

TWNN

THE WORLDWIDE NETWORK

## **Case Study: TWN Connect - Empowering Arbexia's Global Digital Presence**

Industry Sector: Digital Services/Technology

Profile: Online Marketing

Size: Medium - Large

Location: Manchester, UK

### Client Overview

Arbexia UK is a leading web design and digital marketing agency with over 20 years of experience in providing comprehensive solutions to businesses. With expertise in designing, building, hosting, and marketing websites, Arbexia is committed to helping businesses grow and increase sales. They sought a cost-effective global advertising solution to enhance brand awareness, engagement, and website traffic, while building an online community for technophiles and DIYers.

Client Objectives:

1. **Increase Brand Awareness:** Arbexia aimed to expand its brand awareness globally, positioning itself as a trusted and reliable agency for web design and digital marketing services.
2. **Drive Engagement and Website Traffic:** The client desired to increase user engagement and drive more traffic to their website, thereby increasing the potential for lead generation and conversions.
3. **Establish an Online Community:** Arbexia aspired to create an online community of technophiles and DIYers, fostering discussions, sharing knowledge, and offering support to align with their brand goals.
4. **Target Young and Middle-aged Adults:** The primary target audience for Arbexia's services included young and middle-aged adults who were interested in technology, web design, and digital marketing.

### TWN Connect's Creative Solution

TWN Connect collaborated with Arbexia to develop a comprehensive creative solution that leveraged TWN's global network to engage the target audience of technophiles and DIYers. The solution encompassed sustained and integrated advertising campaigns, direct engagement opportunities, and a holistic content strategy.

1. **Direct Engagement with TWN's Global Audiences:** TWN Connect provided Arbexia with opportunities for direct engagement with TWN's global audiences. This included hosting webinars, Q&A sessions, and online workshops where Arbexia experts could share their knowledge, provide insights, and offer advice related to web design and digital marketing. This direct engagement allowed Arbexia to position itself as an industry leader and build credibility among the target audience.
2. **Creative Demonstrations of Key Programs and Services:** TWN Connect facilitated creative demonstrations of Arbexia's key programs and services. This involved showcasing success stories, case studies, and testimonials that highlighted the agency's expertise and track record of delivering effective web design and digital marketing solutions. These demonstrations served to build trust and confidence in Arbexia's capabilities among the target audience.

3. **Holistic Content Strategy:** TWN Connect developed a holistic content strategy that targeted the global community of DIYers and technophiles. This strategy included creating informative blog posts, articles, and videos that addressed relevant topics, shared industry insights, and provided practical tips and advice. By offering valuable content, Arbexia aimed to attract and engage the target audience, positioning themselves as a go-to resource for web design and digital marketing expertise.
4. **Global Advertising Campaigns:** TWN Connect implemented sustained and integrated advertising campaigns across various digital platforms, targeting young and middle-aged adults interested in technology, web design, and digital marketing. These campaigns utilized precise audience targeting and creative ad placements to capture the attention of the target audience, increase brand awareness, and drive traffic to Arbexia's website.

#### Partnership and Outcomes

Arbexia and TWN Connect entered into a 1-year partnership with the shared objective of transforming Arbexia's brand reach and receptiveness on a global scale. The implementation of the creative advertising solution resulted in the following outcomes:

1. **8% Growth in Styling Enquiries:** The sustained and integrated advertising campaigns led to an impressive 8% growth in styling enquiries. Arbexia's targeted approach successfully captured the attention of the young and middle-aged adults who were interested in web design and digital marketing, resulting in increased interest in Arbexia's services.
2. **Massive Boost in Website Traffic:** The holistic content strategy, combined with the global advertising campaigns, resulted in a significant increase in website traffic for Arbexia. The valuable content and targeted advertising efforts effectively directed technophiles and DIYers to Arbexia's website, where they could explore the agency's services, gather information, and make informed decisions.
3. **Strengthened Online Community:** The creation of an online community for technophiles and DIYers contributed to the establishment of a thriving and engaged audience. Through TWN Connect's platform, Arbexia fostered discussions, shared valuable insights, and provided support to community members, solidifying their position as a trusted resource within the industry.

#### Conclusion

Through a collaborative partnership with TWN Connect, Arbexia UK successfully achieved its objectives of increasing brand awareness, driving engagement, and boosting website traffic. The strategic combination of sustained and integrated advertising campaigns, direct engagement opportunities, and a holistic content strategy allowed Arbexia to reach and connect with its target audience of technophiles and DIYers on a global scale. The outcomes, including a significant growth in styling enquiries and a massive boost in website traffic, validated the effectiveness of the creative solution provided by TWN Connect in transforming Arbexia's brand reach and receptiveness.