



15TH EDITION

Brafton Product Catalogue



Hey, We're Brafton!

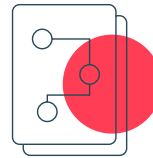
Take a look at what we offer.



Brafton Content Marketing Platform



Written Content



Graphics



Video



Animation



Social Media



SEO and Consultancy



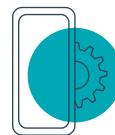
Email Marketing



PPC Advertising



Website Design & UX



Technical Support and Development



Our Digital Library



The Brafton Content Marketing Platform

Our content marketing platform is the first of its kind. It was built by content marketers, for content marketers. On day 1, it helps you plan, produce, publish and measure the performance of all your content marketing campaigns in just one place.

This is content marketing, simplified.

BENEFITS



Customisable, intuitive project management and workflow creation



Pre-built, content marketing workflow templates



Simple assigning and distribution of tasks



Visibility into upcoming tasks



In-app messaging



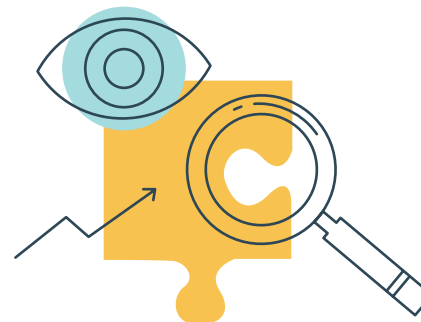
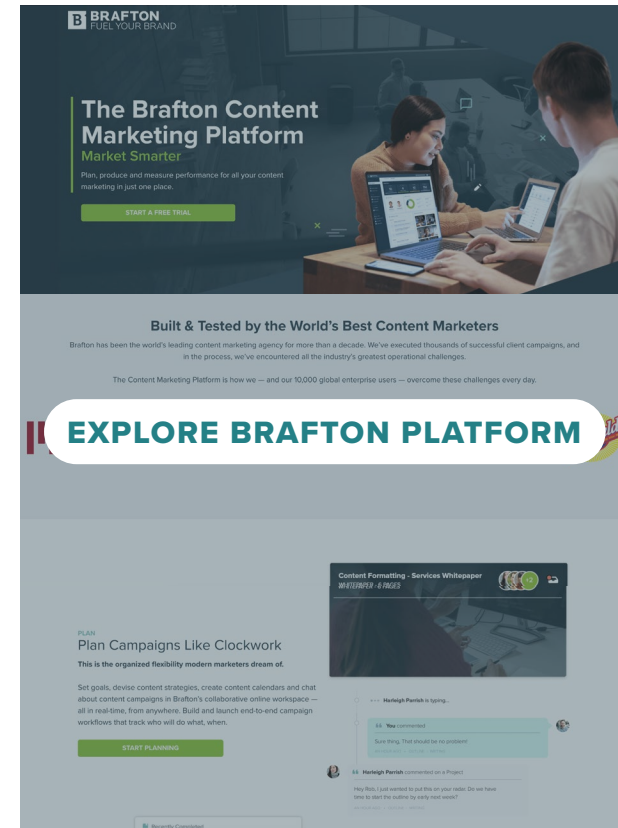
Key documents always attached to projects



Filterable content library



Scalable for even the largest campaigns



68%

of marketers say they wish they could consolidate their content marketing management into one tool, according to a Brafton-conducted survey.



Written Content

Blog Articles

Blogs are the foundation of organic search marketing and they help generate interest from top-of-funnel traffic.

If your goal is to increase search exposure, rank for high-value keywords and increase your newsletter subscribers, blogs are the way to do it.

For sustained rankability, you'll want to publish evergreen content that can be updated periodically over the years.

BENEFITS



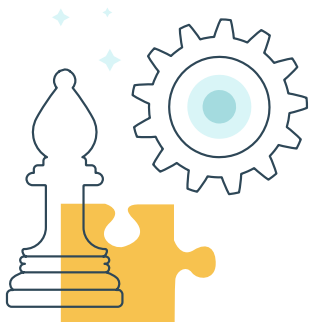
Search
visibility



Organic
traffic

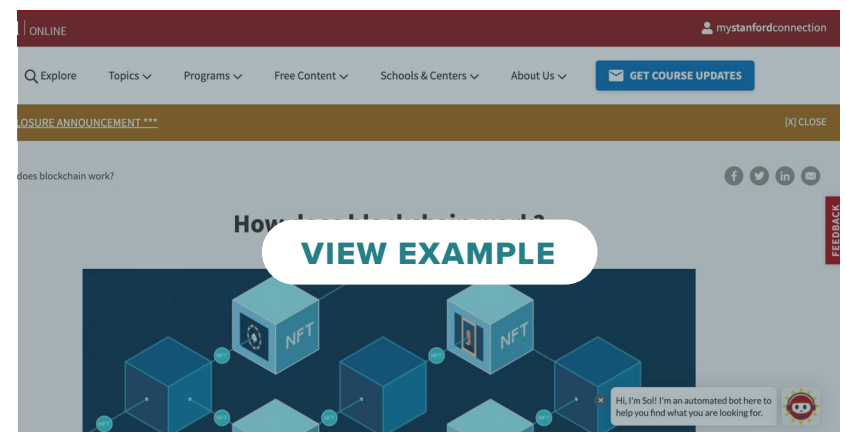
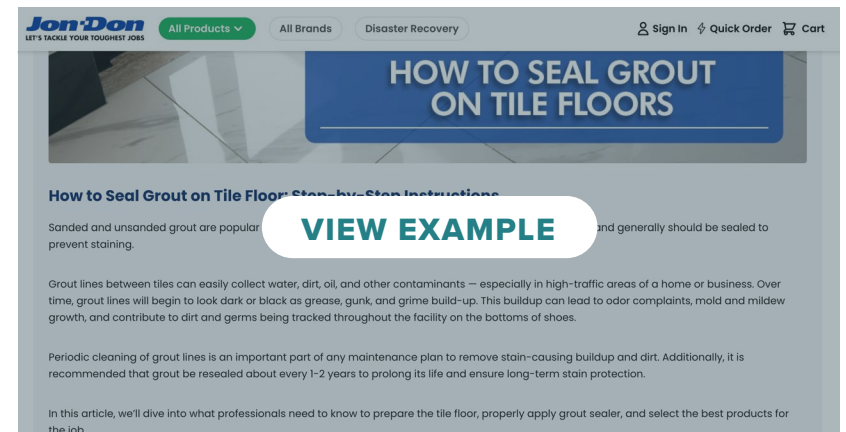
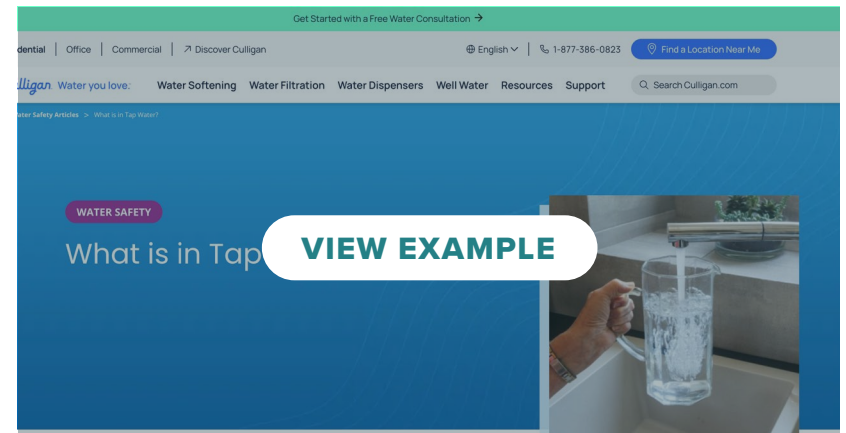


Sales enablement
material



92%

of marketers plan to
continue or increase their
blogging strategy.



PODCAST

AI-Powered Content

5 ways AI is transforming audio and video production

Introduction

Audio and video formats are two of the most impactful ways content marketers engage their audiences.

In fact, almost 90% of marketers plan to increase audio content in the future, while 70% consider video their most effective conversion tool. Better yet, customers tend to agree: Two-thirds of consumers say brands that use these formats stand out more than those that don't.

The only problem?

Less than 20% of marketers believe they have the team and resources to create high-quality audio/video content. Others point to time and bandwidth as their biggest obstacles, with technical ability also a significant challenge.

Fortunately, there are tangible tools that make content creation accessible, efficient, and cost-effective for any size organization. With the power of artificial intelligence (AI), you can transform your audio/video marketing strategies for maximum impact.



In this eBook, we'll explore five ways AI elevates audio and video content production and how you can harness them to your advantage.

VIEW EXAMPLE

1

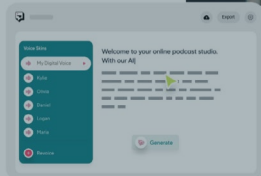
Streamline Your Production Process

In the past, content teams had no choice but to jump back and forth between different platforms for recording and editing. Not only is this slow and tedious, but it means having to learn more than one system. And even worse, it makes collaboration difficult, with back-and-forth email chains and lengthy file transfers.

Now, with the right solution, you can work together from the convenience of one comprehensive, user-friendly dashboard for all aspects of your project. That said, the real savings come from artificial intelligence.

AI-powered tools simplify content creation from start to finish by reducing the technical demands involved with recording, editing, and publishing. To put it into perspective, the average professional takes 45-60 minutes to edit each minute of finished video. With the help of automated, one-click capabilities, you can accelerate production timelines no matter the project. For example, AI can automatically isolate opportunities to enhance audio or video quality — saving hours of editing time in the process.

Likewise, "revicing" capabilities allow you to generate entire podcast intros, ad segments, voiceovers, and other repetitive tasks simply by writing up a script for AI to read. Better yet, the same tool can create an entire podcast in seconds.



2

Enhance Quality With Automated Editing

As a marketer, tight deadlines and high standards sometimes feel like they're at odds.

How do you streamline production without sacrificing quality?

The answer: Automated editing capabilities.

Powered by AI, these tools take the guesswork out of audio and video editing by automatically recommending improvements:



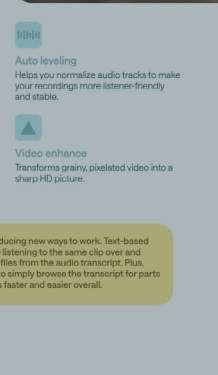
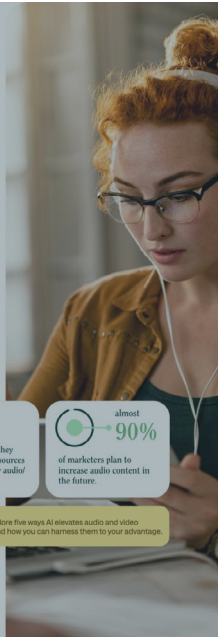
Noise reduction
Removes background audio to deliver a professional studio sound.



Cinematic blur
Adds depth of field to give the video a smoother, movie-like effect.



Cutting-edge AI tools are even introducing new ways to work. Text-based editing, for example, means no more listening to the same clip over and over. It allows you to edit multi-track files from the audio transcript. Plus, search functionality empowers you to simply browse the transcript for parts you want to edit, making the process faster and easier overall.



White Papers and eBooks

Gated content is instrumental in lead nurturing, capturing prospect contact info and offering something that is uniquely yours.

White papers are technical documents that allow your brand to establish credibility in your space, while eBooks offer value through comprehensive written and graphical content. White papers and eBooks should both be included in any content strategy.

BENEFITS



Lead generation



Email list-building



Industry authority

56%

of B2B buyers say white papers are most valuable during the early stages of a purchase decision.

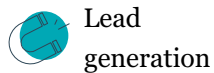


Landing Pages and Site Copy

Web copy is vital to providing site visitors with logical next steps to interact with your brand.

As fundamental building blocks of your site architecture, landing pages function as vehicles for generating the majority of high-intent, converting visitors.

BENEFITS



Lead generation



Conversions

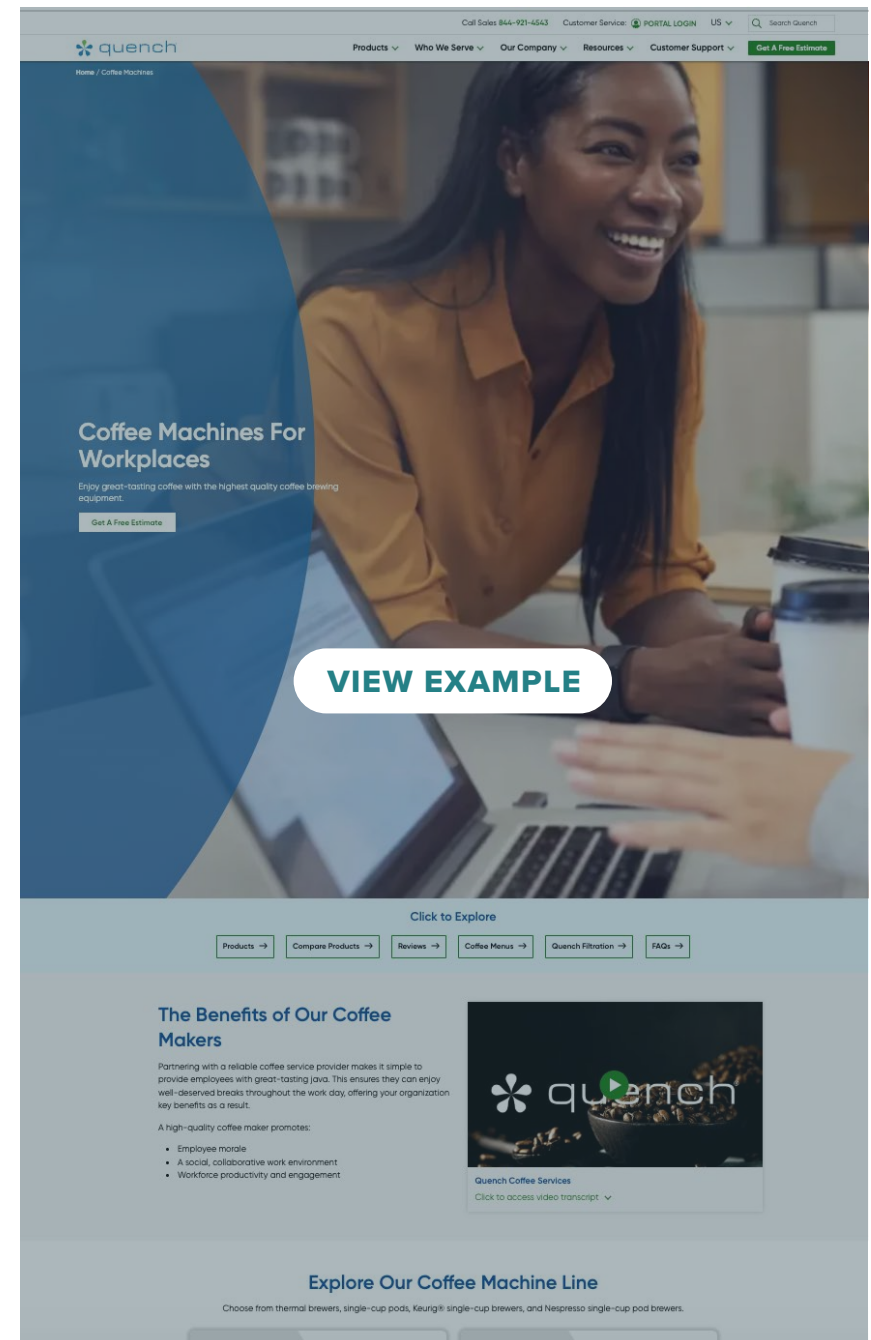
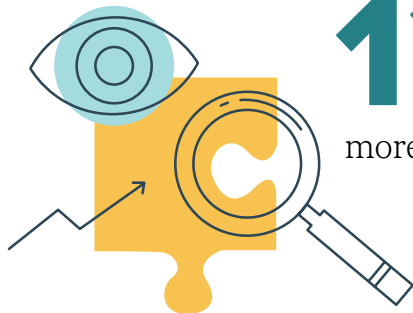


High-intent traffic

Companies with *40+ landing pages* get

12 times

more leads than those with 5 or fewer.





Pathways Success Story:

Streamlining Student Data Management and Graduation Tracking

Vidor High School, located in Vidor, Texas, demonstrates a consistent commitment to student support and success. However, the school administrators faced a big challenge in managing student data. The school's original system relied on multiple spreadsheets, resulting in processes that consumed too much time and were prone to human error.

Lauren Buckley, a dedicated counselor at Vidor High School, had to juggle numerous spreadsheets to track student data. In pursuit of efficiency and accuracy, Lauren adopted Pathways which promised a transformative shift and a platform tailored to the unique needs of school counselors. This was the start of Vidor's journey to streamline student data management and enhance the educational experience for learners.

[VIEW EXAMPLE](#)

The Challenge

With vast amounts of student data to manage and keep track of, Lauren Buckley struggled to stay on top of all of this information successfully. The school's original system relied on multiple spreadsheets, resulting in additional workload in tracking progress toward graduation and meeting state-mandated standards.

“We had to cross-reference multiple spreadsheets to check our data manually,” says Lauren. “So, it was just a lot of upkeep.”

With a considerable number of data points to monitor, including the newly introduced College, Career, and Military Readiness (CCMR) metrics, the process became increasingly complex and time-consuming. Lauren emphasizes this challenge, explaining that “the new CCMR data that the state was having us track for accountability was difficult to

Case Studies

Once prospects have consumed all the content they can, have compared vendors and are ready to make a purchasing decision, how do you close the deal?

Case studies highlight your company's prowess, customer service and client-facing success. They're essentially votes of confidence that other prospects can look toward to see just how much power is behind your punch and what types of results they can expect — before they sign on the dotted line.

BENEFITS

 Sales enablement

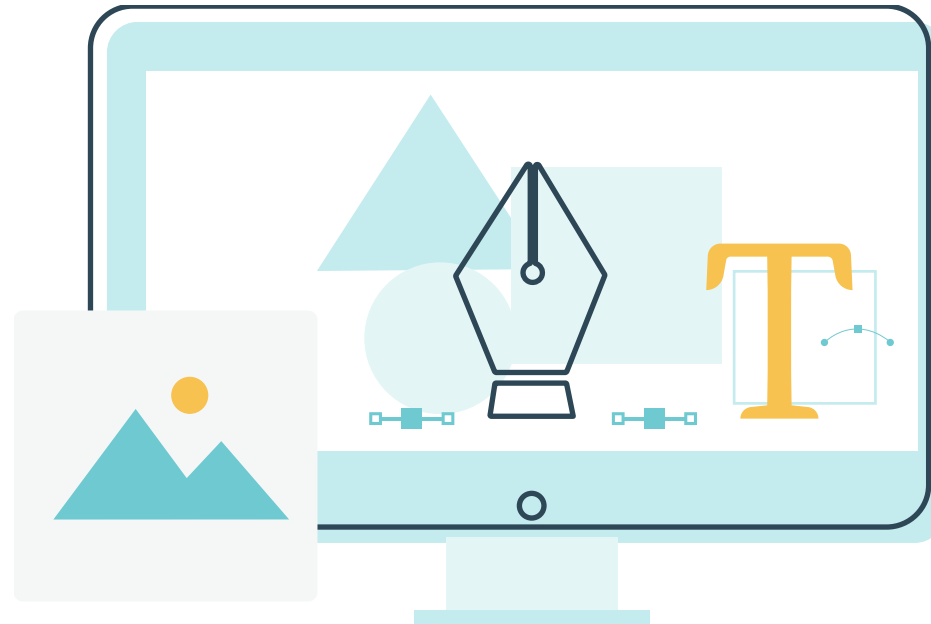
 Lead generation

 Bottom-of-funnel conversions



48%

of B2B buyers say case studies are among their top content types to consume when researching purchase decisions.



Graphics



Custom Illustrations, CTAs and Content Formatting

Standalone text and stock photography won't do much to excite readers and lend your brand the differentiation it needs in niche markets. That's why we offer various forms of formatting, from simple visualisations of single data points to clickable, in-text call-to-action buttons and everything in between.

The goal is to give readers a more dynamic format to digest information while also using visual cues to entice additional user actions. Every piece of content thus becomes a unique moment between publisher and reader. We recommend every asset be paired with a CTA and feature some form of imagery.

BENEFITS



Consistent branding



Interactive lead generation



Visual differentiation



Articles with infographics drive
8x more clicks
than those without.

Infographics

Create visual stories and convey complex concepts through infographics.

Need to communicate workflows, processes, datasets and brand-specific nuances? Infographics incorporate 2D imagery, stylised icons, character illustrations and rich formatting that caters to the primary medium through which humans absorb and retain information: a synthesis of text and visuals.

Infographics can be shared on social media, distributed via email, embedded into blog posts and added to internal and external presentations.

BENEFITS



Traffic



Social shares



Visually rich
storytelling



56%

of marketers who use
infographics say this
visual content type is their
most effective.

EPSON

School's in Session: How Epson Cuts Costs for Educators

Educators must juggle several challenges on a daily basis — from intense workloads and a lack of resources to time management and balancing diverse learning needs. Spending money on printers and copiers that are unreliable or not fit for purpose isn't something else they should have to worry about, especially when inefficient printing tools and materials can already cost schools thousands of dollars. For example, a school district with 10,000 students spends at least \$200,000 annually on paper alone.*

Choosing Epson AM-C business printers and copiers allows schools to save money. Here's how:

High-yield inks:
Epson's high yield inks last longer than competing brands, stretching the length of time between purchasing new cartridges.

Affordable, sustainable technology:

VIEW EXAMPLE

Simplified operations:
Technology that simplifies complex tasks provides teachers with more time in their days and helps them maximise productivity in the classroom.

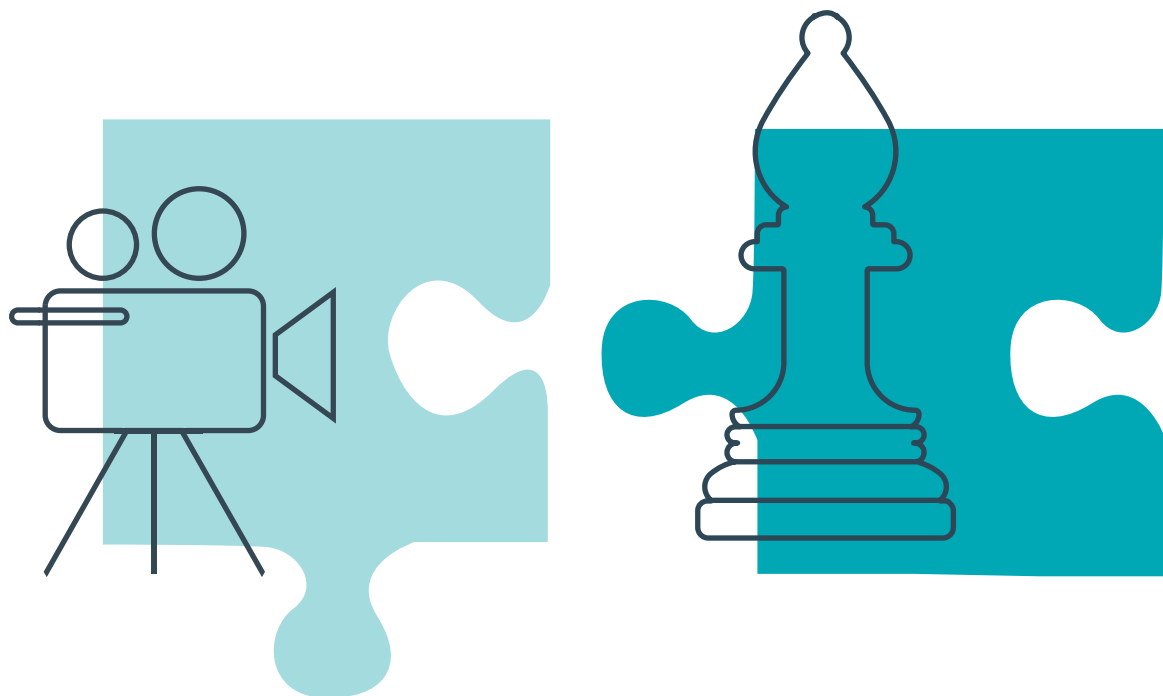
Fast printing and copying:
Educators often compete for access to limited printers, interrupting their small windows of free time. An efficient printing solution can get professionals back to work quickly.

Time is money in the world of education. When teachers receive more time back in their days, they're able to focus on lesson planning, grading and engaging students in the classroom. Additionally, many schools struggle with resourcing due to limited budgets and tight funding. Epson offers more cost-effective copiers and printers that enable educators to focus on what truly matters: educating the next generation.

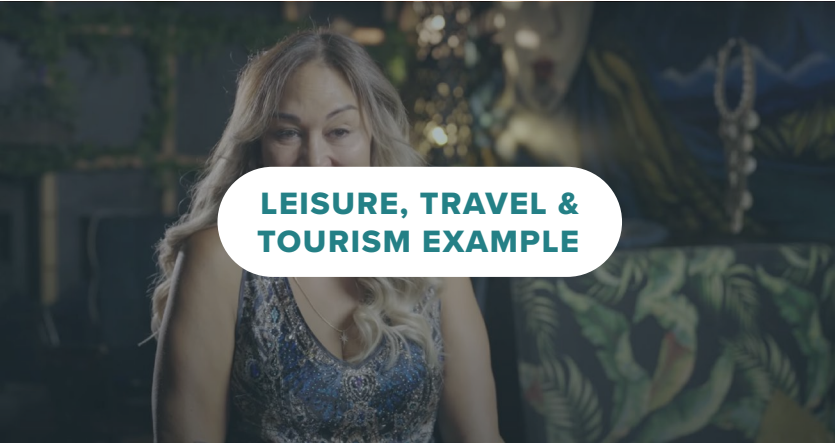
But don't just take our word for it. Take a look at Epson's AM-C business printers and copiers to see the benefits for yourself.

EPSON

Source:
https://www.epson.com/blog/2019/04/04/epson-education/



Video



LEISURE, TRAVEL & TOURISM EXAMPLE



INSURANCE EXAMPLE

Andrew Armitstead
Chief Executive Officer



CONSUMER GOODS EXAMPLE

Live Action Video

Video adds a professional polish to your brand while creating a humanising element.

With an in-house video studio and a crew of videographers, producers and on-camera talent ready to shoot on-location, Brafton creates dynamic video collateral that can be leveraged on your website and social feeds. These assets include:

- Video Blogs.
- Silver Studio Production.
- Gold Studio Production.
- Corporate Promos.
- Interviews/Testimonials.
- Product Demos.
- Vox Pops.
- Event Coverage.

BENEFITS



Traffic



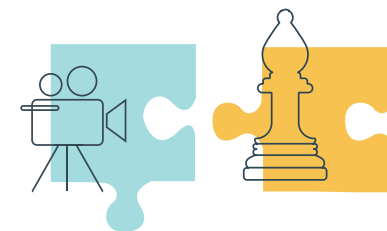
Engagement



Product explanation

72%

of sales professionals who use custom-recorded video say doing so has *increased response rates*.



Webinars & Live Interactions

Live, digital interactions such as webinars and virtual conferences are no longer exceptions; they're the rule.

Brafton has the technical know-how and video expertise to assist in the end-to-end development of webinars and other live interactions.

This includes virtual conferences. We can help with specific interactions and sessions, or manage the entire conference, including troubleshooting, from start to finish.

BENEFITS



Lead generation



Brand awareness and credibility



New partnership and collaboration opportunities





Animation

Animated Video

Animations bring your brand to life through custom artwork, motion graphics and unique narratives, and they are incredibly effective at helping to conceptualise abstract and complex topics.

Options include:

- Animated Logo, short.
- Animated Logo, extended.
- Silver Web Demo.
- Gold Web Demo.
- Short-Form Videos.
- Bronze Animation.
- Silver Animation.
- Gold Animation.
- Platinum Animation.
- Animated GIF.

BENEFITS



Product
explanation



How-to
storytelling

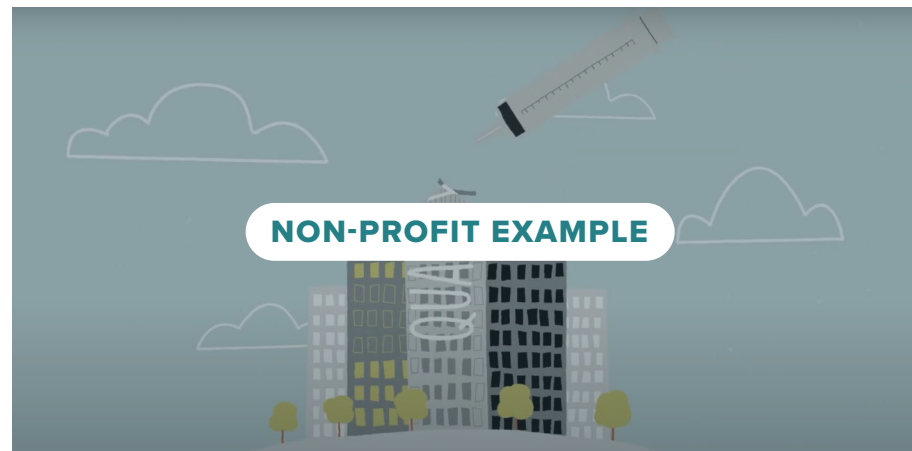


Conversions



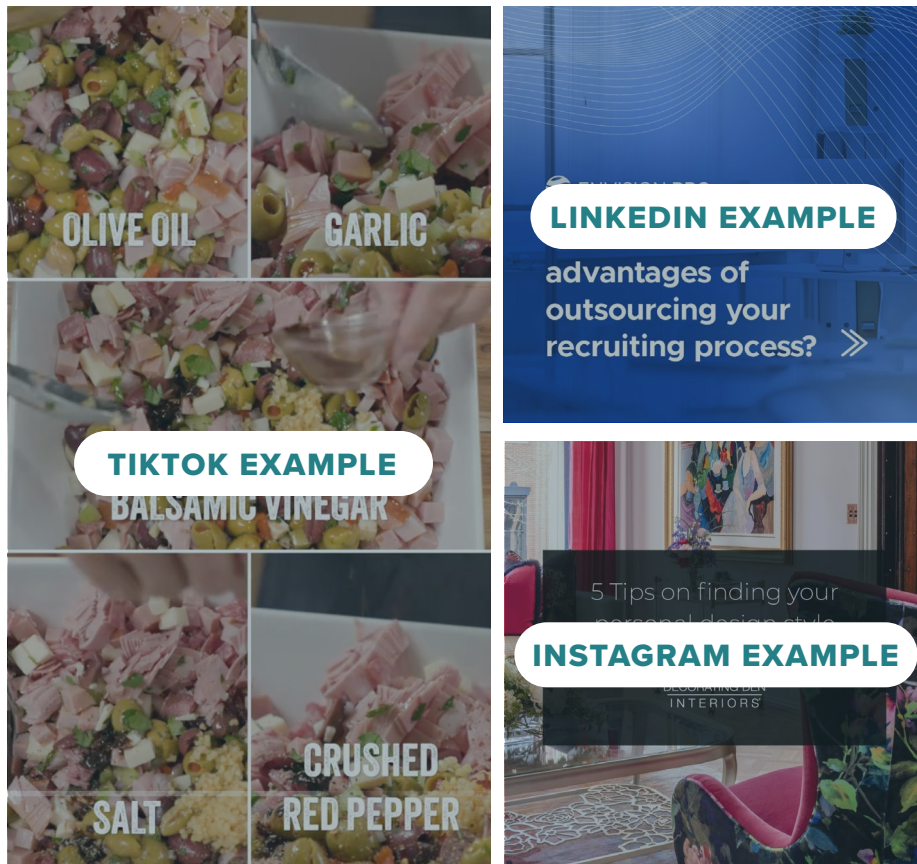
88%

of people say they've been convinced to buy a product or service by watching a brand's video.



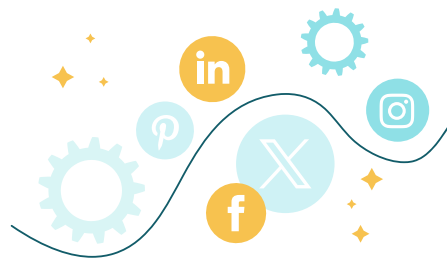


Social Media



83%

of marketers say social media marketing increases business exposure.



Organic and Paid Social Media

Social media amplifies your content, connects you with followers and establishes influencer relationships.

Whether it's X (formerly Twitter), Facebook, LinkedIn, Instagram, TikTok or YouTube, social strategists boost your brand's online presence and promote your content. You can also run paid ad campaigns and automate metrics reporting for complete visibility into social performance and ROI.

ORGANIC

À LA CARTE SOCIAL MEDIA

- Social media posts (Copy & Scheduling).
- Social Images.
- Carousel Posts.
- Custom Instagram Stories.
- Reshare IG Posts to IG Stories.
- Follower Pushes.
- Community Management.
- Per Month Reporting.
- Press Release Distribution.

PAID

À LA CARTE SOCIAL MEDIA

- Paid Social Campaign.
- Boosted or Promoted Posts.

BENEFITS



Content amplification



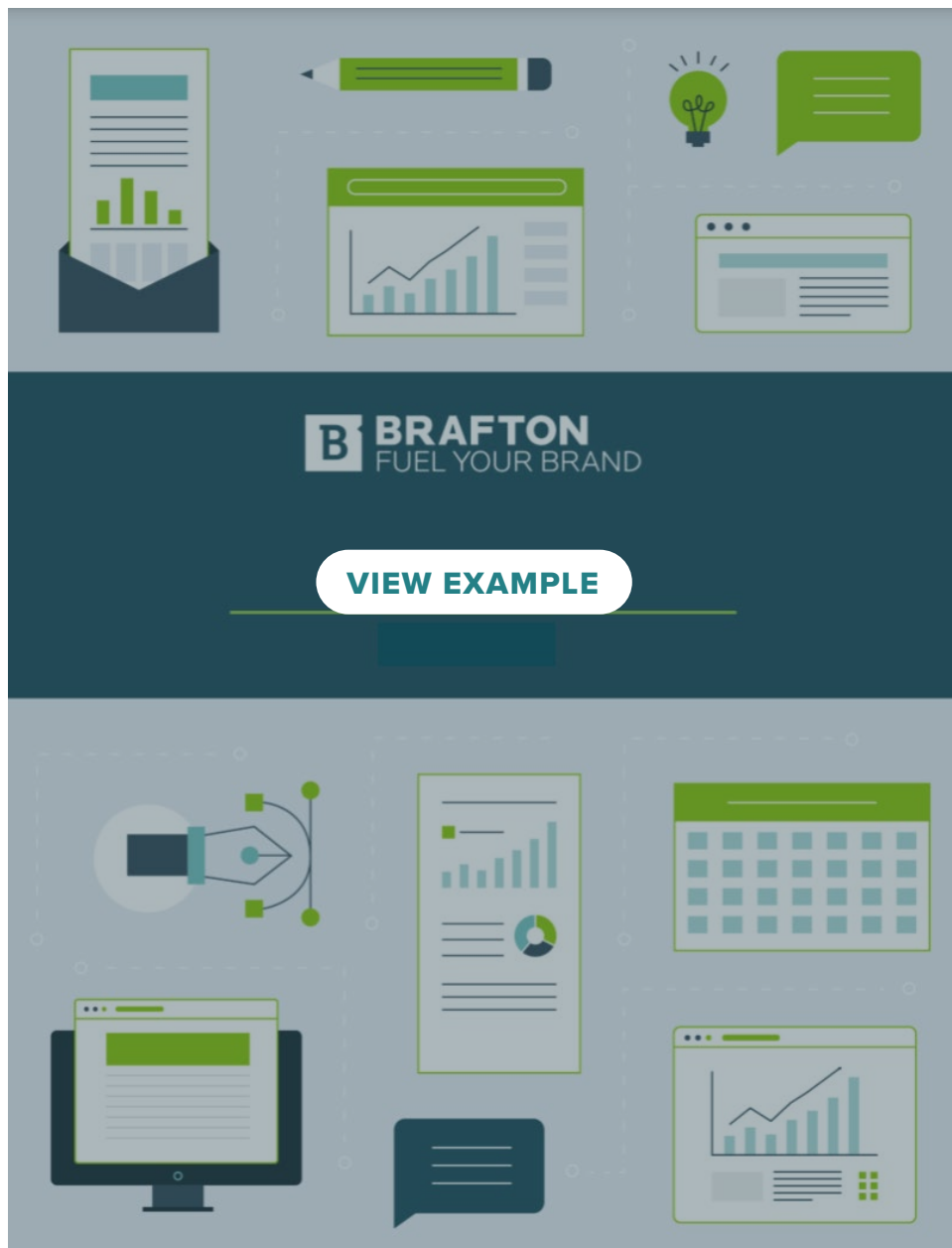
Follower engagement



Influence-building



SEO and Consultancy



Website Audits

Site audits conducted by Brafton specialists look under the hood of your website, inspect for any problems, report on trouble areas and provide strategic suggestions for an optimised bill of health.

After completing an audit, your site should be well-positioned in the digital marketplace and you'll have a trove of data and insights to refer back to should future site issues arise due to changes in your business, search algorithms and general technical irregularities.

Audit services range from simple to encyclopedic:

- Bronze Website Audit.
- Silver Website Audit.
- Gold Website Audit.
- Platinum Website Audit.

BENEFITS



Removal of site errors



Competitor and social analysis

For lead generation, sites that load in 1 second have conversion rates of

39%



Search Performance Brief

Because the web is saturated with content that adds no value, we've designed a sophisticated, data-driven model to creating content that generates proven search visibility.

Search Performance Briefs maximize the likelihood of your content ranking for your target keywords through enterprise keyword research software, analysis of the competitive landscape and optimised recommendations for topics and subtopics to address in your blogs, landing pages and larger text-driven content.

As user-friendly, accessible documents, SPBs are quick mockups of the direction of our work, akin to a creative brief but with way more science.

BENEFITS



Search
visibility



Keyword
ownership



Improved
organic ranking

45%

of new content ranks on Page 1 of Google for their target keywords due to the use of *Search Performance Briefs*.



Search Performance Brief

"cost effective content marketing"

[Objectives & Context](#) [SEO Data](#) [SERP & AI Observations](#) [SEO Analysis & Guidance](#) [Outline](#)

Domain <https://www.brafton.com/>

Color code

Blue: CMS | **Green:** Data Processing | **Grey:** SEO | **Purple:** Editorial

Objectives & Context

Asset Type	Goal	Context
☒ New Blog ☐ Reoptimized Blog ☐ New Landing Page ☐ Reoptimized Landing Page	Organic rankings and traffic	Part of our keyword weekly strategy.
Existing URL (if applicable)	CTA(s)	Internal Links
X	Subscribe to Newsletter	https://www.brafton.co.uk/blog/creation/do-you-have-a-content-repurposing-workflow-well-you-better/ https://www.brafton.com/blog/strategy/what-are-marketing-goals/ https://www.brafton.com/content-marketing/
Search Intent		
☐ Commercial ☒ Informational		
Geographic Audience		
US		

[VIEW EXAMPLE](#)

Persona Development

You'll receive a fully formatted, polished deliverable that goes beyond age, title and experience. You'll uncover:

- What influence a person has over the decision-maker at their company.
- What pain points they face.
- What types of marketing campaigns are most likely to engender positive customer experiences.
- At which stage of the funnel you should be engaging with specific site visitors.
- Which channels and platforms you can best reach a given person.

BENEFITS



Targeted
campaign
development



Unique
understanding
of audience



Higher
quality lead
generation

87%

of the most successful B2B brands
*prioritise their audience's
informational needs* first when
making content creation decisions.



WELLRIGHT PERSONAS

VIEW EXAMPLE

WENDY
WELLNESS PROGRAM
MANAGER
Primary Vertical:
Employer

WELLRIGHT

"I love my job! I realized early on that the best way to rise is by lifting others. My role as a Wellness Program Manager gives me the opportunity to have a substantial positive impact on the health, wellness and lives of my colleagues and co-workers."

DEMOGRAPHICS:
Age: 41
Salary: \$102,000
Education: CWP, Bachelors of Human Resources
Experience: After completing her undergrad, Wendy began working as an HR assistant. After several years, she was promoted to Manager of HR at her company. Wendy's mentor encouraged her to pursue an MBA, which she did part time. After receiving her MBA, she switched companies and was hired as Manager of Health and Wellness. Several years later, she was promoted to Wellness Program Manager.

TECHNOLOGY/MARKETING RESOURCES:
 LinkedIn
 Newsletters
 Google

COMMUNICATION:
 Email
 Phone
 In-person meetings



Email Marketing

Email Automation & Campaign Management

Email marketing is the most personalised, precise distribution method for brands, but only if you utilise email marketing automation to its full potential. Brafton creates, manages and reports on email campaigns run on platforms of your choosing.

Services can be automated and managed completely by a Brafton consultant or purchased à la carte as needed. These options include:

- End-to-end campaign creation.
- Campaign implementation and management.
- List management and segmentation.
- Ongoing reporting.
- Re-engagement campaigns.
- Product and service promotions.
- Customer loyalty campaigns.
- Automated drip campaigns.
- Triggered email campaigns.
- Shopping-cart abandonment campaigns.
- Lead nurture campaigns.

BENEFITS



List-building



Audience segmentation



Automated engagement with leads, prospects and customers

Did you know...

Brafton is a *certified Platinum HubSpot Solutions Partner*? From tech-stack analysis to implementation, content creation, campaign management, list management, lead scoring and everything in between—we're the only HubSpot partner you'll ever need.



The Content Marketer

Today, we're comparing Screaming Frog and Ahrefs, explaining how to create a brand-building content strategy, learning how to use BCC in email and more!



6 MINUTES TO READ

Screaming Frog vs Ahrefs: Best SEO Tool for Technical Audits and Competitive Analysis

Choosing the best SEO tool for technical audits and competitive analysis can be tough. We'll help you decide between Screaming Frog and Ahrefs for good.

[CONQUER YOUR SEO GOALS »](#)

[VIEW EXAMPLE](#)



6 MINUTES TO READ

Your Guide to Creating a Brand-Building Content Strategy

Learn how to create a brand-building content strategy that positions your business for growth and long-term success.

[ELEVATE YOUR BUSINESS »](#)

Exectras

Exectras provides companies with membership-based access to heavily discounted business services ranging from insurance, to payment processing, to identity-security programs, and everything in between.

Why they approached us: They needed help creating specific content assets; more crucially, they wanted our help warming two cold email lists they'd recently purchased.

The results.

-  2 email drip campaigns.
-  65,000+ total recipients.
-  16+ total sends
-  39.16% average open rate.



Our Work

We created a variety of content for Exectras, including video animations and multiple landing pages. However, our core strategic goals centered around email marketing — and specifically, creating email sends to help warm cold email lists. This included two email drip campaigns, each targeting a specific audience.

Exectras

VIEW CASE STUDY

Exectras

Exectras is offering a unique membership opportunity to bring your team closer to your business. When we manage your company's credit card processing, your company receives a free membership to access a wide range of business services and employee perks.

Exectras can help you reduce costs on important business services like payroll, rent and PEO solutions, all of your business insurance needs and more.

Employee perks like 24/7/365 access to America's #1 Telehealth network, financial literacy programs and home and auto insurance savings are just a few of the benefits.

If you're interested in learning more about how Exectras can help, fill out a short quiz today. [Fill out the form here](#) or simply reply to this email.

We're here to answer any questions you have and want to help your business some thousands.

Best,
Jon Cherry
Founder of Exectras
jon@exectras.com

Exectras program guarantees to save your business money and reduce costs on important business services like:

- Payroll
- HR and PEO Solutions
- All Business Insurance Needs
- Sales, Termination and Statement Fees
- And More!

Visit our [website](#) to learn more about how Exectras Merchant Services can help your company.

Save your business thousands of dollars

[Learn more](#)



Results

For drip 1

Target audience: Cold contacts; merchants who rely heavily on credit card processing.

Industry average open rate: 20.92%.

Our open rate across more than 10,000 recipients: 46.88%

	Email 1	Email 1A (didn't open email 1)	Email 2 (opened email 1)	Email 3 (opened emails 1 & 2)	Email 4 (opened emails 1 & 2)	Email 2 (didn't open 1 or 1A)	Email 2 (opened 1A)	Email 5 (opened 1 & 2)
Subject	Now entering a cashless world	"IFNAMEI", your business can get MORE VALUE for less	Say goodbye to credit card processing fees	How can your employees benefit from Exectras?	"IFNAMEI", how can you benefit from Exectras?	Say goodbye to credit card processing fees	Say goodbye to credit card processing fees	Special offer for business owners like you
Delivered	10,092	9,177	722	412	402	8,468	589	389
Open Rate	8.07%	7.62%	32.83%	75.97%	78.61%	48.90%	48.90%	70.18%

Email Audit & Analysis

Brafton consultants evaluate new and existing email marketing campaigns to find opportunities for improvement. This includes conducting A/B tests for subject lines and calls to action.

During campaign setup, tests and launch, we closely assess all of the following and make recommendations as needed:

- Email marketing regulatory compliance.
- Sender reputation.
- Spam score.
- Deliverability rates.
- Open rates.
- Click-through rates.
- Click-to-open rates.
- Unsubscribe rates.
- Replies.
- More.

BENEFITS



Improved email reputation



Healthier send lists



Improved email engagement metrics



A/B testing improves email marketing ROI by

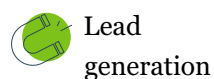
82%

Email Content Creation

Brafton consultants work with our expert writers to craft, and test, email content that will help your campaigns succeed. This includes HTML email templates, email subject lines, imagery, body copy and CTAs for all of the following:

- Newsletters.
- One-off sends.
- Promotional emails.
- Sales emails.
- Drip campaign emails.
- Customer outreach emails.
- Transactional emails.
- Auto-responder emails.
- Much more.

BENEFITS



Lead generation



Lead nurture



Email-generated site traffic

42%

of B2B marketers say email is in their top 3 channels that produce the best results.



ProduceIQ

ProduceIQ is a digital marketplace that provides direct access to food-safe growers, improved price transparency, and a more efficient process for vendors to buy, sell and trade produce.

Why they approached us: They needed help getting their email strategy launched.

The results.

- 6 months of email consulting.
- 24+ newsletter sends.
- 4 email drips.
- 98% increase in open rates.
- 93% increase in email traffic.

VIEW CASE STUDY

Success Metrics

98% increase in open rates *despite* an increase in the size of each sends.

Month 1 subscribers: 9,400
Month 1 open rate: 13.9%

Month 6 subscribers: 14,419
Month 6 open rate: 27.5%

65+ newsletter subscribers registered their companies to begin exchanging produce through the client's platform.

PRODUCEIQ INDEX: Market Update

This week's Top Market Movers

Commodity	Price	% Change	Price
CELERY	\$0.07	+4.25%	\$0.23/lb
ASPARAGUS	\$0.89	+38.73%	\$3.13/lb
HONEYDEWS	\$0.09	+36.85%	\$0.34/lb
CANTALOUPS	\$0.07	+27.27%	\$0.42/lb
CUCUMBERS	\$0.06	+25.00%	\$0.30/lb

Industry prices slightly higher (+4.3% over prior week)
At \$0.97 per pound, the industry's shipping point prices are higher than prior week (+4.3%) and prior year (+9.0%). This overall industry price is now 59% higher than the pandemic-induced trough of week #12, which was only \$0.61 per pound. Prices are actually now crossed higher than in prior year.
Week #26 over prior week (#25) experienced only 9 commodities with declining prices among our 40 Commodities.

[READ MORE](#)

Register your company for free to start trading!
Create listings, send and receive offers and much more!

[Register now](#)



PPC Advertising

PPC Management

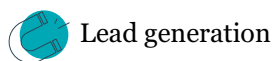
Brafton streamlines your paid search efforts with dedicated PPC strategists who manage and monitor your campaigns on a monthly basis. All of our strategists are Certified Google Premier & Bing Partners.



Strategy support and ongoing management are available for:

- Paid search ads.
- Display ads.
- Retargeting (including AdRoll).
- Shopping campaigns (Google, Amazon, Microsoft).
- Syndication (Taboola, Outbrain and third-party networks).
- More.

BENEFITS



Lead generation

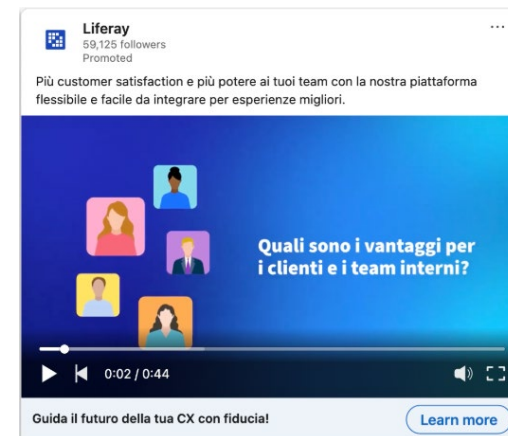
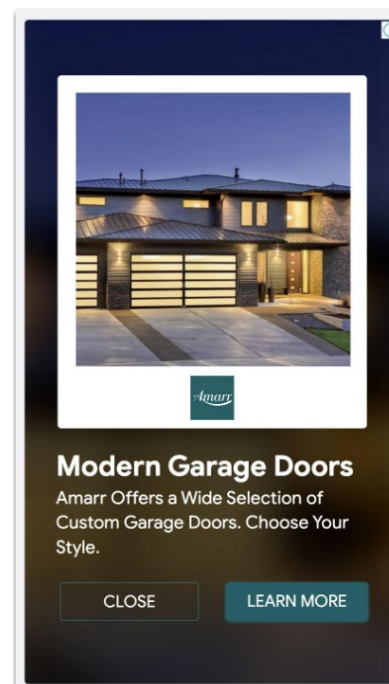


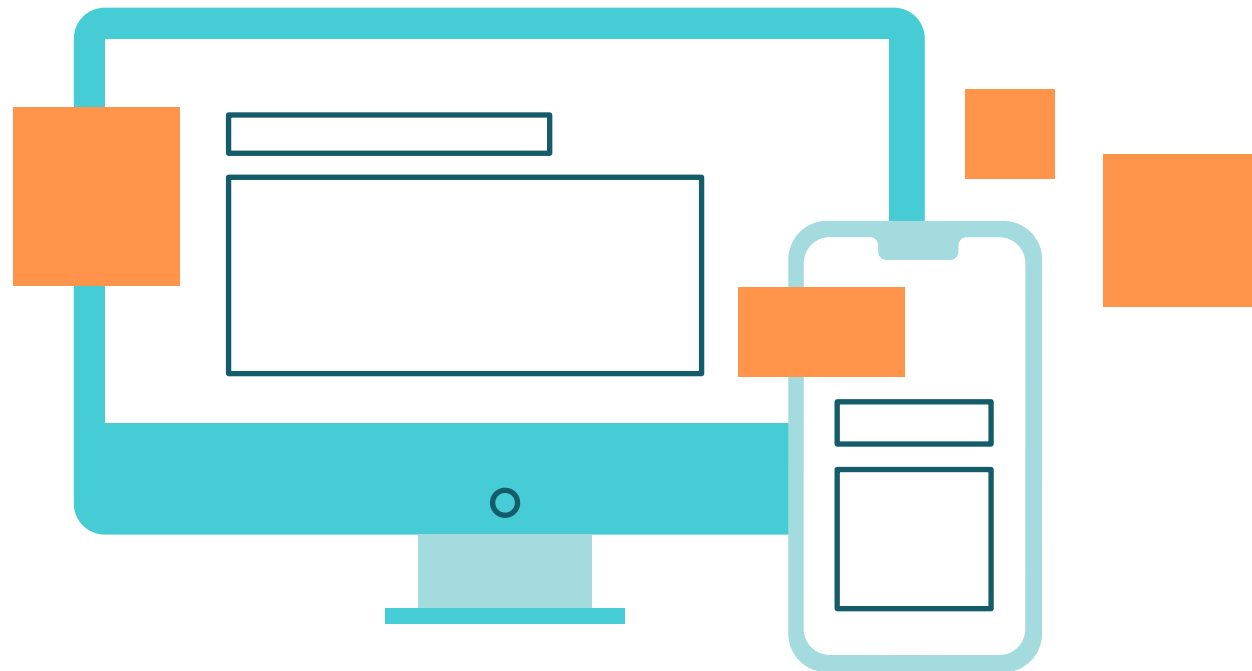
Brand awareness

Overall, sponsored results account for

65%

of clicks on commercial-intent search queries.





Website Design & UX

Website Design & UX

Our web design and development team can design, build and help launch your brand new website. Or, we can help design specific elements for your website — this includes interactive site content such as quizzes, calculators and other engaging user experiences.

Using SEO and design best practices, our experienced developers build mockups tailored to your industry and audience. Each design element is carefully incorporated to provide the best UX possible and support your marketing, sales and business goals.

Once complete, we can either hand over the mockup to your dev team, or build it for you.

BENEFITS



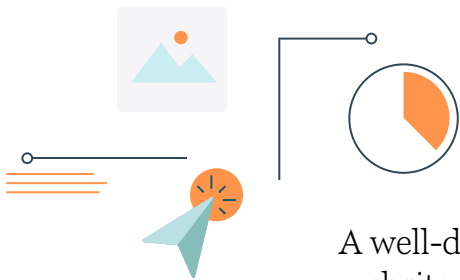
Optimised UX



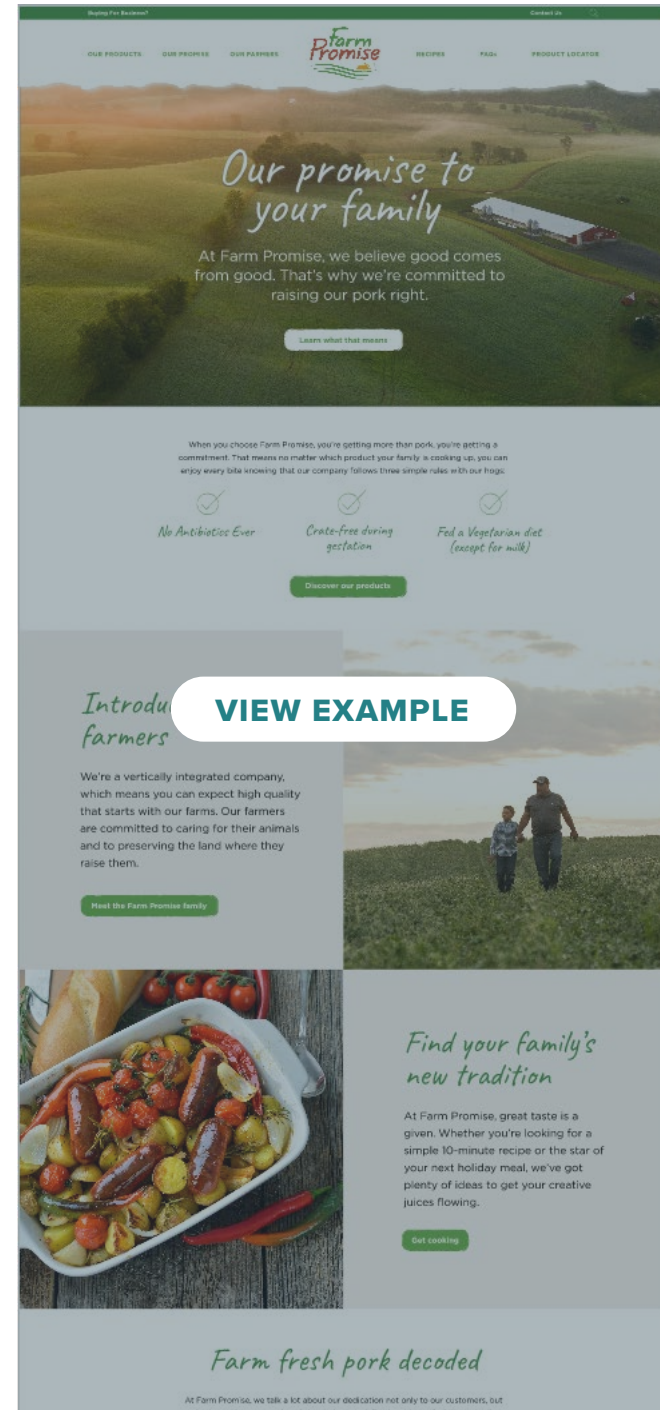
Sound
technical SEO



Strong
branding

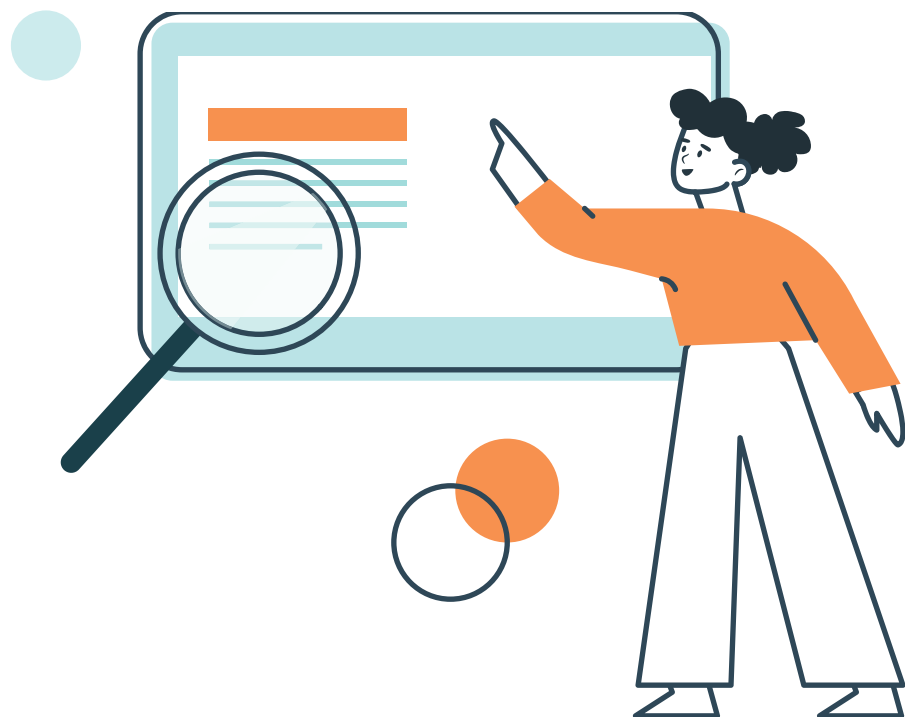


A well-done UX design can triple website conversion rates.





*Technical Support
and Development*



Technical Integration and Support

Integrating with Brafton's seamless API delivery system makes content creation, publishing and measurement as simple as it can possibly be. Our API system also keeps your content in line with SEO best practices, while additional ad hoc troubleshooting and tech support is available at an hourly rate. Those services may include:

- Mobile optimisation.
- Conversion optimisation.
- User testing.
- Design best practices analysis and adjustment.
- Site architecture analysis and adjustment.

Any project- or task-specific website support is just a click away.

BENEFITS



Optimised
delivery
workflow



Search-friendly
content and
media hosting



Faster project
uptime

Flexibility & Access to the Newest Products & Best Practices with Brafton

We're adding new services to our product catalogue nearly every quarter.

With Brafton, you're never locked into inflexible contracts or subjected to outdated products and best practices. We follow a model of continuous evolution, which means we're always testing new strategies, keeping up with industry developments, and always offering our clients the latest and greatest tactics and techniques.

As new services become available, you'll be informed by your strategist if he or she believes you can benefit from tactical marketing adjustments.

Stay tuned for more exciting digital marketing products, developed by Brafton experts.



Creative and Contractual Flexibility

FLEXIBLE PARTNERSHIPS



Flexible product units. Change up unit allocation to any product or service as outlined in the [Brafton Content Catalogue](#).



Flexible campaign lengths. From one-off deliverables to a full year (or more) of project work.



Flexible timing on project rollout and launch.



Flexible onboarding. Average ramp-up timeline is 3-4 weeks.

COST AND CONTRACT GUIDANCE



Short-form agreement with no auto renew, long term subscription or hidden costs.



Custom scopes for your budget and campaign needs.



12-month partner program – \$1,495 provides access to Brafton resources and teams.



WWW.BRAFTON.CO.UK