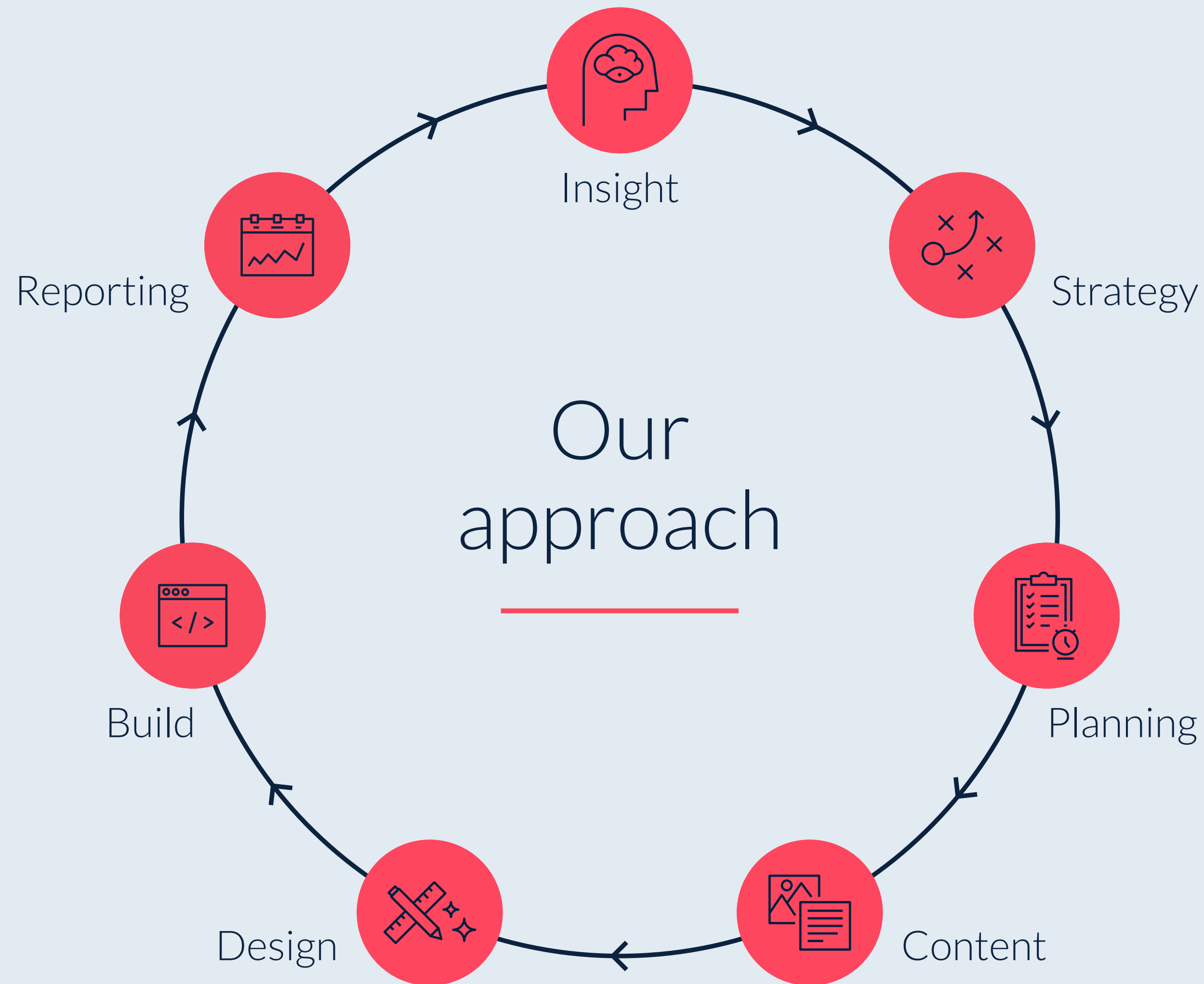# Agency overview

A FULL-SERVICE MARKETING AGENCY

1973 Ltd is a full-service agency that specialises in email marketing and automation. We build long-standing relationships with our clients by being open, reliable and creative.

100% faff-free.

Our approach

Insight

Strategy

Planning

Content

Design

Build

Reporting

Whether it's an individual project or overall body of work for a client — we approach it in the same way — learn from what has gone before to inform what to do next. This applies to a client's entire marketing strategy, a new website or a single email campaign.

Clients that benefit from our approach

SEAGATE

LaCie

rackspace

servicenow

ZEBRA

Pure360

Preservica
Active digital preservation

capital.com

change.org

Bead Master

GF.

Chilternrailways
by arriva

Our services

As a full-service agency we offer complete or partial management of your marketing plan or campaign. This includes project management of the production of all assets. We're skilled in: ideation; copywriting; translation; design; artwork; and web development.

Email marketing & automation

- Eloqua and Marketo
- Fully responsive
- Interactive email
- Transactional email
- Webinar campaigns
- Nurture tracks
- Templates

Landing pages & websites

- Landing pages
- Websites
- Data capture and conversion forms
- Interactive animation
- Bespoke functionality

Content & asset creation

- Copywriting
- Social media imagery
- Web banners
- HTML5 banners
- PDFs
- Brochures and leaflets
- Event graphics and supergraphics

Email marketing & automation

Bespoke interactive email to boost engagement and sales on Amazon

Interactivity continues to be a hot topic in HTML email. When used appropriately it can greatly enhance your message. This Seagate product has four colour-ways which gave us an opportunity to improve the user experience directly from the email.

Seagate wanted to promote a special edition SSD drive pre-holiday season, driving sales directly through Amazon. As a starting point we analysed the previous sends' design, reviewed mail clients and audiences. This informed our new design which focused specifically on user experience with the ability to change the colour of the product in the email. As a result this delivered a 31.2% increase in unique click-throughs despite sending to a data set 50% smaller than the previous campaign, as well as a 807% ROI.

Global email newsletter in multiple languages for multiple regions

Newsletters can be a great way to keep your brand at the front of your audience's mind as part of a wider email strategy. LaCie's BlueLight has region specific content and local translations to make sure each edition is as relevant as possible.

This newsletter is deployed to three regions covering 14 countries and translated in to ten languages every month. All links are tracked to give us the ability to review content — including subject lines, copy and imagery — and test to see where improvements can be made.

Email templates at scale to support an automated content platform

Seagate has an array of content including webinars, reports, white papers and ebooks. They employed the intelligent content platform, PathFactory, to serve these automatically and asked us to create a suite of email templates to support it.

These templates needed to be on brand and consistent but with enough variation to give the designs longevity. To achieve this we proposed several different templates for each content type plus interactive emails where appropriate. These templates were then built using reusable blocks to allow for a variety of content within the body of the email.

Email design with animation to engage new audiences

Chiltern Railways needed to market the launch of a new 16–25 railcard from National Rail. However, they weren't able to segment their data to target the that demographic. We created an engaging solution that didn't alienate their other customers.

With the potential for multiple CTA's, messages and recipients, a strong design and information hierarchy was required. We identified the key types of traveller and designed an email accordingly. To ensure the email caught the eye of the recipient, we leveraged bespoke illustrations and also animations of a train moving through the famous Chiltern hills.

Landing pages & websites

Campaign landing page for the RazerCon 2021 gaming event

Seagate sponsored RazerCon 2021 — a livestream gaming event — and requested a set of landing pages and emails. Aiming to promote their gaming reputation and suite of products within each of the participating countries.

A responsive design was created to showcase both the Seagate Gaming and Razer brands, the RazerCon 2021 event and the Seagate Gaming products. The page would be translated into various languages within a tight deadline so we created a tool that allowed us to generate each variant using a simple CSV file. The landing pages had over 5,200 unique visits with a total page view of over 13,500 within the three weeks the campaign was live.

Landing pages for an ESP whose campaign needed a boost

Pure360 is an all-in-one AI email and web marketing platform. They had a web banner campaign up and running but were witnessing a severe drop-off when users were hitting their landing pages. We were tasked with improving those conversion rates.

Casting a critical eye over the existing landing pages it was apparent that there were two key issues. Firstly, there was no clear link to the subject of the clicked banner. Secondly, there was not enough content to explain how Pure360 was relevant to them and how they would help. We designed responsive template content blocks that could be reused and reconfigured to suit each of their desired business verticals. This enabled Pure360 to better tailor their landing pages to each audience.
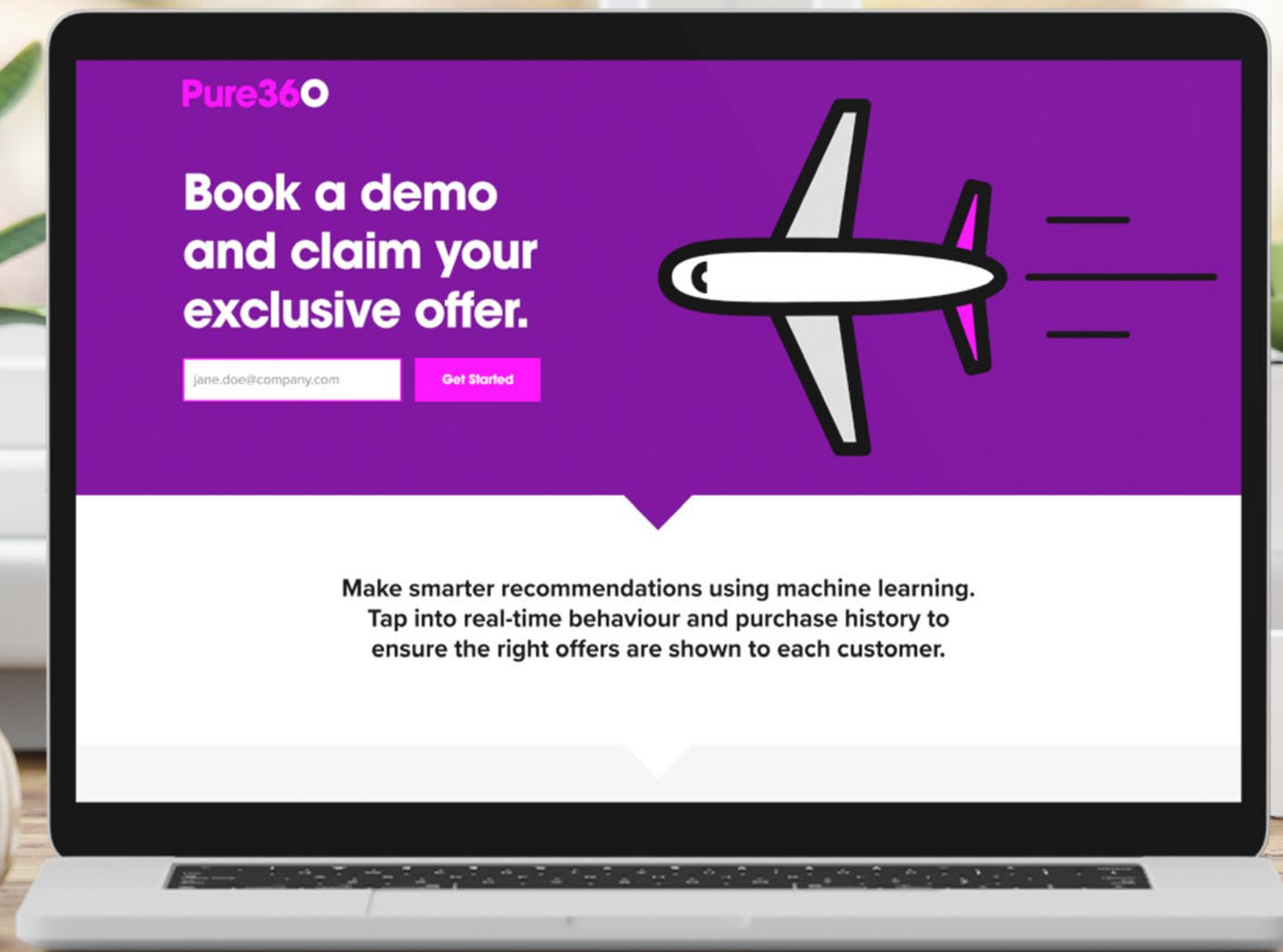
Global webinar event website and emails to drive lead generation

A virtual event designed to showcase Seagate's strategy for the future of data. Aiming to establish them as a trusted industry advisor on data orchestration. Our task was to create the website and automated emails for this event.

All sessions were gated so we built the registration via Eloqua ensuring all registrant data was shared with Salesforce to help manage lead generation. This website accommodated both live and on-demand content for the event. Eloqua was also used to deploy pre and post event emails to the AMER, EMEA and APJ regions. The event itself was a great success with over 4,000 registrants and just under 1,500 attendees.
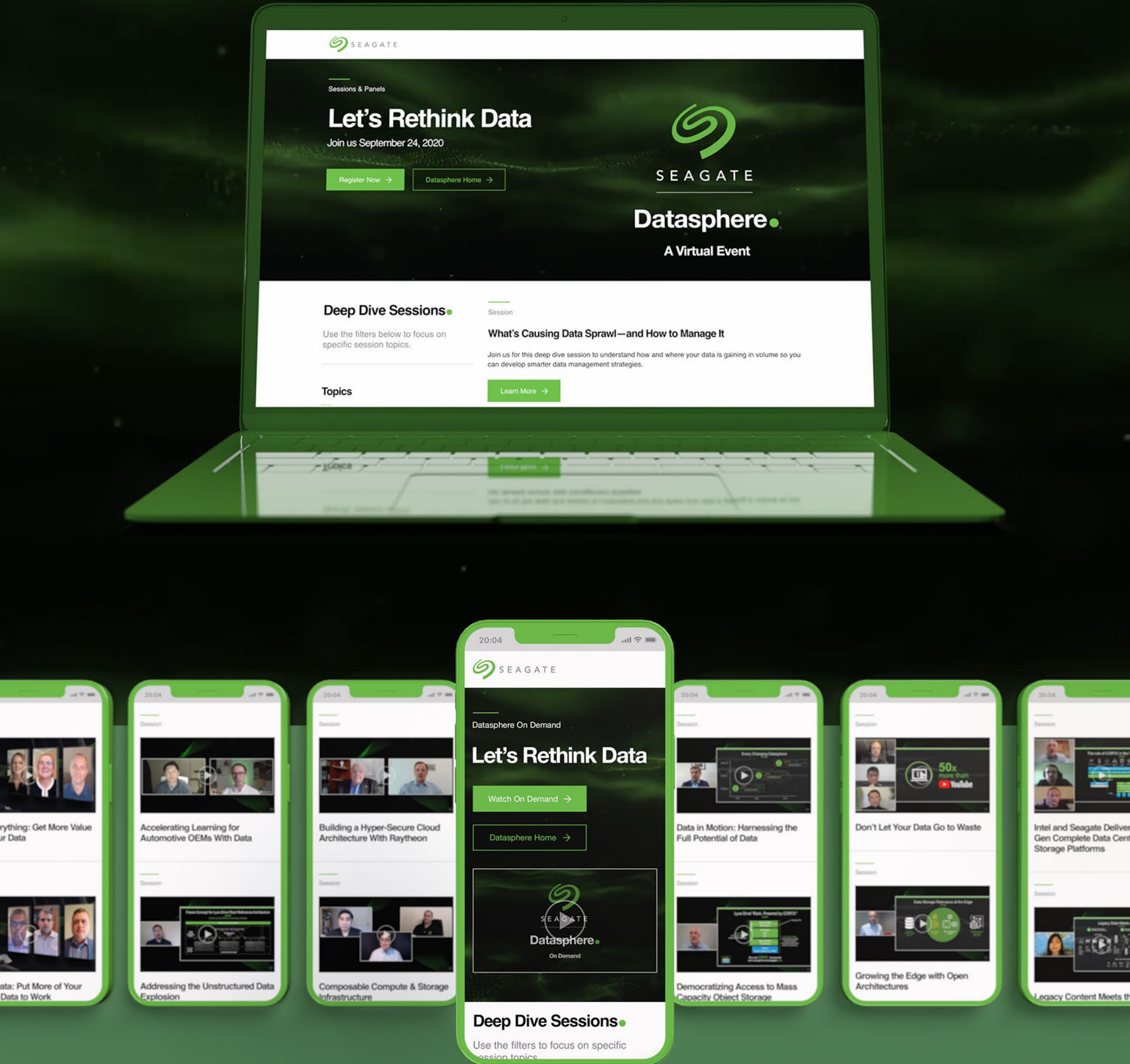
Bespoke WordPress ecommerce site with custom functionality

With a love for music and innovation, GForce Software engineer virtual instruments with the very best sonic and musical qualities. To showcase this we provided them with a new website that matched the quality and functionality of their products.

Dated, cluttered and non-responsive, they decided to enlist our help to bring their website to life, introducing an up-to-date ecommerce platform to encourage website visitor sales. Revamping the brand and logo, along with a fresh new design, they have been able to introduce a modern feel and look forward to launching their new products along with their new site.

Website with bespoke functionality for an innovative new product

Whether it's refreshing or creating one from scratch, we create websites that help clients maximise the value of their brand to build market awareness. We created interactive 3D models to better explain aask us' new product's features.

aask us Ltd were introducing a new product to the market, and approached us to create an impactive sub-brand — BeadMaster. After thorough research we created a new website, logos, photography and video. From creating a highly visual and engaging brand, BeadMaster was nominated and short-listed for innovation awards and showcased at the London Build Expo.

Content &
asset creation

Copywriting and design for ebooks on protecting the world's digital memory

Preservica's mission is to protect the world's cultural, economic, social and political memory. They wanted a series of ebooks to explain how a digitally accessible archive can unlock opportunities from an organisations history.

The team at Preservica had an idea of the topics they wanted to cover and a rough outline of their key points. Our copywriter worked in conjunction with the client to strengthen those messages and make them consistent across the series. Working in parallel our designer created a flexible template that was on brand and coherent but enabled enough variation to tell each ebook apart.
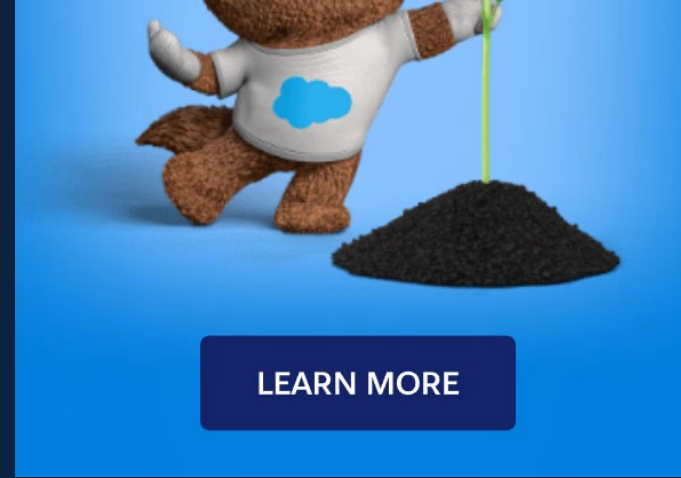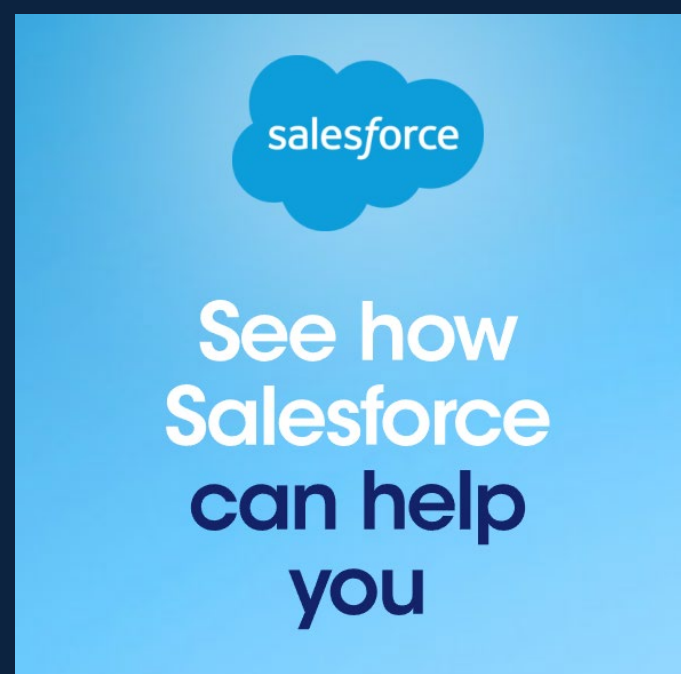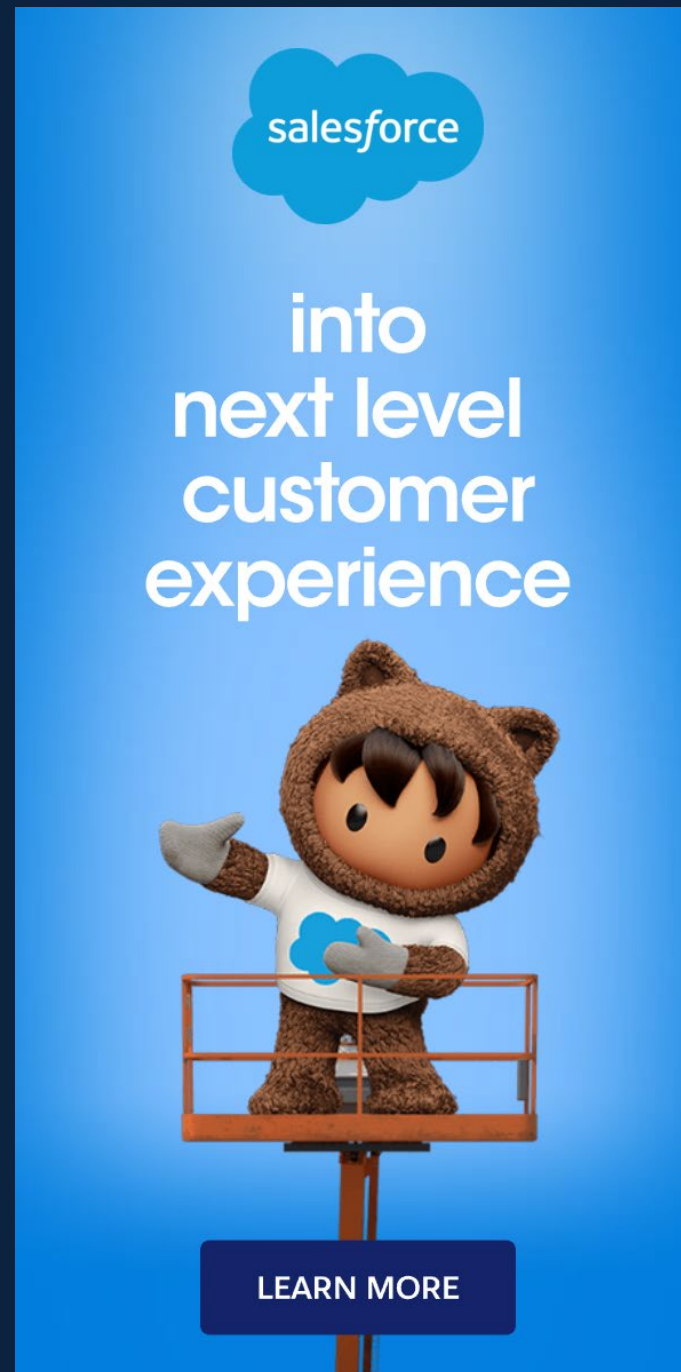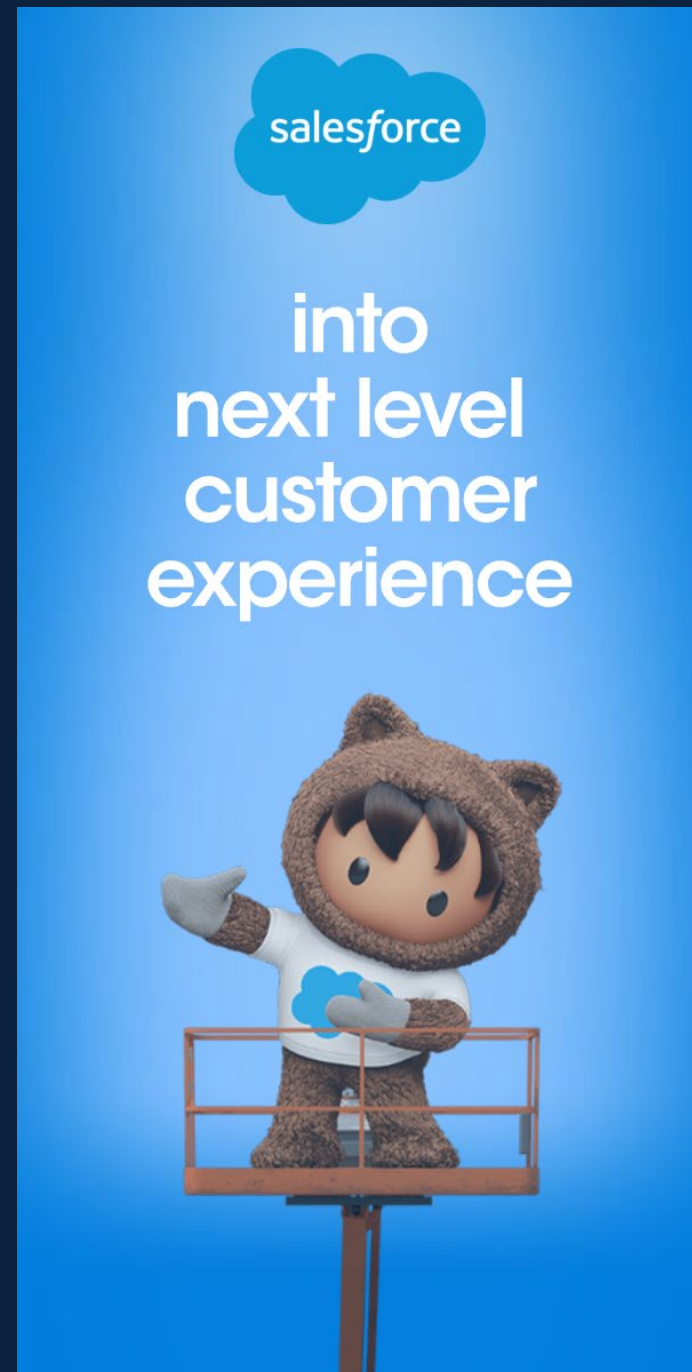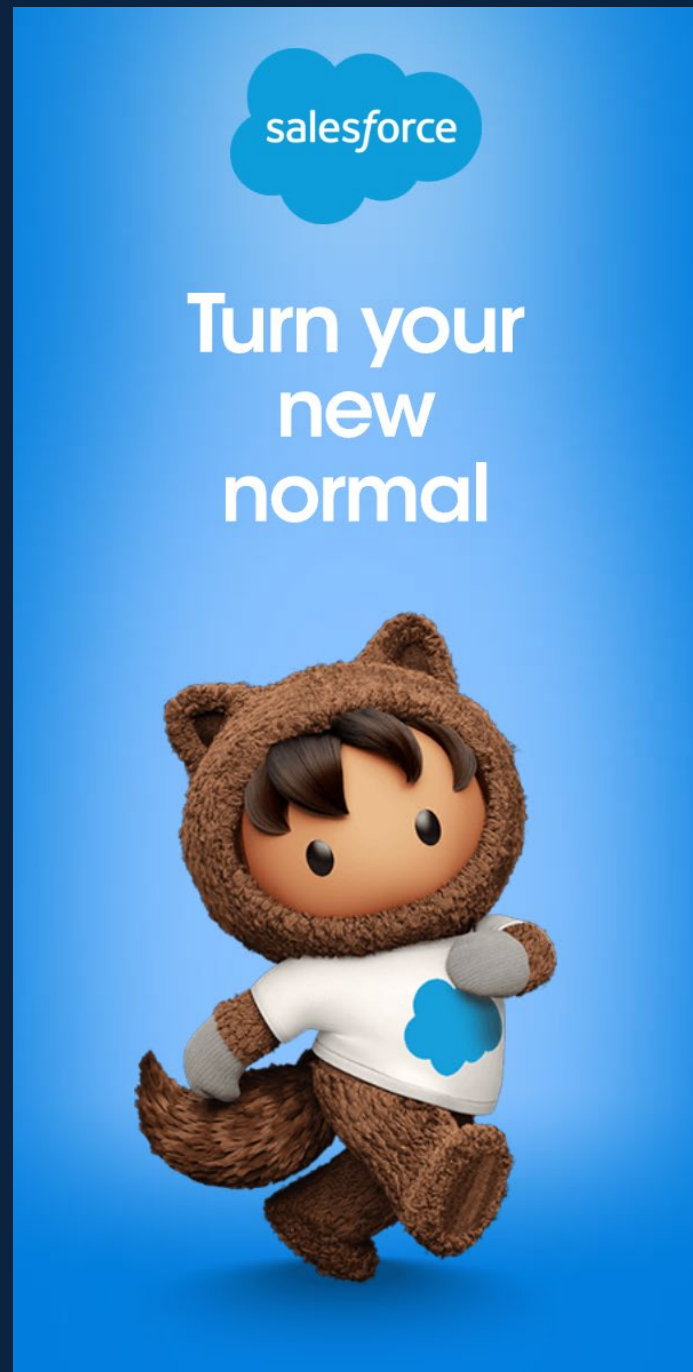
Animated HTML5 banners for the world's #1 CRM

Animation can not only catch the eye but also tell a more engaging story whilst making better use of limited space. That's why HTML5 banners can be a compelling part of any multi-channel campaign.

We were tasked with producing several banners with different messages at multiple sizes. As is the norm with HTML5 banners the specific ad servers specification is vital to know right from the beginning of the project. The specification has certain limitations, like the number of files allowed overall, which affects design decisions. Our client was more than happy with the quality and detail of the final banners.

LEARN MORE

salesforce
Turn your new normal

salesforce
into next level customer experience

salesforce
into next level customer experience

LEARN MORE

salesforce
The world's #1 CRM

salesforce
See how Salesforce can help you

salesforce
See how Salesforce can help you

Media buying and content creation for a surveillance audience

We helped Seagate get their surveillance messaging right where it needed to be. To achieve this we created engaging and relevant content delivered in the right publications in order to target their desired audience.

With new products, events and ongoing commitments, Seagate needed assistance managing their editorial outputs and relationships. After researching the press landscape, we created an editorial plan to maximise spend and increase brand reach through generating the right kinds of content in the right publications, without increasing budget.

> "The publication's best engagement during a cover take-over"

SECURITY NEWSDESK

Supergraphics for corporate gym at Rackspace's headquarters

Rackspace had recently undergone a major re-branding programme so it was time spruce-up their corporate gym at their UK headquarters. They wanted it to be in-line with their new brand but also powerful and energetic.

Working closely with the Marketing and Gym teams we explored how to marry up the new Rackspace brand, Dell EMC brand (part sponsor of the project) and gym attitude. This resulted in introducing a "RAXGYM" sub-brand that can sit below both Rackspace and Dell EMC. RAXGYM is clean, bold and strong with Rackspace represented via new identity elements.

1973
LTD

Any questions?
Get in touch...

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Director

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Thank you