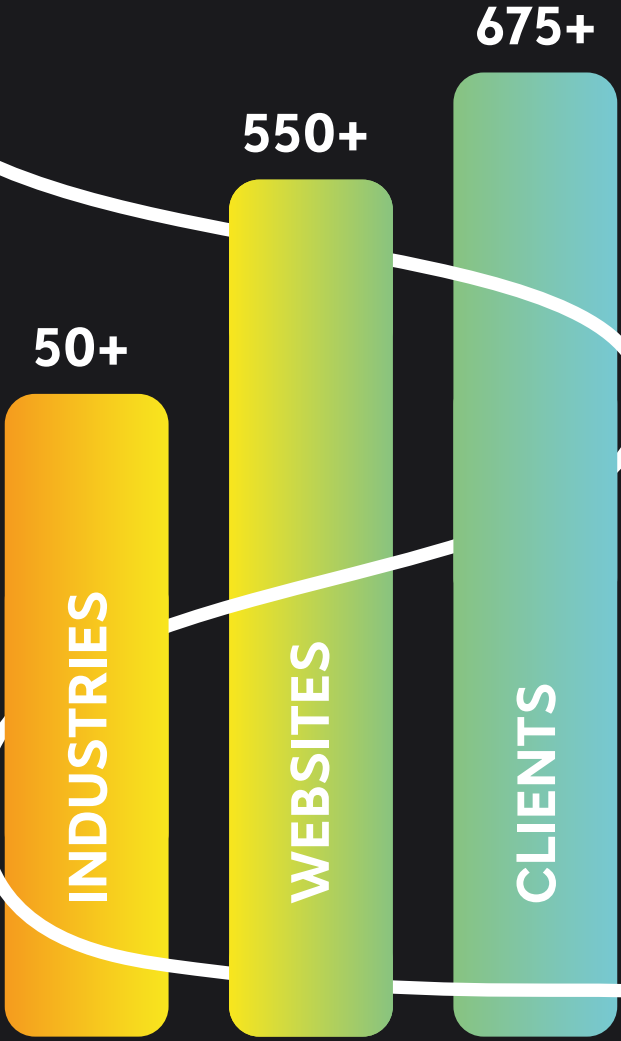
yellowcherry



**your
creative
marketing
partner**

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Introduction

Yellow Cherry has provided a full range of marketing support for clients throughout the UK since 2009. Our **company values** embody what makes us the (cherry) pick of the bunch:

Our culture has been distilled over years, we celebrate ideas, teamwork and dedication, taking the best bits of our team and our clients and combining them to create something brilliant.

Transparency. We want our clients to hold high expectations and feel confident about the services we offer. It's really that simple. At Yellow Cherry, you can expect transparency from initial enquiry, to project completion and aftercare.

Collaboration. We want to work with our clients in a way that suits them. Whether they need a full-service marketing partner or just a wee bit of support, we can design a solution that works for them and achieves the best outcome.

Commitment. We are committed to innovative ideas and ensuring the best results for our clients. We're serious about getting things right and holding our hands up if things don't work out the first time.

Our staff continuously stay dedicated to their work with integrity, openness and passion.

Respect. We are where we are because our clients respect what we do and how we do it. We give every client our all, no matter the budget or scale of the project. Across industries and services, we get into the mindset of every potential client and tailor services to suit them and the way they work.

Investment. We are based in the Highlands, with an agency headquarters that gives us the opportunity to employ and support local creatives to develop their skills, scale upwards and realise their full potential. From day one, Yellow Cherry wanted to offer top-end marketing solutions so local businesses could shop locally and receive exceptional services. We are now able to invest in local young people also, supporting schools and the University of Highlands and Islands, along with providing apprenticeships, graduate and school-leaver employment and placements.

These values form a daily attitude in our studio that is embodied across our whole team, or as we say, every Cherry in the punnet!

What We Do

Creative marketing

We look to fuse together the optimal tactics which cater to your budget whilst maximising your return. We understand that launching or promoting an organisation can be daunting.

Our professionally qualified team are experts in:

Graphic Design

Printed Materials

Brand Workshops

Strategy

Training

Marketing

Copywriting

Email Marketing

Multimedia

Social Media

Display Advertising

Search Advertising

SEO

Analytics

Websites

Security & Maintenance

Content Management

Hosting

Domains

Technical Support

E-commerce

App Development

We're here to demystify the marketing world and partner with you.



Websites

Creative, flexible and affordable

Successful websites build a sense of credibility around your brand, think of it as your digital premises. Just like with physical premises, your website must be accessible, welcoming and fully secure, as well as being easy to find, navigate and maintain.

With over 500 web design projects to date for clients spanning 50+ industries, our team have the experience and know-how to lead you through the process of identifying and achieving your individual website development goals.

We know that successful website design requires an understanding of the organisation

and the end-users' needs. So we pride ourselves on getting to know you and your pain points in order to get the most out of your website.

Our team of designers and developers are fully qualified to build you an engaging and secure website, with business goals, end-user experience and accessibility considered throughout.

Our assistance doesn't need to stop once your build is complete either, we offer a range of monthly support packages and ongoing support to keep your website updated and optimised.



We are exploring sustainable web design, reducing our carbon score, page weights and using green hosting.

A person wearing a grey sweater is looking at a computer monitor. The monitor displays lines of code in a dark-themed editor. The background is a bright yellow curved shape.

Communication is key

During the design and build of your website, clear communication is vital. You will have a project manager throughout, who will keep you informed and updated on how your project is going.

We are all for collaboration and empowering our clients, but are also ready to take the reins and lead you on decision-making if you would prefer to take a more hands-off approach.

Your project may seem daunting and overwhelming, but we are here to guide you through the process - step by step.

Security & Maintenance

We are here to help

Keeping your website looked after and secure is as important as locking the front door and testing the fire alarm in a physical premises.

Quality control reviews:

- Review your content's consistency, which may go awry if multiple people edit your site.

Website security:

- Security patches for software
- Malware scans
- Hack-prevention software installation
- Back up of files and database



Content Management

Easily manage your website

We build all our websites on a Content Management System (CMS), which is a piece of software that keeps track of every piece of content on your website and removes the need to code in content.

Our CMS preference is WordPress, a license-fee free and open-source solution (something that can be modified by anyone because it is publicly accessible).

The popularity of WordPress means that new add-ons are always being developed – great for maximising website functionality!

When working through your website brief, Yellow Cherry will ‘cherry pick’ an appropriate high-quality framework for your business and blend your brand identity into it.

Our considered selection ensures your website will be accessible, mobile-friendly, and optimised for search engines.

We always include a drag & drop page builder so that once handed over to the client, the content can be updated regularly with ease, with no technical knowledge needed.

Hosting

Where does your website live?

All websites are made up of a collection of files which need to be stored or 'hosted' on a server - we rent our space monthly or annually to suit you.

If you approach us to work on a website refresh or new build and already have a host for your website and don't want to change, that's fine - we are flexible!

Our standard shared hosting and e-commerce hosting options suit most clients but if you require a Dedicated or Virtual Private Server for extra performance, we can discuss your options.

The hosting package suitable for you will depend on the space you need on the server and data transfer allowance needed. For a new site we will usually start you off on the basic package and re-evaluate your requirements as your website grows.

Our service provides advanced performance and management and includes the following features:

- Lightning-fast with 100% SSD storage
- Unlimited bandwidth & traffic - no catches
- 100% green hosting powered by renewable energy
- UK-based servers
- Unlimited mailboxes
- Client access to Control Panel

UK based hosting data centres are ISO27001:2013 certified. Their security features include:

- 24/7 security on site
- Photo ID and swipe card entry
- CCTV inside and out
- Gated access and secure perimeter fencing
- Redundant and uninterruptible power supplies

Domains

Your 'home' address



A domain name is your website's equivalent of a physical address. More simply, it is the website's address as it appears in a URL, for example, www.yellowcherry.uk, and is usually renewed annually.

If you are setting up a new website and have not purchased a domain, we can provide guidance in choosing potential domain names and purchase the domain for you.

We also send our renewal reminders in advance so that the renewal process is smooth and your website stays online without a hitch.



Support

Website support, when you need it

All websites need consistent TLC to keep them looking their best and up to date. Whether it's content updates, product uploads or training - we can provide you with technical support even if we didn't originally build your website.

Most clients find it beneficial to take a support retainer with us. Whether it be monthly or quarterly support, we make it easy for you to dip in and out of your time as and when by keeping a running timesheet. What's more, if you don't use your time, it rolls over. Our support retainers are on a 30-day contract, and you can cancel at any time.

We operate a support ticket system, manned by multiple developers. This keeps all your history in one place and you updated on the progress of requests.

<https://yellowcherry.uk/support-ticket>



E-Commerce

Big money earners made simple

Having a website dedicated to selling products and services has huge advantages, which include instantly expanding your customer base and taking your brand awareness to new heights. It's no wonder that it's one of the most requested features for us to build into a site!



Here at Yellow Cherry, our developers are well experienced in building robust e-commerce solutions for organisations both new to, and currently operating in the online marketplace.



We'll work with you to design your perfect online storefront, customise the backend to suit your needs and optimise your website so it ranks on search engine results pages.

We've worked with Joomla, Magento, Shopify and WordPress, but also built entirely custom solutions to meet our client's needs.

Scan the QR code to see our portfolio of work.

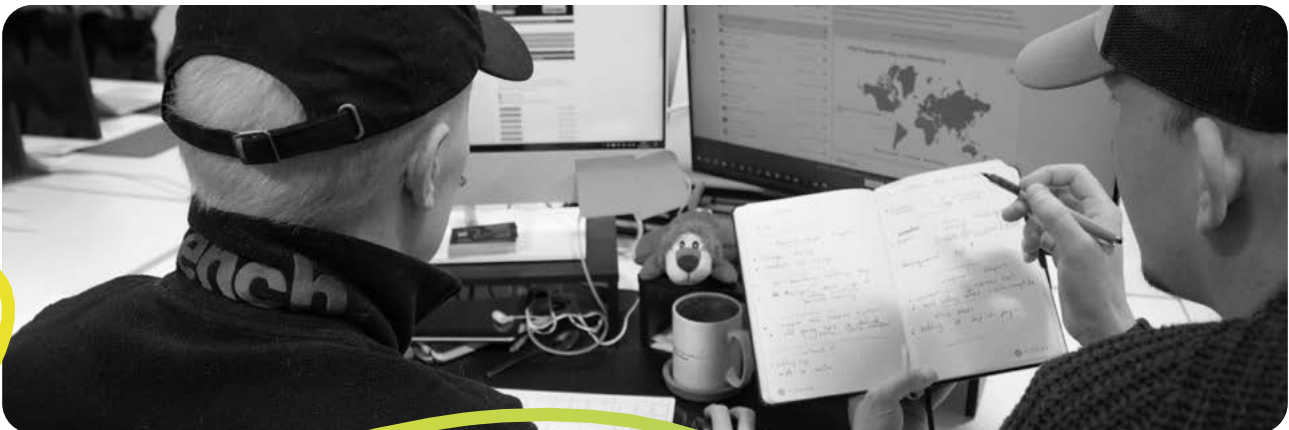
SEO

Search engine optimisation

Search engine optimisation (SEO) is a collection of processes that aim to increase visitors to your website (traffic) and improve the quality of that traffic.

Some of the tactics we use involve optimising the content on your website (on-page SEO) and other efforts include optimising the performance and server aspect of your website (off-page SEO). All steps collectively will help your webpages rank highly in organic search engine results pages (SERPs).

SEO is a long-term but worthwhile strategy for any website owner. It involves consistent time investment, that's why we offer a monthly service using award-winning software, PDF progress reports and our expert commentary to explain what it all means.



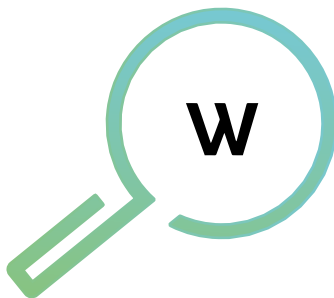
Analytics

Understanding how visitors use your website

You should regularly review your website and marketing strategy to reflect your customer's needs, but how do you know what to change if you don't know what those needs are?

This is where Analytics comes in, which can provide invaluable data including:

- Unique visits
- Length of visit
- Visitor location
- Pages viewed
- The time users visited your website
- What device users viewed your website on
- The journey users took through the website
- Actions taken, for example purchases/downloads/add to cart



Wondering how to use this data?

With a mountain of data available, we can help you make sense of it all, navigate and pinpoint what's relevant to you.

App Development

There's an app for that!

Even with a vast number of resources available online, sometimes you need something bespoke that has been designed with your stakeholders in mind.

Whether you are looking to create a specific tool, catalogue, networking platform, booking system, portfolio, e-commerce shop, loyalty system or a combination of many tools, we can scope and build a solution for you.

The possibilities are only limited by imagination

It could be as simple as developing a custom-made WordPress plugin for your website but we can also scale up your solution and turn it into a completely customised native mobile app, built to your specification.

The latter can be celebrated for creating an accessible link between your business and audience that guarantees compatibility with a wide range of user devices and has the potential to aid promotion, increase engagement and facilitate easy communication.





We are trained and knowledgeable in the following languages and frameworks:

Batch

HTML

jQuery

PowerSpell

Bootstrap

Java

Laravel

MySQL

CSS

JavaScript

PHP

Vue.js



“

Wow, what can we say! The Yellow Cherry team are friendly, professional and work at the speed of light. We are thrilled with our new website, nothing was too much to ask and they always respond immediately.

Thank you so much YC Team, you are amazing.

”

Highland Action for Little Ones

Excellent

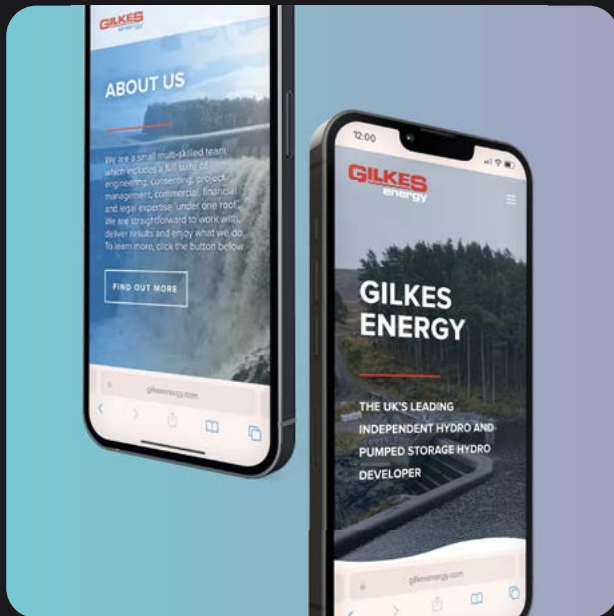
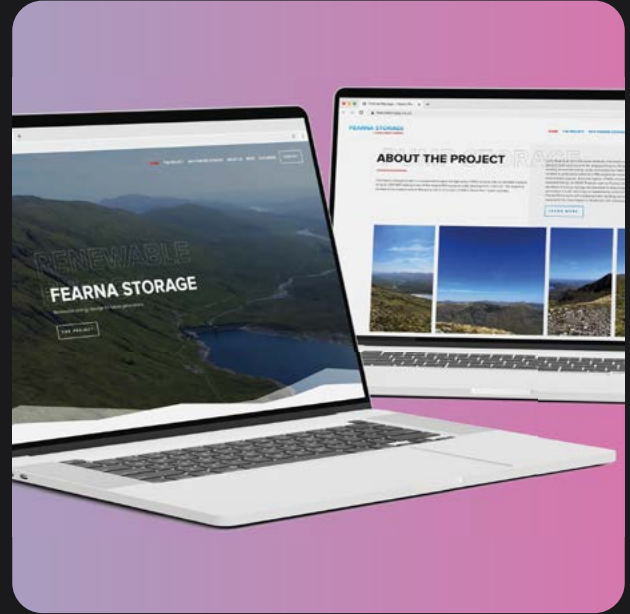
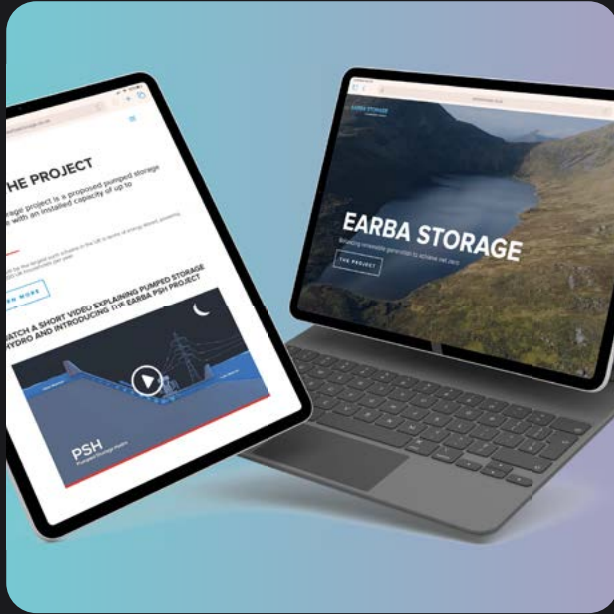
4.93 Average
187 Reviews

 **REVIEWS.io**



Read our
reviews here









E-BIKE THE FORMARTINE & BUCHAN WAY

Experience the beautiful surroundings on the shores of Loch Ness, whilst enjoying the views from Glen Urquhart, near Inverness.



FRIENDS & FAMILY

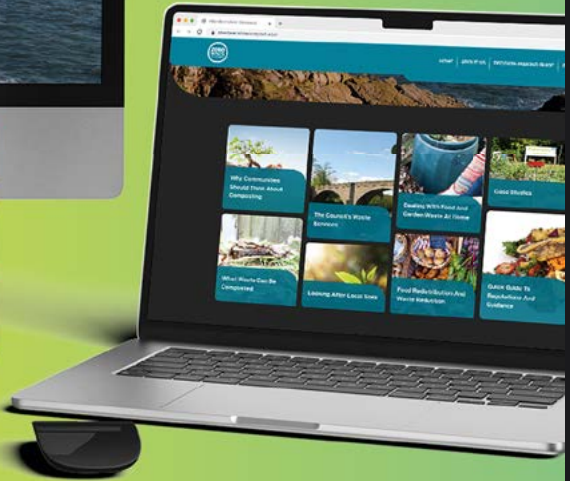
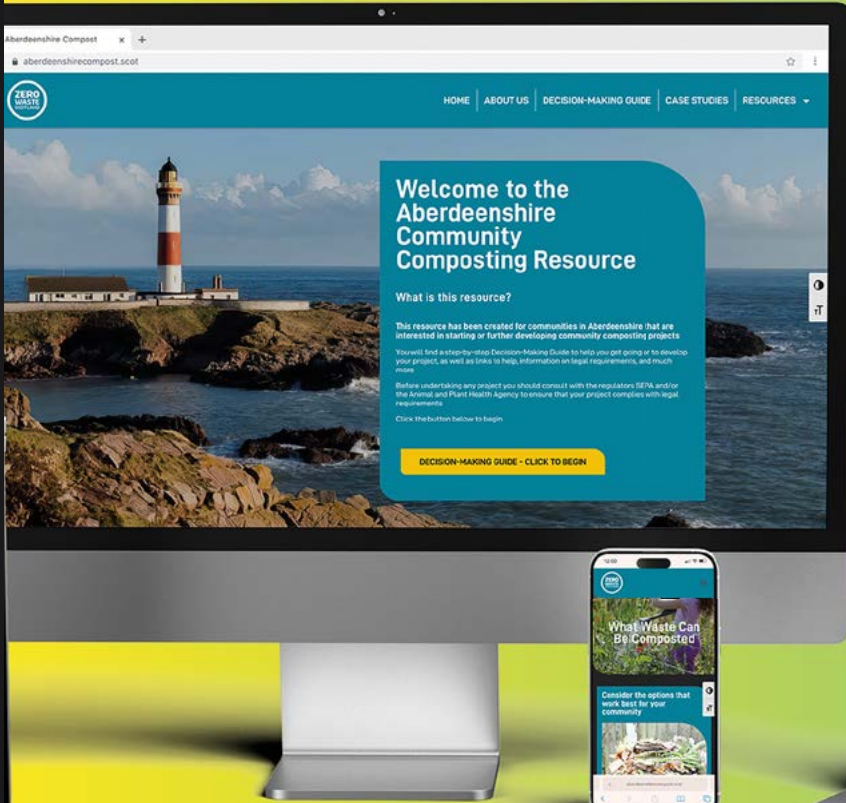


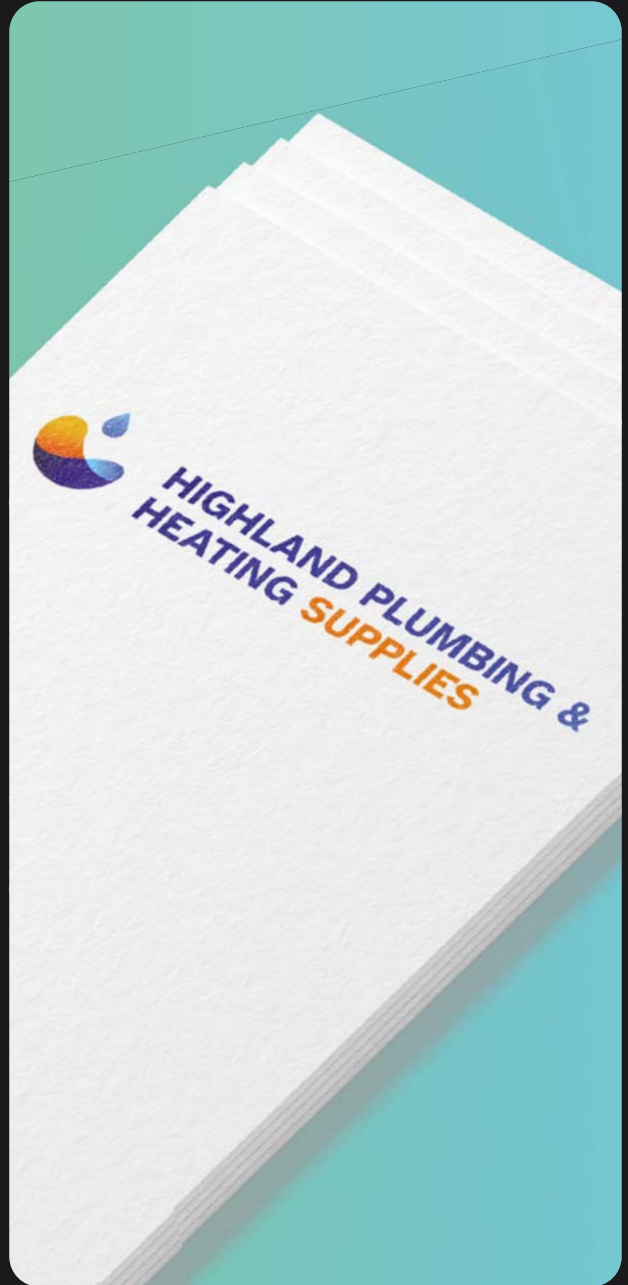
ALL AGE EXERCISE

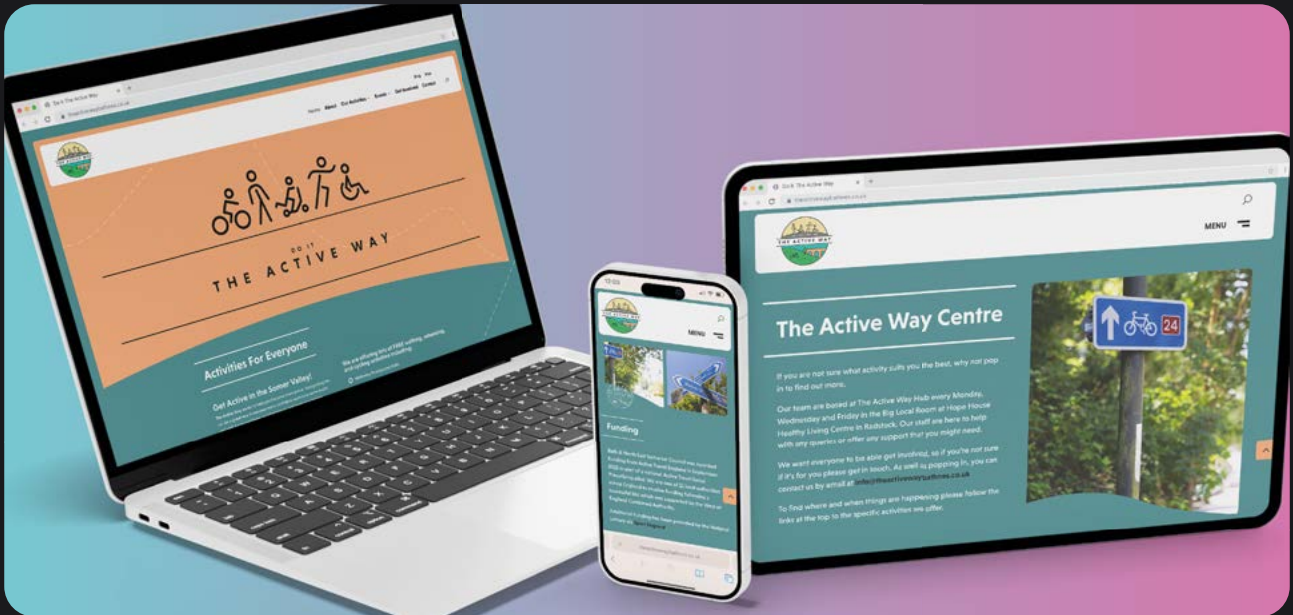
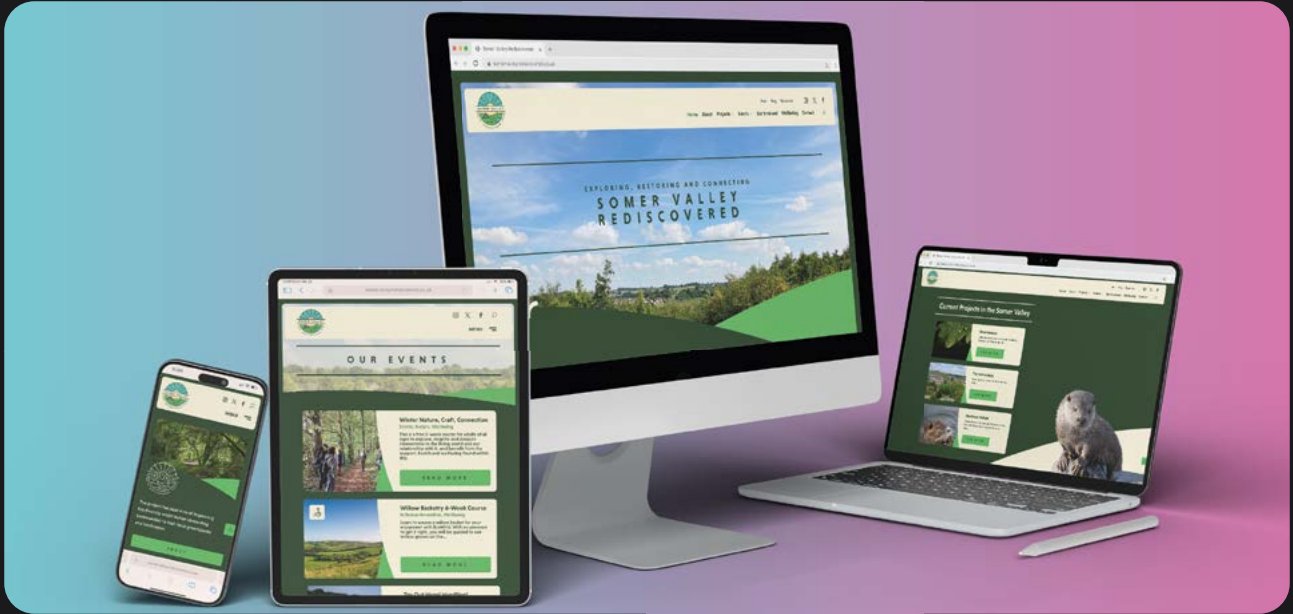


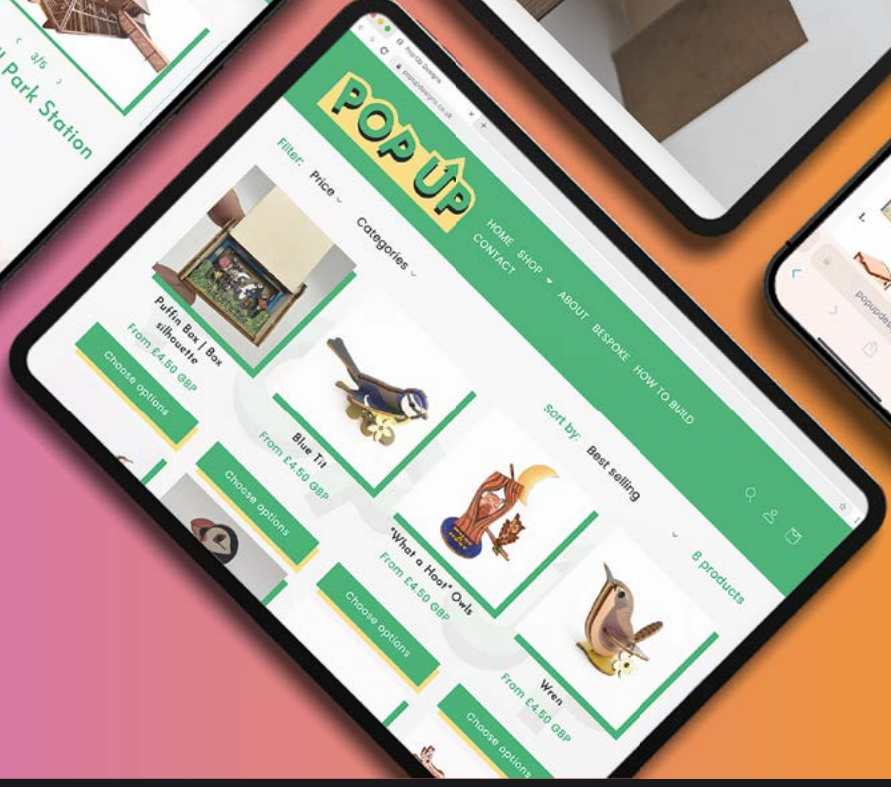
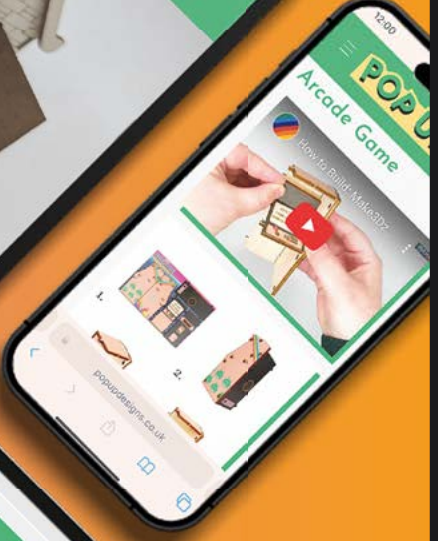
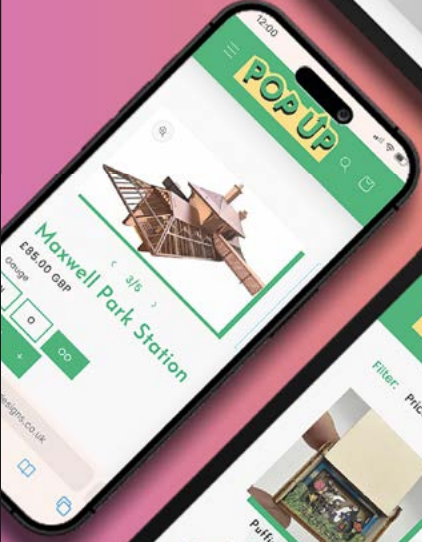
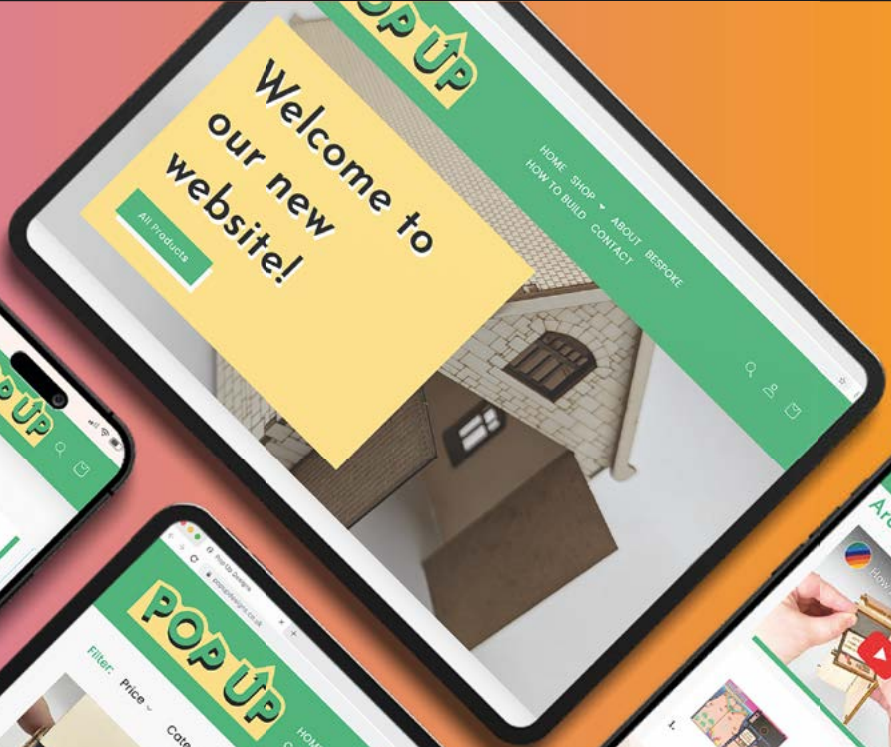
EXPERIENCE THE OUTDOORS

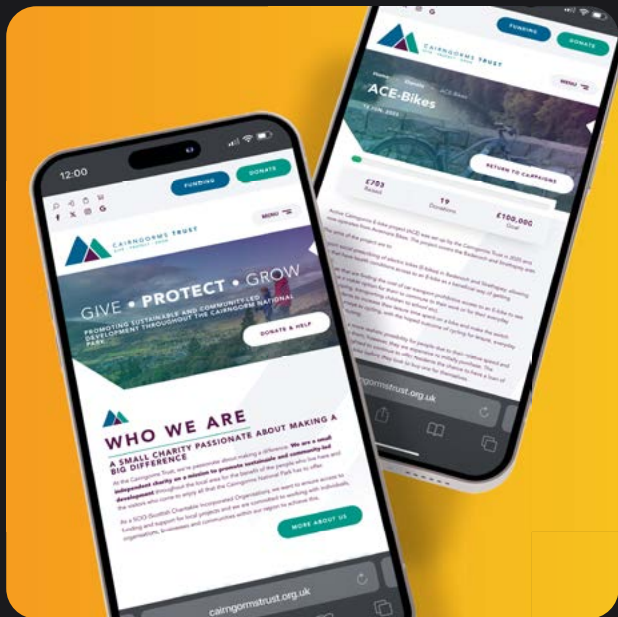
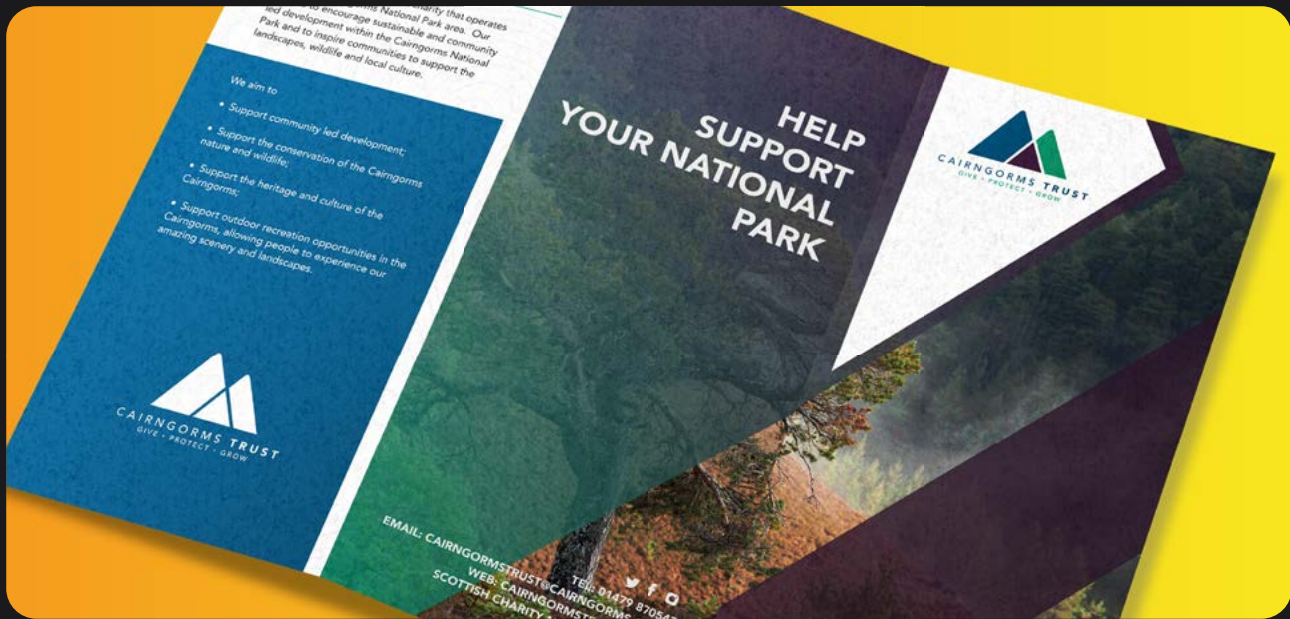








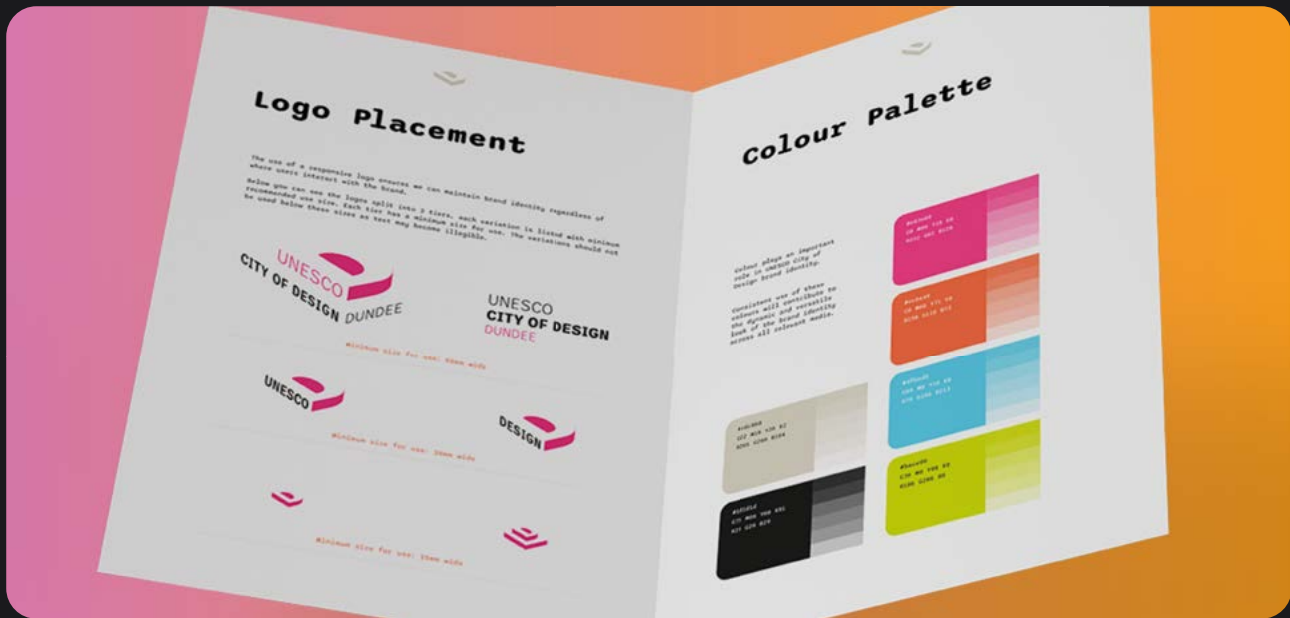














“ We were thrilled with the result and our advert will run nationally in the autumn! They were so helpful and professional plus worked incredibly efficiently on our project so that it was completed in good time.

Yellow Cherry always make you feel you are important to them. I know we will be working together for a long time in the future.



Menopause Health Highland

Excellent

4.93 Average
187 Reviews

 **REVIEWS.io**



Read our
reviews here



Marketing

Reach the right people, at the right time

Whether you are starting your marketing from scratch or looking to expand your current practices, at Yellow Cherry, we know that each channel of your marketing plan must be aligned and strategically working towards the same final goal.

These goals may look like anything from raising brand awareness, increasing website visitors, or generating leads.

What actually IS marketing?

To achieve our marketing goals, we need to 'hook' people's interest in your product or service. That means making whatever you are selling enticing enough to captivate eyes onto your business. Your Unique Selling Point (USP) comes into play here. We can help you identify what yours is to ensure your service sounds sizzling, or your product sales soar.

It doesn't stop there though, it's about positioning your product in front of the right people, in the right place, at the right time to get a return on investment.



KINGS INVERNESS
IN COMMUNITY. FOR THE COMMUNITY.

The Yellow Cherry team have years of experience behind them in digital and traditional marketing methods. Our clients can expect high attention to detail, creative execution, and strategic thinking aimed at finding and implementing their best route to market.



Copywriting

Clear, concise, and compelling copy to grab your reader's attention

Each media has its own set of rules when it comes to putting text together that will make your audience tick.

For instance, web copy and print copy should have different considerations. Often forgotten when writing web-based copy, is how search engines read. Your Search Engine Optimisation and rankings on search engines will diminish if not written optimally. Equally, readers scan web copy more quickly than in print, so get to the point, fast.

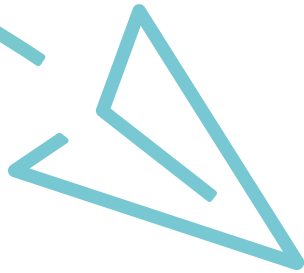
Copywriting can be a time-consuming process for clients, and so we can either:

- Develop your written word from scratch
- Work some editing magic on existing content whilst providing you with pointers and advice for future projects



Email Marketing

Easily manage your website



With a remarkably high return on investment (ROI), email marketing is one of the most cost-effective forms of marketing there is. It is so powerful that emails are 5 times more likely to be viewed than your social media content.

The best bit about email marketing campaigns is having full control over who receives them, allowing you to create hyper-targeted messages that your audience are genuinely interested in. The power to send automatic follow-up emails (based on actions made in a customer's journey) reinforces just how bespoke you can get with this form of marketing.

Highlights of the software that Yellow Cherry uses include:

- No signup or monthly fees (you only pay when you send to more than 2000 people)
- A user-friendly reporting system to track campaign effectiveness - critical in enabling you to deliver relevant messages and continue to grow your customer database

Multimedia

Photography and film

Photography services

- Mobile photo studio
- Portraits
- Group shots
- Architectural
- Aerial
- Events
- Products


Film services

- Copy and shot list planning
- Story or descriptive videos
- Interviews
- Presentations
- Tutorials
- Product reviews & demos
- Testimonials
- Video advertisements

In today's online world, multimedia content is king. Whether you need a portrait shot, photos of your new products, or you want people to understand your business better through a short video, we can help from concept and story to post-production editing.

Opting to use animation in your marketing campaigns can help you stand out from the crowd and appeal to a wider audience. Instead of using still imagery and infographics to tell your story and convey your message, animation can captivate your audience with the power of movement.

From explainer videos all the way through to TV adverts and digital billboards, we can help direct your vision and bring it to life.



Social Media

Engage with your customers

With a whopping 80% of people using some form of social platform, social media marketing earns its right to be in your marketing mix.

When used correctly, social media can be invaluable in inspiring, engaging, or converting the public in a way that builds your audience's trust and funnels traffic towards your website.

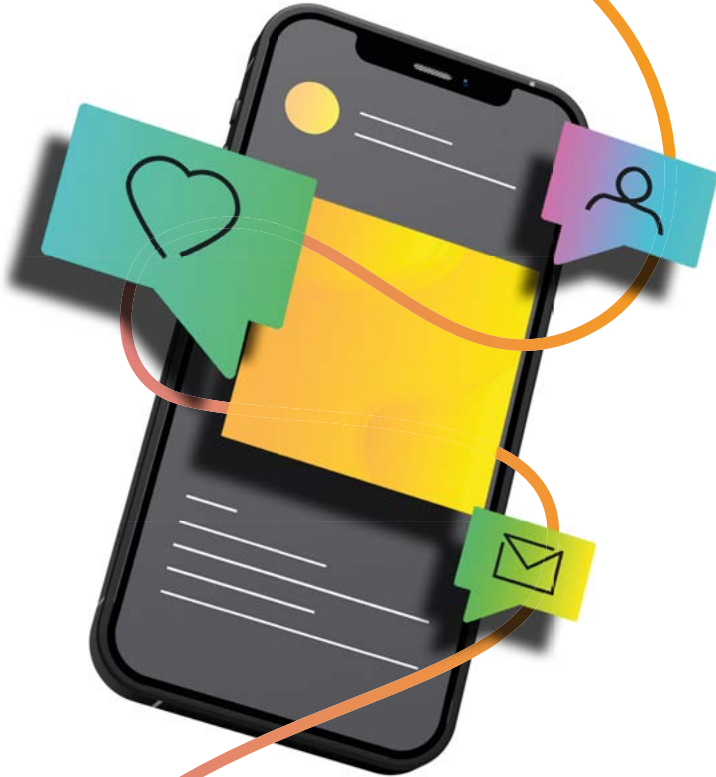
With the ability for any organisation to interact directly with potential and existing customers, you may be missing a marketing trick with an absence of social media for your brand.

At Yellow Cherry, we can help you with a variety of social media management aspects, including:

- Social strategy
- Content planning
- Content promotion
- Brand consistency
- Competitor tracking
- Analytics monitoring

Display Advertising

Interacting with customers



When you want your product or service to be shown to a large audience (and quickly), display ads can be a great tactic.

Presented across different websites, apps and games, these ads introduce people to your product or service before they have even realised they need it!

With various options to control the website categories and demographics that your adverts will display on, this is a low-cost and high-impact traffic driving tool, building brand awareness for new and existing organisations overnight.

Search Advertising

Stand out and stay at the top

Ever wondered how the competition is always first on Google as sponsored adverts?

These appear thanks to Google Pay Per Click (PPC) Ads, which are triggered by certain keywords and phrases (search terms) that you determine when setting up a campaign.

As an advertiser, you are only charged when your advert receives a 'click'. When intelligently set up, your ads will show up for people that are the most likely to do business with you.

We'll forecast your results by inputting your target audience and budget but recommend a minimum 3-month campaign to begin with, this collects enough data to paint an accurate picture of your performance against competitors in the marketplace.

Yellow Cherry can train you up to run the campaign at a workshop, or manage and optimise the campaign for you on an ongoing basis.

Watch
a Video



Graphic Design

Let's create!

Professional print design goes hand in hand with digital identity to create a strong, recognisable brand. Just about every sector is saturated with businesses competing for customers' attention. With the rise of digital advertising over the last decade this has only escalated. This means branding can really make (or break) the customers' decision to choose you.

Logo design

Business cards

Signage

Posters & leaflets

Vehicle livery

Brochures & pamphlets

Clothing & uniform

Calendars

**Newspaper/magazine/digital
advert design**

**Promotional materials
(stickers, badges, bags, t-shirts...)**



We offer a wide range of graphic design services, so whether you are just starting out or are looking to rebrand your organisation, we have something for you.

Printed Materials



Hot off the press!

Printed materials and event 'takeaways' can resonate with your audience in a unique way that sometimes digital materials cannot. In fact, it's well researched that having your message in print can increase its trustworthiness and credibility, with the power of leaving a lasting impression.

For that reason, print marketing complements digital marketing perfectly. The scope of our print and publication capabilities reaches far and wide. From leaflets to tablecloths, and badges to gazebos, we strive to make it happen.

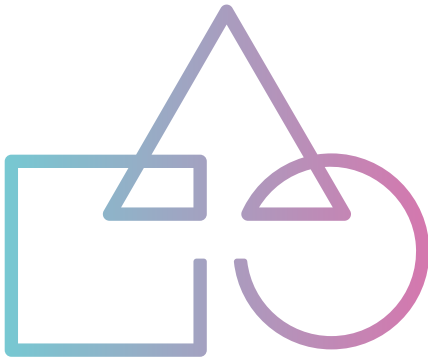
We have sourced partners to ensure that we can offer high-quality printing and remain competitively priced. What's more, our suppliers take sustainability seriously.

Whether you aspire to print with vegan ink, print on recycled paper, or add the FSC (Forest Stewardship Council) certification stamp onto your artwork, you can be assured that your prints can be produced in an eco-conscious environment.

Ask our team for a print sample pack or product catalogue by emailing studio@yellowcherry.uk and we'll pop one in the post.

Brand Workshops

Let's start at the very beginning



Your brand is your organisation's visual identity, a representation of your values and personality, and so a blasé approach to your branding can result in a completely inaccurate message about you being broadcast to the masses.

How well can you really define your brand?

Our team will take you through a series of exercises, offering invaluable prompts which get right to the crux of exactly how your organisation should express itself.

Whether starting a new organisation or embracing a rebrand, when you collaborate with us, you will see your brand through independent, unbiased eyes, getting real insight in to how your audience actually sees you.

“ Their design workshop was fantastic - helped us as a group to process what our company was about, as well as help them find out what design branding and visual identity we were looking for. The subsequent concepts and eventual branding they gave us was amazing.

”

Tornagrain Church

Strategy

Assistance in meeting your business goals

Every organisation is unique and so is every marketing strategy.

Our consultants will audit your marketing efforts and depending on your goal and budget, will work with you to:

- Understand your current position
- Examine external influences in your market landscape
- Recognise what your business has to offer and where it may be threatened
- Set objectives for what you want to achieve
- Write a strategy on how to get there
- Determine what needs to happen, when and how much it will cost



Yellow Cherry is here to fine-tune your strategy across many channels, including websites, social media, search and display advertising, and more traditional offline methods (such as newspaper adverts and press releases).

We pair our commercial know-how with wide-ranging client experience to walk you through a well-informed strategy that will achieve results.



A road trip requires planning your route - where are you going, which route is quickest/shortest/most scenic and which is more important to you? Which type of fuel is most efficient - have you got options here? How many rest stops will you need and how much time will that take? What supplies will you need on the journey, where will you get those from? Who's driving, can you share the burden? Are there any external factors to think about - are you prepared for weather delays, traffic or road closures outside of your control? How much is this trip actually going to cost?

Marketing strategy is a lot like this.

Training

Enabling your team

We act as an outsourced in-house marketing department for many of our clients, but that model isn't for everyone.

You might have limited budget but time on your hands or you may have a particular interest in learning and taking responsibility for an area of your marketing. You may even have hired a member of staff that just need a little support.

Whatever your training needs, our team of experts are happy to share our knowledge either virtually or in-person. Sessions can be recorded so that they can be referred back to later.



Thank You!



Clients Benefits

- Full time in-house team
- Technical support ticket system
- Environmentally friendly suppliers
- Dedicated account manager
- Premises you can visit
- Fast response times
- Guaranteed availability & reliability
- Email newsletters
- Advice and knowledge sharing blog posts
- Online 'How-to' videos
- Promotion of clients on social media
- Client spotlight in newsletter
- Referral incentive
- Leave a review bonus
- Information events
- Client networking events
- Transparency, collaboration, commitment & respect

From internet-based firms to freelancers and competing agencies, I know you have a lot of options out there, and so for choosing Yellow Cherry, thank you!

Our team works diligently to deliver excellence to clients, we really do value their loyalty and custom and have been looking at rewards and shout-outs we can give back.

If you would like to know more, please get in touch, we will always be glad to hear from you!

A handwritten signature in black ink, appearing to read 'Sarah Francis', located below the main text.

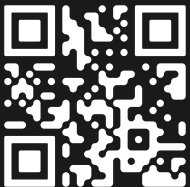
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Scan the QR code to access our
website and view our work.