

# Digital Creative

## Fact sheet

In Digital Marketing, creative design and visuals must create an immediate impact. Tell a story and generate a call to action all in the same piece.

Acting together hand-in-glove, good copy and creative design serve to convey messages, benefits and understanding in the most direct and actionable way. IRS delivers both, using our team of skilled and talented designers and copywriters.

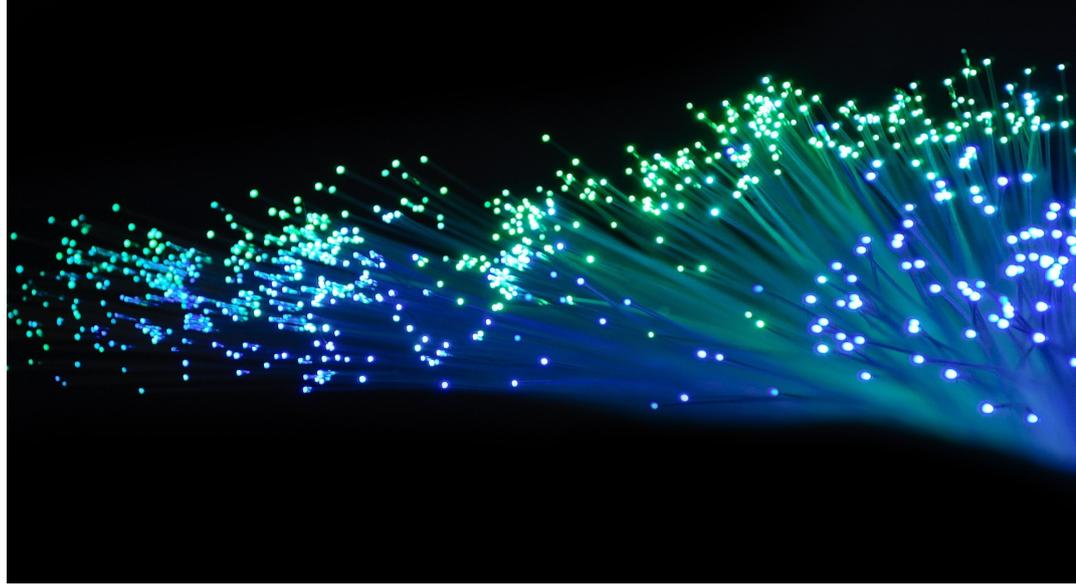
### Email & landing pages

Among the widest-used and most responsive channels, email still occupies pride of place as a high response marketing vehicle but only when applied with knowledge of the medium, the market and the message. At IRS, we've honed our knowledge to provide you with all three, yielding highly effective email marketing.

### Web/blog design & hosting

The role of the company website and blogosphere changes constantly to integrate with a plethora of social media and other digital channels. Smart site design, including video and other visuals, is more essential than ever to focus on the role that website and blogs should be playing in your Content and Promotion strategy. At IRS we are able to advise, create and implement on your behalf.





## Graphic design

Not just about pure design skill, good digital graphics have a specific role to play in your corporate persona and in supporting documents, digital media and social media presence. We think it's vital to keep the overall view as we create design elements for you, so that we understand your purpose and measure effectiveness wherever possible.

## Direct mail & collateral

Although digital and social is the focus of most of IRS's design expertise, we retain strong core skills in the design of brochures, advertising, fact sheets, presentations and events graphics (banners, boards, programmes and event collateral).

**Contact IRS** to find out how together, we can help you engage with new decision-makers.

## The IRS Difference

IRSMarketing is different to other marketing agencies:

- Our belief is that acquiring new customers is a strategic business.
- The true measure of IRS's success is the £value we bring to your sales pipeline.
- IRS's joined-up marketing delivers optimum results, using the best mix of social, digital, event, database and telemarketing.
- Every IRS activity is designed to enhance your sales pipeline, from new customer contact to profiling or events.
- IRS's 60-strong team is ready to deliver your global campaigns in native languages.
- IRS's 30+ years IT experience leads to faster implementation, fewer demands on your time and improved business results.
- IRS applies the most rigorous Quality Control process in the industry.

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30+

Years IT experience