



ARTUS

ARTUS DIGITAL MARKETING A WAY WITH WORDS THAT WORKS

We are
Artus Digital Marketing

Welcome to Artus Digital Marketing,
and thank you for taking the time to check
out our brochure.

I started Artus in 2018 to help businesses
large and small tell their story with a
truly personalised approach to online
marketing.

Since then, we have been lucky enough
to work with a wide range of business
owners and marketing departments
across multiple industries.

We are here to align our offering to your
business goals, and would be delighted to
hear your story.

Please do get in touch; we love connecting
with new people and businesses!

Here's our story.

Zach



ZACH GREAVES
FOUNDER & DIRECTOR



We are
Artus Digital Marketing

Specialising in copywriting and social media management, Artus Digital Marketing harnesses the power of digital storytelling to create opportunities and connections that promote the growth and recognition of our clients' businesses.

We tell stories that captivate and resonate with target audiences, ensuring vision, values and voice are captured and communicated across all customer touchpoints.

The business extends a flexible service offering – from ad hoc support to an ongoing content and marketing

partnership – to a variety of corporate and third sector businesses, with particular expertise in helping small and medium-sized enterprises succeed.

Our expert team of writers and creatives promise to boost your business' digital presence by aligning our services with your ambitions.

Are you in the market for brand-elevating copy?

We are
A Team of Wordsmiths

Headed up by founder and director,
Zach Greaves, the Artus team is comprised
of well-seasoned copywriters, digital
marketing experts and recent graduates.

Artus Digital Marketing benefits from a
combination of different backgrounds and
experiences, from education to journalism.
United by a shared vision and values,
our hybrid team of full-time employees and
freelancers provide their skills as wordsmiths
to help businesses like yours stand out from
the crowd.

Learn more about
our wordsmiths on
our website.

www.artusdigital.com/about



Are you
familiar with the
fifteen second rule?

That's the average time a visitor spends on any webpage. Every moment counts when it comes to attracting and retaining potential customers and clients.

You can count on our targeted, innovative and affordable content writing service to capture the attention of your audience.

The clock is ticking.



Copywriting

Successfully convey the essence of your company with our expert copywriting service.

Our service covers all aspects of your business' external communications; let our words form the foundation of your brand.

We guarantee to:

- Create tailored content for use across multiple platforms
- Interpret briefs and develop concepts in line with your business goals
- Research and understand the needs of your business and its industry
- Proofread and refine communications materials

Learn more at
artusdigital.com/copy-content



Blog Writing

Educate, engage and build relationships with your customers, while boosting organic traffic to your website.

Our wordsmiths take the time to produce carefully researched, engaging blog posts that resonate with your target audience.

The benefits include:

- Establishing your business as a leading expert within its industry
- Improving your search engine rankings
- Ensuring your business is the go-to resource for information on your products and services
- Helping your business to grow and compete with larger businesses

Learn more at artusdigital.com/copy-content



SEO Content

Make a dramatic difference to your business' online presence.

By following the latest SEO best practices, we ensure your website copy generates strong search exposure and attracts more qualified visitors.

Turning clicks into customers by:

- Delivering high quality, fresh content that forms the foundation for online discovery
- Performing data-driven keyword research
- Using link building techniques to improve the reach of your content and your website
- Creating a streamlined sharing process for your content

Learn more at artusdigital.com/copy-content

Social Media Management

No marketing campaign is successful without a clever strategy for creating, publishing and sharing content.

At Artus, we take a strategy-first, data-driven approach to social media management.

Learn more at artusdigital.com/digital-strategy

Social Media Marketing

Make certain your platforms are active, engaging and earning you money with our savvy social media marketing service.

By showing up on the right platforms, with the right content, at the right time, we can ensure you stay relevant.

Supercharging your socials by:

- Determining goals that align to your business objectives and taking aim at valuable metrics, such as engagement, click-through, and conversion rates
- Gathering key information about your fans, followers and customers in order to target and engage them
- Establishing a compelling and consistent brand voice
- Assembling your content calendar with four foundational objectives in mind: to educate, inform, entertain and inspire

Learn more at artusdigital.com/digital-strategy

≡ 73

♡ 29

👤 25

≡ 49

♡ 64

👤 88

Social Media Advertising

Generate leads and drive conversions across a number of social platforms with our social media advertising service.

It's a go-to if you're looking to reach new targeted audiences immediately.

Maximising your ROI from socials by:

- Selectively promoting your top content
- Applying behavioural and demographic filters to your audience
- Motivating users to take the actions you want with an effective CTA strategy
- Launching creative campaigns



Learn more at artusdigital.com/digital-strategy

Whether you need help creating content, scheduling posts, monitoring SEO data or managing the reputation of your brand online, our expertise can be adapted to the individual needs of your business.

Learn more at artusdigital.com/digital-strategy

The Perfect Partner

Reputation Management

Ensure that your business is recognised, trusted and clearly understood online with our dependable reputation management service. Our leading industry software offers measurable benefits for your online portfolio.

Enhancing your online reputation by:

- Tracking the performance of your business' online ranking
- Synchronising your business information across multiple online platforms
- Helping you to capture more 5-star reviews
- Scheduling content directly to your Google My Business account

Consultancy

Build and sustain a successful digital marketing strategy with our knowledgeable consultancy service. Our digital marketing consultants will evaluate your current marketing efforts and suggest improvements.

Steering your digital marketing strategy by:

- Offering an efficient, responsive and personalised service
- Acting as a flexible alternative to an in-house marketing team
- Ensuring your business is professionally represented in every digital space
- Providing your business with the strategic guidance it needs to achieve its marketing goals

Time, energy and financial investment are crucial factors in building and sustaining a strong digital presence, but these are often resources businesses lack. In order to bridge this gap, our experts are always available for assistance and advice.

Only by getting to know you can we get to the heart of your business and reflect its unique story in your copy.

Email hello@artusdigital.com or call 01423 638587 to arrange your free consultation today.

As well as offering expert advice and insight, we would be more than happy to provide you with a **free, no obligation audit of your website**.

Follow us on social to stay up to date with the latest digital marketing trends and absorb the tips and tricks of the trade from our business blog.

Learn more at artusdigital.com/digital-strategy

We are
Artus Digital Marketing

I have used Zach and his team at Artus Digital on more than one occasion and have always been impressed with his approach, can do attitude and a genuine willingness to help me succeed in my goals. Zach provides sound expert advice and is always quick to respond to any questions I have.

NICK MELLOR | THE IT GENTLEMAN

We have used Artus Digital Marketing services for a number of years on and off. We have had copy writing for our website and for some of our brochures. We are highly pleased with the results of their work and their attention to detail in addition to their excellent customer service. As Managing Director of AurumGold Ltd high can highly recommend Artus Digital.

PHILL HOLDSWORTH | AURUMGOLD

Artus and Zach helped write up our content on our website, amazing job and feedback from the website has been great on how clear and concise our message is to customers. Big thank you to Zach for his help.

MANPREET SINGH | BOBBLE DIGITAL

Artus Digital captured the voice of our company so the reader hears the essence of our service and our values. What also came across in the wording was a soft marketing element. The result is not only copy that looks perfect on the website, but wording that is transferable to other promotional materials. I would recommend Artus Digital Marketing to anyone looking for first class copy.

CLAIRE TIFFNEY | PEOPLE SOLUTIONS CTA

Artus Digital are a great team and I have found them to be really beneficial and effective. They listen to what I want to achieve and then tailor their services to deliver the actions. I highly recommend them.

PIPPA SEED | MENTAL HEALTH TRAINING

We are
Artus Digital Marketing

VISIT OUR PORTFOLIO

artusdigital.com/portfolio



TO EXPLORE OUR WORK



ARTUS

artusdigital.com

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Check out our podcast:

🎧 Search 'Artus Words that Work'

