



CASE STUDY

DYNAMO6 GROWING WITH DIRECT ACCESS TO EXPERTS

KEEPING THE BALL ROLLING IN THE RIGHT DIRECTION

Dynamo6 is a technology company that four years ago didn't even exist. Made up of a team of IT experts, it was born out of the desire to help companies make the most of modern-day technology.

They must have been on to something because they're growing – and fast. With that came a need for some top-end marketing strategy and direction, to keep the ball rolling.

The first step was to work out where Dynamo6 was headed. As a company who'd previously relied on referrals and word of mouth, marketing was a new world – and one that Managing Director Igor Matich wasn't sure he really believed in. Emma Clarke, The Selective's marketing strategist, got on the case – not just to develop a plan, but also to help him understand the value.

While Igor didn't take up all her recommendations, a year later he's ready to start doing so. He can now see that Emma's recommended marketing activities are designed to work alongside each other and amplify results. Igor is looking forward to an even bigger, more successful year with Emma and The Selective.



"Working with The Selective this year has been great. Without having Emma and her team involved in managing our marketing strategy, I would not feel as confident about future business growth. It's like having a CMO with an established track record – it's of big value."

THE SELECTIVE MODEL

The next step was to implement the plan, and instead of going through a traditional agency, Igor continued to work with The Selective. It meant that he was tapping in to the skills and knowledge of industry experts, who also owned their own businesses – and that, says Igor, was a benefit in itself.

"Someone who runs a business is motivated to always deliver, whereas people come and go in an agency."

"You get more value in the way The Selective works – dealing directly with the people who are doing the work, rather than with one or two different people. That suits us – as a business that's running in an agile way."

And the team at The Selective work together a lot, with feedback going back and forth, so Igor didn't feel he missed out on the cohesiveness an agency can offer.

"It's the same thing, it's just that the people are more experienced."

DESIGN, BRANDING AND PHOTOGRAPHY

Igor was happy with their original branding, but it wasn't until he worked with The Selective's Chris Hay that Dynamo6 were able to define the meaning behind their brand.

"What he's done really well is capture the essence of the brand. That's something that not many people have – that brand thinking that underpins the design."

Part of Chris' development extended to the photography style, working with The Selective's photographer to ensure he got the right look. Igor was "really happy with the result" and was even happier with the process.

Getting photos taken is usually frustrating for the Dynamo6 team, but Igor says Christopher Loufte changed all that. He says Chris "clearly knew what he was doing and was perfect for the style they needed."

"The art direction came straight from Chris so on the day Chris could smash it out quite quickly. It was a pain-free experience."



PR AND MEDIA RELATIONS

Igor wasn't all that sold on the value of PR until he took the leap and started working with The Selective's business-to-business PR guru Jonathan Tudor. Jonathan plans stories to share with the media, and also turns them into blogs to use in Dynamo6's content marketing.



Jonathan was initially only contracted for six months, but Igor saw such great results, they've continued to work together. Igor says it's Jonathan's unique mix of skills and knowledge that make him so valuable. He's an expert in PR, with a solid foundation in the tech industry.

"He's got a lot of good understanding around the tech sector, and knows what stories to pitch."

SEO AND COPYWRITING

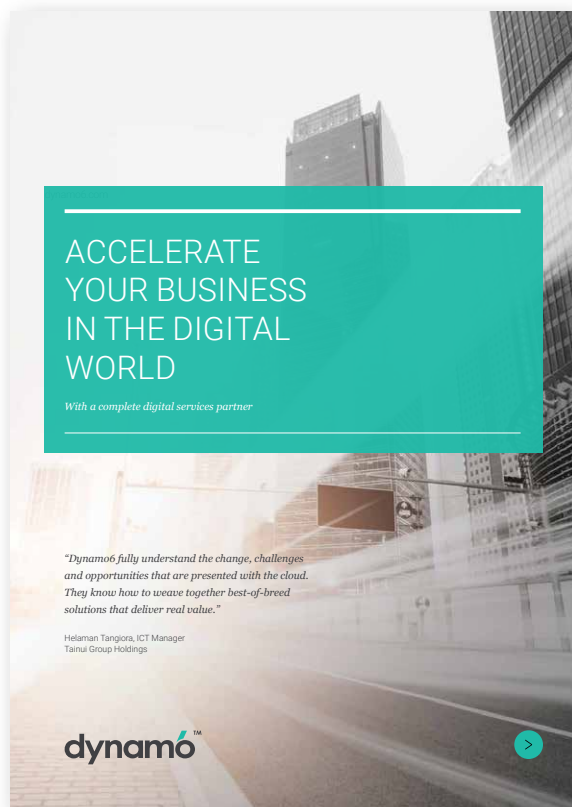
The Selective's copywriter Helen Steemson helped develop the text copy for their website, along with a number of powerful client case studies.

At the same time, Mark Hayes from The Selective launched Dynamo6's SEO campaign, which achieved impressive results. The impact was never so apparent as when after four months, Dynamo6 needed to pause the campaign. The amount of organic traffic and the quality of traffic dropped significantly – the team is now planning to reinstate the campaign.

"Mark helped us to prioritise budget, and helped us massively to tidy up backlinks. We're very happy with the result."

THE BENEFITS TO DYNAMO6 SO FAR:

- Direct access to a high level of marketing and creative expertise
- Clarity on overall strategy and direction
- Same cohesiveness as working with a traditional agency
- Value in dealing directly with the people doing the work
- Working with business owners who are motivated to deliver
- A trusted relationship for future work together



ACCELERATE YOUR BUSINESS IN THE DIGITAL WORLD

With a complete digital services partner

"Dynamo6 fully understand the change, challenges and opportunities that are presented with the cloud. They know how to weave together best-of-breed solutions that deliver real value."

Helaman Tangiora, ICT Manager
Tainui Group Holdings

dynamoTM

ACCELERATE YOUR BUSINESS IN THE DIGITAL WORLD

*SMBs using digital technology... grow 26% faster and deliver 21% higher gross profits**

26%
higher growth

21%
higher gross profits

* Source: Deloitte

Whatever your business, disruptive digital technology will affect you. How do you ensure you're not left behind? The key is in harnessing cloud and mobile technology to make your business work faster, smarter and better connected. We have experts in cloud computing, app development and experience design – in other words, we're a complete digital services partner.

SMARTER SOLUTIONS FOR YOUR BUSINESS

New technology and systems will interact with and affect every aspect of your business. We take a strategic approach, using evolved solutions that truly support the way you do business.

We use digital to make businesses better, so you can:

- Get things done faster – and better – with less work
- Be more connected – with departments, customers and suppliers
- Adopt intuitive, user-friendly software and reliable platforms
- Implement robust systems that need less maintenance
- Access hassle-free tech support 24/7
- Improve your business performance, and
- Have more time to do what you do best – your business

MOVE INTO THE FUTURE WITH CLOUD CAPABILITY

Stop managing servers and cumbersome applications. Keep your people connected with apps delivered on demand and online, for pay-as-you-go prices.

APP DEVELOPMENT FOR BETTER BUSINESS AGILITY

From a wealth of cloud services, Dynamo6 creates modern applications to give you a competitive edge. They're intuitive and user-friendly, integrating and automating your workflows, speeding up your team without them having to work any harder.

GLOBAL PARTNERS FOR BETTER SOLUTIONS

We've partnered with globally recognised technology vendors, so you get a complete IT service: better performance, enhanced security and great value. You get a choice of platforms, delivered by companies that influence and shape technology around the world.

"It really opened our eyes, how much a fast, stable infrastructure aids the business. We're way more efficient – and we pass that on to clients."

Marcus Feist, Managing Director, Feist Electrical

For more visit:
dynamo6.com

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