



# DESIGN AND MARKETING SERVICES BROCHURE

**2025**

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**WELCOME!**



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# ABOUT 2XL

## THE TEAM

Experienced, reliable and friendly with a wealth and diversity of experience, combined with our genuine and friendly approach ensures our clients receive a professional and reliable service.

## CLIENT FOCUSED

Each project and client requires a tailored solution and will indeed receive their own unique approach from our design team. Our design team communicate directly with you.

## DYNAMIC SOLUTIONS

2XL believe that design and functionality should not get in the way of communication. This is why we select techniques that fit the individual projects' key purposes.

## TAILORING SOLUTIONS

We pride ourselves on developing strong relationships with our clients, responding to their individual priorities with solutions that are tailored to their requirements, timescales and budgets.

## COMPREHENSIVE SERVICE

Through our experience we have acquired the expertise to offer our clients a total solution. We provide everything you will require for a quality web and print presence.

## KNOWLEDGE & EXPERIENCE

Since establishing ourselves in 2000, we have developed an impressive list of clients from a diverse sector base including the arts and media, publishing, not-for-profit and public.

## QUICK TURNAROUND

We actively encourage communication with an input from our clients, whatever their technical knowledge, and in doing so, we respond to all requests in a prompt and efficient manner.

## RETURN ON INVESTMENT

Building a web solution is an investment of both time and money and we know the importance of your ROI. We provide advice on developing solutions that deliver a ROI.



## **NETWORK 2XL**

The 2XL Business Partner Network is an exclusive group of professionals actively seeking to foster relationships that will result in greater business growth.

### Benefits

- Website audit
- Social media analysis
- Competitor analysis
- Key word research analysis
- Networking opportunities
- Re-seller agreements
- Referrals
- Newsletter
- Synergy
- Monthly updates
- Yearly events
- Google reviews
- Monthly skype telephone conference

## **SEO SERVICES**

We know that online visibility is the key to any modern business, search engine optimisation?

Get found within your local area with our award winning SEO packages offering your business front page Google exposure.

Do you need to expand your business online visibility, we can optimise your site for a regional search.

Can your business take national enquires? 2XL have a dedicated national SEO team that will promote your business nationwide.



Google

YAH !

Ask  
Jeeves

bing

## **DESIGN SERVICES**

### **OUR CLIENT FOCUSED COMPREHENSIVE SERVICE**

We pride ourselves on developing strong relationships with our clients, responding to their individual priorities with solutions that are tailored to their requirements, timescales and budgets.

Each project and client requires a tailored solution and will indeed receive their own unique approach from our design team. Our design team communicate directly with you.

Since establishing ourselves in 2000, we have developed an impressive list of clients from a diverse sector base including the arts and media, publishing, not-for-profit and public.

App development

AREAS

Blogging

Brochures

Business cards

CMS

Content writing

Corporate branding

Corporate brochure

Dedicated Account Manager

E-commerce

Email campaigns

Events

Exhibitions

Hosting

Landing page

Letter heads

Logo design

Maintenance

Networking opportunities

Photography

PPC

Printing

Referral scheme

Retained services

SEO

Social media academy

Social media campaigns

Social media set ups

Stationary

Video production

Vlogging

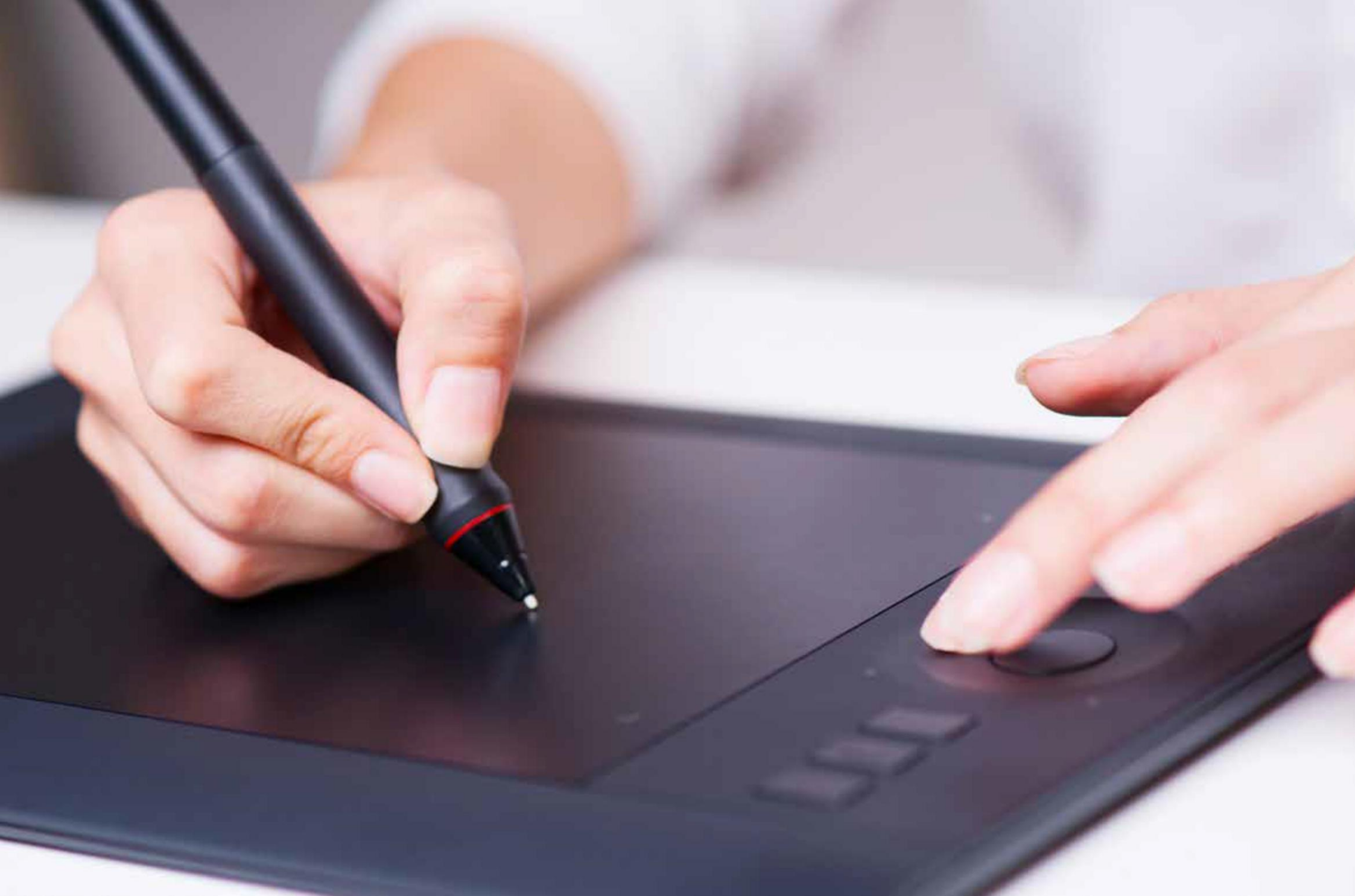
Web sites

## **WEB DESIGN**

We are primarily a design company that specialise in design and web optimisation.

Our experience and fresh approach to website design ensures that all of the websites that we produce not only look great, but most importantly, work hard for your business.

Unlike most web design companies, we believe that we offer our clients the complete solution. An innovative design built by our in-house web designers incorporates a user friendly layout, encouraged lead generation, high search engine rankings and most importantly, great customer service.



## **RESPONSIVE DESIGN**

Responsive web design allows your website to be one step ahead of the latest devices.

By making use of fluid design and crafting your site to respond optimally to the size of the screen it is viewed on, it will look perfect whatever the environment - be it iPhone or large desktop monitor. Responsive design will save you time and money over the short, medium and long term.

One site equals a multitude of deployment possibilities! Going responsive guarantees lower initial set-up costs compared to developing concurrent mobile and desktop versions of the same site. It also means you only have one site's content to maintain, thus lowering the risk of incorrect/inconsistent content across the company's web presence.



## **ECOMMERCE**

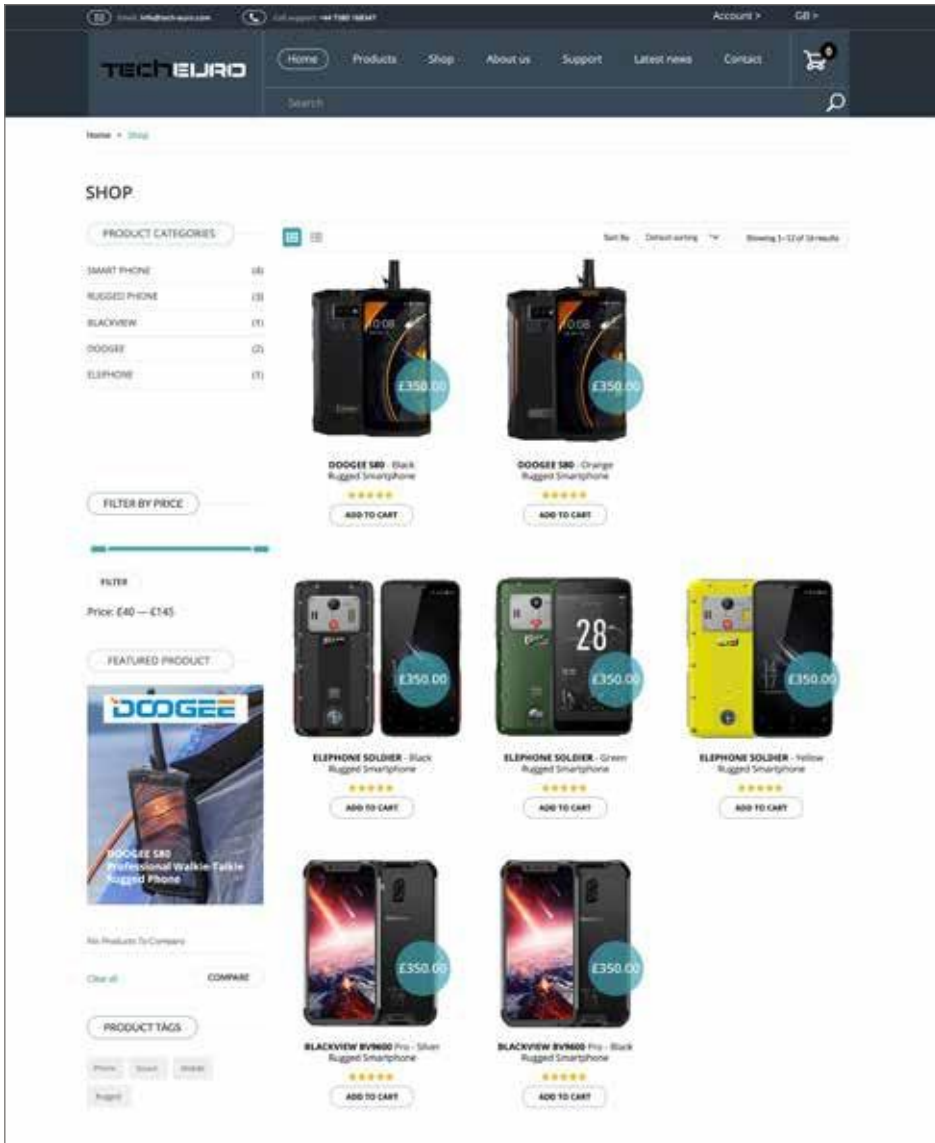
Are you looking to sell online or do you need a bespoke shopping cart. 2XL can design and build an ecommerce site to your requirements.

Choosing the right e-commerce system for your business is vital.

We design and build beautiful shops that your customers love to visit and use. And we're affordable too - because we use the latest 'open-source' systems, with no development or license fees.

Basing our e-commerce stores on open-source software means that you benefit from a wide range of retail and store management tools right out of the box. Our checkouts integrate with WorldPay, PayPal, Google checkout and SagePay and on the backend with accounts packages like Sage and your in-house fulfilment or POS systems.





## **BRAND DESIGN**

We'll work with you to create a consistent identity to communicate to your target audience, allowing them to perceive your brand in the best light possible.

We listen to your business needs, understanding your market and then plan. We are passionate about what we do and strive to offer exceptional creative branding, graphic and digital design services to our clients.

We have a proven track record of creating engaging multi-disciplinary visual communications with outstanding results, no matter what size or budget.

We are a full service agency and are involved in planning, creating, producing advertisements, performing research and selecting media. Some full service agencies also provide non-advertising related services including strategic market planning, direct market promotion programs, interactive marketing and web site design, and public relations.



- Key services**
- Logo Design
  - Letter Heads
  - Business Cards
  - Corporate Guidelines
  - Brand Strategy
  - Identity Design
  - Brand Communication
  - Marketing Material
  - Print Advertising
  - Adverts
  - Promotional Material
  - Exhibitions

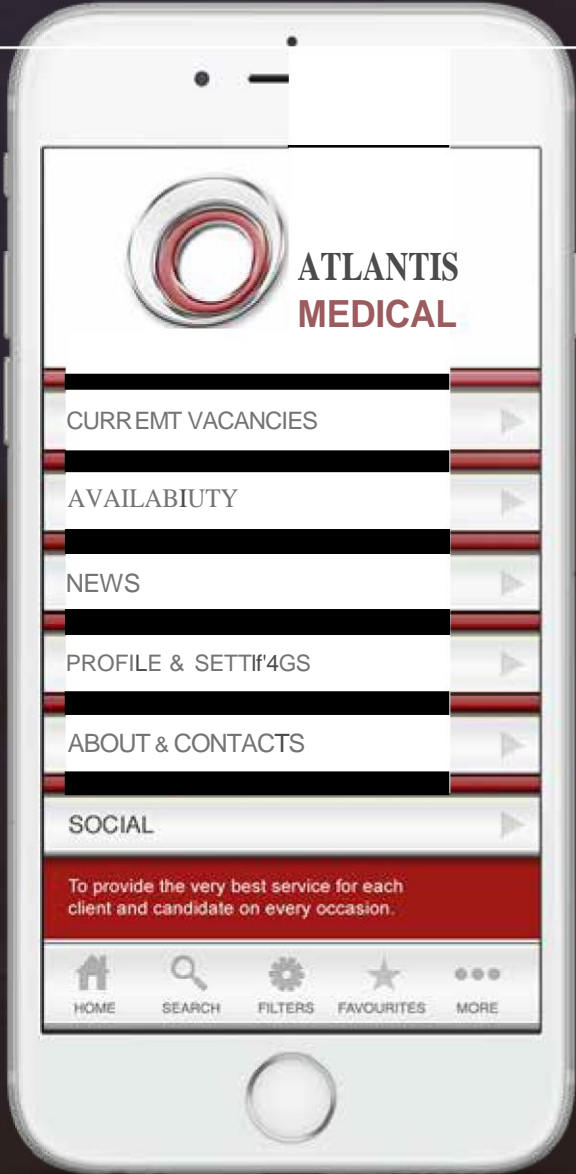
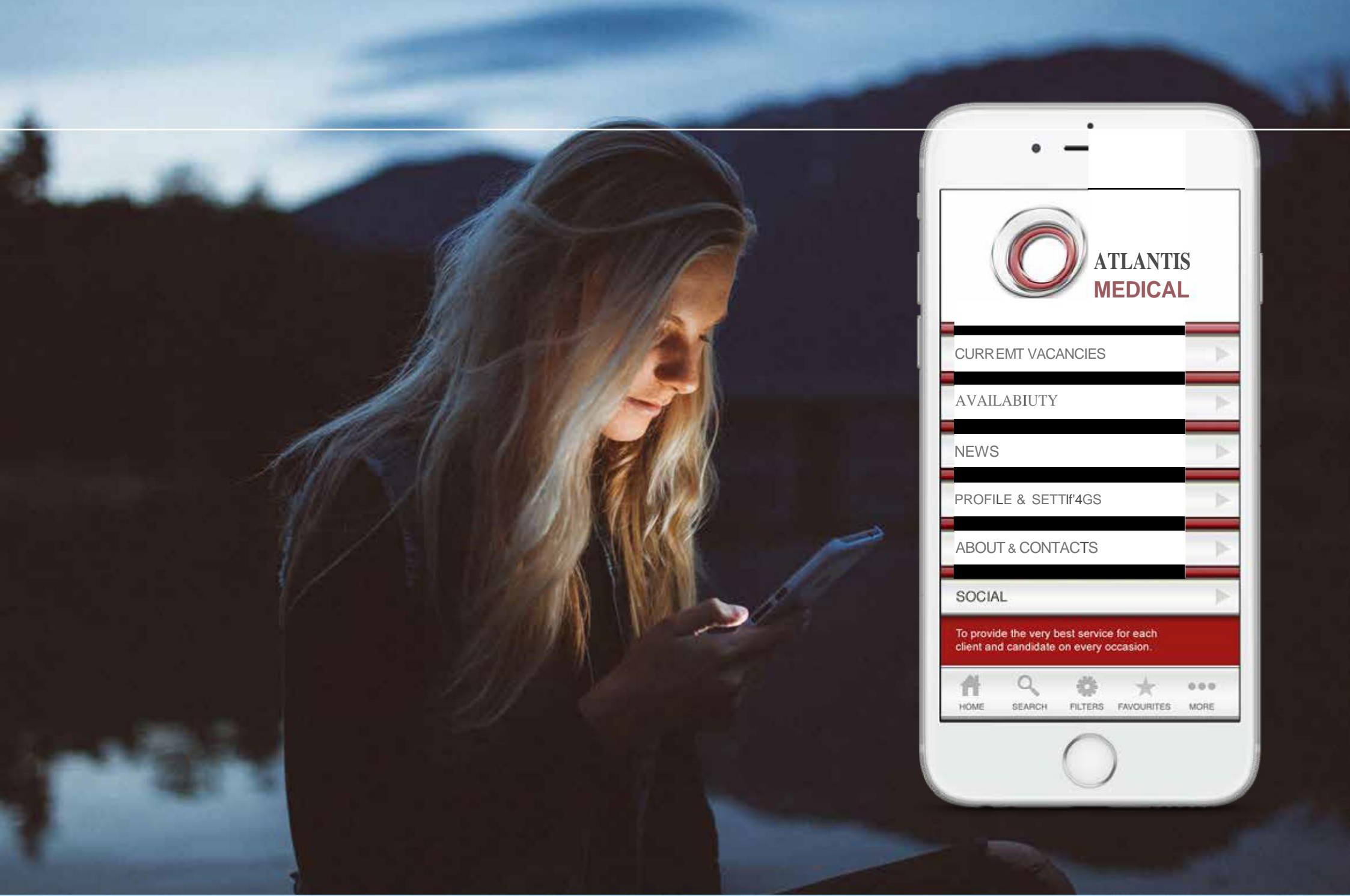
## **APP DESIGN AND DEVELOPMENT**

A bespoke app gives you a way to engage with your audience on the device they carry with them most of the time.

You might offer a free game or a useful digital tool as a marketing giveaway. Or you may want to reward clients with an easier way to access your services. Whatever the challenge, we can help you conceive, design and build an app tailored to your precise business purpose.

We can create bespoke apps for any platform and will work with you to identify which devices are most appropriate for your key target audience.

Apps give you the opportunity to create unique experiences that can add more to your customers' lives than simply providing ease of access to information.



## **SOCIAL MEDIA**

We have a range of Social media services to get your business online

2XL develop strong visual brands on Social Media. Maintaining your companies identity on all media that is published including; logos, banners, images, videos and styling feeds on your site.

Our content editors create content in a format that is suitable for your audience and also for SEO.

Do you need to boost your activity in Social Media, then we can design and deliver campaigns specific to your business goals. We can also support you on your next campaign with various online content such as videos and emailers.



# Network 2XL

The 2XL Business Partner Network is an exclusive group of professionals actively seeking to foster relationships that will result in greater business growth.

Get in touch with one of our Consultants now

**CALL: 01737 237765**

Allow your company 2XL



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*Sunday  
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**WILL WS**  
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Opening on Mothers Day  
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**World Environment Day**  
Caring for the planet is vital for our survival

**ATLANTIS MEDICAL**

**#BeatAirPollution**

**World Blood Donor Day**  
14 June 2019

**Safe blood for all**

**ATLANTIS MEDICAL**

## VIDEO PRODUCTION

Professional video content is no longer just available to large multinational companies, here at 2XL we deliver high quality online video content that is available to all kinds of businesses and is now an extremely cost effective way of marketing your business. And using the latest film technology, we've stripped back the video production process, ensuring more of the budget shows on the screen.

Our team of professional directors, producers, camera operators, editors and motion graphic artists can deliver an online video that is completely tailor made to you! We do not believe in generic templates for your video content, we start with your own ideas and needs for your business marketing and devise an original treatment of how we can convey those ideas through video.

The transient nature of the online audience makes well-paced and engaging content essential. Our films are typically between 90 seconds and five minutes in length, and deliver your message in the clearest and most effective way possible, so that your customers stay on your website for longer and get a real sense of what you have to offer.

Along with hosting the video on your website, we help you get your video out there so as many people as possible can view it. We upload it on Youtube, Facebook, Vimeo and a whole host of other video platform sites. Our video content will also help improve your SEO and help you get to the top of Google, as Google searches preference company websites with high quality video content as Google knows that people crave rich media content on websites.

## 2XL Video services:

- Corporate filming
- Promotional filming
- Live event filming
- Editing Services
- Motion Graphics
- Viral Promo Films
- Documentaries
- Music Videos
- Short Films



## **EMAIL MARKETING**

If you're a business wishing to connect with a lot of people you'll understand the importance of highly targeted, highly responsive and exquisitely designed Email Campaigns.

You'll also understand the importance of your own time and want a solution that is capable of performing incredibly complex, precision targeted and reportable Email Marketing at the click of a button.

2XL provides an Email Marketing platform with a difference. The solution combines the Single Customer View, the HTML, the email delivery and the reporting all in one interface. This eliminates the need for a separate database and ESP.

Your campaigns can be personalised to suit your business. Channels can be split, merged, tested and manipulated. 2XL make certain that every action is tracked and as the Email Marketing platform is fully integrated with the CRM Database all records are updated in Real Time, ensuring every action is completely accountable and your data is kept fresh and dynamic.



## **IGAMING**

Our team comprises of decades of experience in the full development life cycle for online gaming solutions.

We believe that quality software and design grows from fearless communication between business and technical teams developing full mobile and desktop solutions.

Mobile web

Native Android

Native iOS

Flash / HTML5

Banner Campaigns

Mobile gamification solutions.



## **SMS TEXT SERVICES**

2XL SMS services to boost your business, improve communication and engage with customers.

As mobile devices continue to develop and we become more and more reliant on them for both our work and social lives; it's becoming increasingly important to ensure you have mobile included in your marketing mix.

SMS marketing is fast, cost-effective and personal – it's no wonder it's becoming increasingly popular with businesses of all sizes, but it's important to use it well.

Adding SMS to your communications toolkit will not only save you time, keep your communication costs down and boost sales. It's also a tried and tested way of staying in touch with customers in a way we know they love, have access to and is guaranteed to be seen.





## Five reasons you need SMS

- Help your business go green
- It's cost effective
- Keep up with competitors
- Save valuable time
- Your customers will love it

## **CONTENT MARKETING**

Content comes in a wide range of styles and formats and no matter what content you need, we are happy to provide it.

As a full service content agency, we are on hand to provide you with the best service and ensure that you get your message across in the most appropriate manner. 2XL Media Solutions is focused on offering the highest standard of relevant content, with respect to your business, your industry and your customers. Our aim is to help you reach your business goals and targets, whatever they may be and we promise to provide you with content that makes a positive difference.



## Blog & Articles

2XL Media Solutions offer engaging content for your blogs or site that conveys your point in a concise manner, connecting with your audience and ensuring people visiting your site can make a positive first impression of what you offer.

## Business Writing

Communication is essential in business and many firms are let down by their inability to create documents that match industry standards or convey their points effectively. 2XL Media Solutions offer effective business writing services that will ensure you get your message across in a convincing manner.

## SEO Writing

There is a need to bear SEO (search engine optimisation) in mind when creating content. There will be keywords that are appropriate for your business and which are being used by your potential audience. 2XL Media Solutions provide content that includes these keywords, meets the needs of search engines to rank highly but which always place the reader first and foremost. SEO by itself is pointless but tailored SEO contained within relevant and focused content will ensure your business is seen and found by many people, and that you make a positive impression when doing so.

## Web Content

We are highly experienced in creating web content and we will ensure that you reach out to your audience in an authoritative and clear manner.

## Press Release

Press releases are an important tool in promoting your business and increasing awareness of your products, services and actions. We are highly experienced in the creation of press releases that meet the needs of editors and news sites while ensuring your audience receives the information it needs to know.

## E-Books

E-books are the ideal way to engage, education, entertain and inform your audience. Whatever message or tone you are looking to achieve with an e-book, 2XL Media Solutions is the company that helps you achieve this goal.

## WHY CHOOSE 2XL MEDIA SOLUTIONS?

We have skilled and experienced copywriters who understand the importance of engaging and purposeful content. No matter what industry you operate in or what products or services you offer, you need to make sure that you connect with an audience in a tangible manner.

Good quality content allows you to make genuine connections with your audience, allowing you to develop relationships with customers and being seen as a trusted option in your local area or business sector.

In the present day, there is a need to balance the needs of SEO with having a genuine impact on your audience. Our team believes that the most important thing for content is to engage, persuade and provide confidence to the reader, and this will always be the first aspect of content you receive from 2XL Media Solutions.

However, there is a need to ensure your content can be seen and found in the right places, so when you need web copy, promotional material or any form of content that appeals to audience members and algorithms, 2XL Media Solutions is the company to call on.

## We provide reliable customer support

There are many different people employed at 2XL Media Solutions and we aim to provide you with dependable support at all times. Our skilled and experienced team members will ensure you receive answers when you need them and we are always available to ensure your needs are being satisfied. If you'd like to learn more about how our services are aimed at helping you and your business, please get in touch.

## Reliable delivery time

Deadlines are a common feature of business and we know that minutes lost equates to money lost for many firms. While 2XL Media Solutions aims to provide you with the best standard of content at all times, we appreciate that there are time constraints for your business. This is why we pride ourselves on meeting deadlines and delivering our services within stipulated time-frames.

## Get quality content that makes a difference

At the end of the day, when potential customers read content on your website, they consider it as being representative of your business. It is only natural that you want the very best for your firm and that you want to make the best impression at all times. With this in mind, quality content is essential for all firms and this is why calling on 2XL Media Solutions for content is a smart decision that will pay off in the short and long term.



Allow your company 2xl

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