

The logo for Swingate, featuring the word "Swingate" in a bold, white, sans-serif font. The letter "S" is stylized with a circular cutout. The background is a dark, solid black rectangle.

# Swingate

Marketing and Design

A background image of a snow-capped mountain range under a blue and purple sky. The mountains are partially obscured by mist or clouds. The overall color palette is a gradient from teal on the left to purple on the right.

Your end-to-end  
marketing solutions partner

# Our Services

# Swingate

**We are an inspired collective of creatives based in Basingstoke, each with our own unique style and passion for storytelling.**

Established in 1997, Swingate is an independent, full-service creative and marketing agency with the power to build, create, design, write, brand, market, and everything in between.



**Whether you need the full creative and marketing package, one-off or monthly ad hoc services, we've got you covered.**





## We bring energy

Everything we do is driven by a contagious enthusiasm and passion for creativity, ideas, and elevation of our clients and ourselves. We value listening to everyone's ideas and are proud of the supportive and expressive energy we bring to the studio.



## We have talent

Supporting a culture of growth and innovation, we're inspired by the bright sparks we've got in our team and the visions we have. We're confident in the knowledge and expertise we've got on board, and we always push each other to go further.



## We are authentic

We focus on being open and honest, and won't pretend to be something we're not. Our interactions are down-to-earth, transparent and sincere with our clients and one another, motivating us to build meaningful partnerships and collaborations that last.



## We build connections

We're committed to building long-lasting relationships with all of our clients - in effect, becoming extended members of your team. We love getting to know the unique stories that make up each business we work with, allowing us to build strong partnerships over time.





**Swingate**  
Marketing and Design

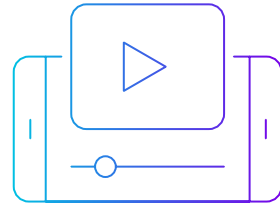
**What we do**



## Creative

Comprehensive graphic design services that fuse creativity with a keen eye for detail.

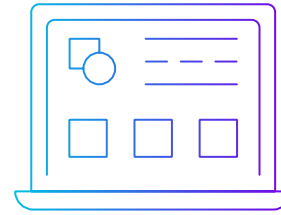
- ✓ Brand identity
- ✓ Brochure design
- ✓ Business stationery
- ✓ Signage & merchandise
- ✓ Exhibition materials
- ✓ Photography direction
- ✓ Online interactive publications



## Video

One of the most versatile and effective marketing assets available to businesses is video. Our experience and creativity help leverage it's potential.

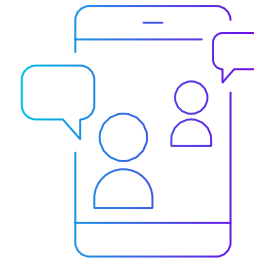
- ✓ Animated explainer videos
- ✓ Location shot interview videos
- ✓ Event videos
- ✓ Social media shorts
- ✓ Corporate communication videos
- ✓ Brand awareness videos



## Web

Your website is your most powerful online marketing tool, and our team is here to make sure it's both functional and impactful.

- ✓ Website design
- ✓ Website development
- ✓ Landing pages
- ✓ Ecommerce
- ✓ Content management
- ✓ Hosting & maintenance

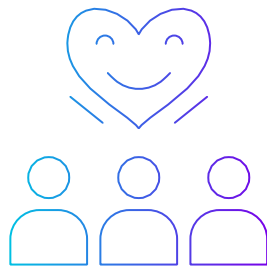


## Social Media

Increasing your social reach with original content creation and creativity.

- ✓ Profile management
- ✓ Audience engagement
- ✓ Organic & paid campaigns
- ✓ Tailored content plans
- ✓ Post scheduling

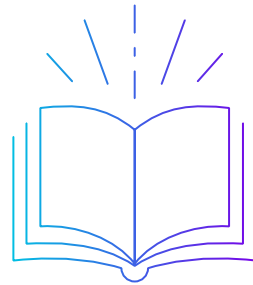




## Digital

Connecting your business with new and existing customers.

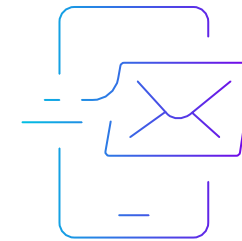
- ✓ Content marketing
- ✓ Email marketing
- ✓ Remarketing
- ✓ Search engine optimisation (SEO) management
- ✓ Google Ads
- ✓ Web analytics



## Content creation

Bringing your brand to life with stand-out content.

- ✓ Brochure content
- ✓ Website content
- ✓ Email newsletters
- ✓ Social media content
- ✓ Blog articles
- ✓ Search engine optimisation (SEO)
- ✓ Press releases
- ✓ Translations



## Email marketing

Nurture and grow leads through optimised strategies that help engage and convert more efficiently.

- ✓ Email marketing strategy and planning
- ✓ Campaign journey mapping
- ✓ Engaging content creation
- ✓ Optimised email and landing page creation
- ✓ Newsletters
- ✓ Promotions
- ✓ Acquisition campaigns
- ✓ Retention campaigns
- ✓ Reactivation campaigns
- ✓ Nurture campaigns



# Creative

Comprehensive graphic design services that fuse creativity with a keen eye for detail.

Whether you're just starting out in drafting your new brand, or you're already a well-established business in need of a brand refresh, our team of designers will work closely alongside you to develop a unique and effective logo and brand identity that aligns perfectly with your company's core values and vision.

Our designers develop a deep understanding of your product / service, target audience, and brand, translating these ideas into visuals that amplify your stories and promote your core company values.

If you're looking to build on your brand awareness, contact our creative team today.



- ✓ Brand identity
- ✓ Brochure design
- ✓ Business stationery
- ✓ Signage & merchandise
- ✓ Exhibition materials
- ✓ Photography direction
- ✓ Online interactive publications



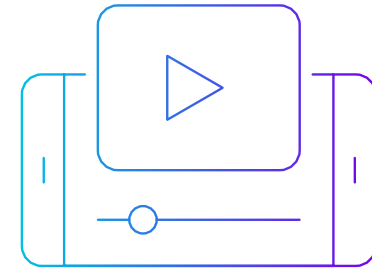


# Video

One of the most versatile and effective marketing assets available to businesses is video. Our experience and creativity help leverage its potential.

Research suggests the average user remembers 95% of a message when it is watched, compared to 10% when it is read. Since videos are more engaging and memorable than any other type of content, they can be used as a means of storytelling and brand awareness like no other asset can.

Our team of experts will take the process from idea to execution by creating an engaging script with storyboarding followed by the production of an animated video or location shot piece to be used on social media campaigns, corporate YouTube channels, digital marketing assets and so much more. Not only that but our marketing team can plan an entire strategy for you to get the most out of your video.



- ✓ **Animated explainer videos**
- ✓ **Location shot interview videos**
- ✓ **Event videos**
- ✓ **Social media shorts**
- ✓ **Corporate communication videos**
- ✓ **Brand awareness videos**



# Web

Your website is your most powerful online marketing tool, and our team is here to make sure it's both functional and impactful.

As well as designing the structure and overall aesthetic of your website to offer the perfect representation of your business, we'll deliver a website that focuses on lead generation and conversions.

Once you've worked with our designers and had your vision realised, that's when our team of dedicated web developers come in.

Each website we build is entirely bespoke, and will provide an excellent user experience for both desktop and mobile users.



- ✓ Website design
- ✓ Website development
- ✓ Landing pages
- ✓ Ecommerce
- ✓ Content management
- ✓ Hosting & maintenance



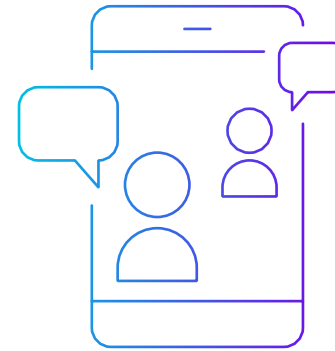
# Social Media

Increasing your social reach with original content creation and creativity.

Social media can be an excellent and invaluable marketing tool, especially if you know how to use it effectively.

Following an initial meeting, we'll highlight the platforms which offer the most potential for you and your business and develop a strategy, before getting all set up and making regular posts on your behalf in accordance with a detailed monthly marketing plan, tailored to your objectives.

We have monthly marketing packages to suit all budgets. Get in touch with our social media team today to find out more.



- ✓ Profile management
- ✓ Audience engagement
- ✓ Organic & paid campaigns
- ✓ Tailored content plans
- ✓ Post scheduling

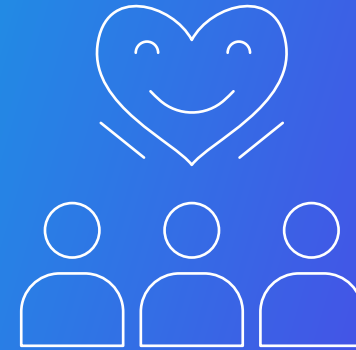


# Digital

Connecting your business with new and existing customers.

Whether it's driving traffic to your website, increasing brand awareness, managing your email marketing or social campaigns, or thinking up new ways to engage with your existing customers, we're always excited to get out the drawing board and start generating new ideas for your next digital campaign.

Helping you to grow and target your client base, we have a wealth of experience in planning, designing, building and managing successful digital marketing campaigns, and can incorporate our digital services into a fully scaled marketing strategy.



- ✓ Content marketing
- ✓ Email marketing
- ✓ Remarketing
- ✓ SEO management
- ✓ Google Ads
- ✓ Web analytics



# Content creation

Bringing your brand to life with stand-out content.

Great copywriting tells your story, sells your products and services, educates your customers and helps to boost awareness of your brand.

Our team of content creators will be on hand to make sure every aspect of your content oozes personality, highlights your individuality, and remains on-brand across all aspects of your marketing.

Working closely with your team to gain a good understanding of your business, your key messages and core values, our content creators will craft outstanding and search engine optimised content that's both engaging and informative.



- ✓ Brochure content
- ✓ Website content
- ✓ Email newsletters
- ✓ Social media content
- ✓ Blog articles
- ✓ Search engine optimisation (SEO)
- ✓ Press releases
- ✓ Translations



# Email marketing

Nurture and grow leads through optimised strategies that help engage and convert more efficiently.

The key to successful email marketing is understanding your audience's needs. Working alongside you, our role is to leverage your existing customer data to create bespoke nurturing sequences which speak to your customer at every stage of their journey.

We design eye-catching email marketing campaigns and have over 15 years' experience doing so for some of the UK's leading brands. Our fully fledged service can also take care of the messaging, strategy, research and data analysis should you need expert guidance in those areas.



- ✓ Email marketing strategy and planning
- ✓ Campaign journey mapping
- ✓ Engaging content creation
- ✓ Optimised email and landing page creation
- ✓ Newsletter campaigns
- ✓ Acquisition campaigns
- ✓ Retention campaigns
- ✓ Promotional campaigns
- ✓ Reactivation campaigns
- ✓ Nurture campaigns



**We love seeing our clients succeed,  
and our experienced team knows  
what it takes to get there. Here are  
some of the brands we work with.**





**Swingate is a preferred external creative agency for TD SYNnex and has been for over 25 years.**

We have worked with the majority of their key vendors in the IT Channel, ranging from household names to the more niche.

Our experience and understanding of working with large and small clients mean you can be sure that you are in safe hands and your campaigns will achieve maximum impact!





# Let us show you what we can do!

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**Linked in**

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