

Case study | Web

Savvy Coaching & Training Practice



# Creating a brand identity and an online presence

## Savvy CTP

The Savvy Coaching & Training Practice offers coaching & training solutions to professionals, businesses and groups via in house, face to face and online platforms. Our quest is to help professionals and businesses alike to learn new skills and embed them to achieve real change in work and life. When people take daring action, it not only leads them to enjoy change and accomplishment, but it also leads to new adventures. At Savvy, therefore, our aim is to inspire you to think smart and act bold whatever your quest may be.

## Challenge

A newly started company with no brand identity or online presence that had ambitious plans for expansion for both offline and online transaction capabilities.

# A scalable e-commerce enabled WordPress CMS with blog

## Solution

Assisted with the logo design/brand identity as well as creation of a WordPress site including CMS, ecommerce and blog capabilities in order provide a self-service option. The copywriting was also fully catered for.

## Result

A stunningly vibrant logo that reflects the company ethos along with a matching site that is scalable and flexible for future needs as the company grows.

*“The guys at virtualROI helped us immensely in creating both a stunning brand and versatile website that meets our every need. Their business experience and expertise in helping us tailor the output to what we wanted to achieve has been invaluable. We now have an excellent brand and website because of their ability to translate our idea into a reality. An essential service and one I'm very grateful for.”*

Helen Major

Founder and Savvy Coach

[www.savvycoachingandtraining.co.uk](http://www.savvycoachingandtraining.co.uk)

# Who are we?

## B2B digital marketing agency

A team of marketing professionals based in the UK helping IT/Technology clients solve their challenges within digital marketing.

- 🕒 Founded in 2008 by 3 Directors
- 🕒 Collectively over 30 years of agency and client side B2B marketing experience
- 🕒 Advocators of best practice
- 🕒 Trusted advisor relationships
- 🕒 Seamless extension to your marketing department
- 🕒 A knowledgebase to be tapped into as and when required
- 🕒 Members of DMA



# What we do for organisations like yours

## Business to business digital marketing



STRUGGLING TO GET TO GRIPS  
WITH EMAIL MARKETING  
**EMAIL**



GET YOUR DIGITAL MARKETING  
OFF TO A FLYING START  
**DATA**



FAST TRACK YOUR SUCCESS  
WITH AN OPTIMISED DESIGN  
**DESIGN**



NEED A PIPE FULL OF LEADS  
FROM ACROSS THE BOARD  
**TELEMARKETING**



LOOKING FOR A PLATFORM  
WITH ELEVATED PERFORMANCE  
**TECHNOLOGY**



CONNECT WITH PEOPLE  
WHEREVER THEY ARE  
**SOCIAL**



CREATE WEB PAGES  
THAT ARE SEEN FROM A FAR  
**WEB**



EVERYTHING FLOWS FASTER  
WHEN YOU WORK AS A TEAM  
**CONSULTANCY**

# Let us help you with your challenges

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