

THECORECLICK

TURN MORE ATTENTION INTO GROWTH.

Strategy • SEO • Creative • Content • Web • Conversion

SELECTED TEAM EXPERIENCE & CASE STUDIES

A client-ready introduction to the thinking, execution and measurable outcomes behind our multidisciplinary team.

Growth rarely has one bottleneck.

A business can have a brilliant website and still struggle to grow. A Shopify store can have traffic but weak conversion. A creator can have attention but no monetisation system. A B2B company can have expertise but fail to communicate it clearly.

That is why TheCoreClick is built around the problem first - not a fixed service list.

ATTRACT

SEO, content and campaigns that put you in front of the right audience.

BUILD TRUST

Brand, creative and communication that make the value clear.

CONVERT

Web, landing pages and customer journeys designed around action.

OPTIMISE

Analytics, testing and iteration to improve what is already working.

SELECTED TEAM EXPERIENCE

£2M+

e-commerce revenue supported by visual redesigns

1,200+

creative assets produced

50+

service pages & blogs optimised

8

sub-brands standardised

The experience shown in this brochure includes selected work delivered by current team members across previous roles and client engagements.

CASE STUDIES

Selected growth stories

E-COMMERCE • PERFORMANCE CREATIVE

GARDENISTA UK

Seasonal creative built to turn product interest into measurable sales.

+34%

CTR

£142k

DIRECT ROAS

60 days

WINDOW

WHAT WE DID Meta carousel ads, animated story reels and Google Display banners were developed for the Spring/Summer outdoor cushion campaign. The creative was designed around early-season demand and stronger product presentation.

OUTCOME The campaign reported a 34% higher click-through rate than the prior season creative and £142k in direct ROAS over 60 days.

E-COMMERCE • PRODUCT LAUNCH

ZONKY

Making a modular product easier to understand - and easier to buy.

1.2M

IMPRESSIONS

+41% QoQ

SALES

Meta + Pinterest

CHANNELS

WHAT WE DID Animated social posts, build-guide infographics and ad creative demonstrated more than 10 play configurations of the modular sofa, helping parents understand the product quickly.

OUTCOME The launch reached 1.2M impressions across Meta and Pinterest and reported a 41% quarter-over-quarter increase in core product sales.

CASE STUDIES

Selected growth stories

E-COMMERCE • PAID SOCIAL • CRO

READY STEADY BED

Creative built around conversion, not decoration.

3.8x

ROAS

+19%

ADD TO CART

Back-to-school

FOCUS

WHAT WE DID Meta feed graphics, Google Performance Max assets and promotional hero banners targeted students and small-space customers during the back-to-school period.

OUTCOME The campaign reported 3.8x ROAS across paid Meta channels and a 19% increase in add-to-cart rate on the folding mattress collection.

B2B • LEAD GENERATION • CREATIVE

CLOUDSURGE

Turning technical expertise into a clearer path to enquiry.

5.2%

CONVERSION

320+

LEADS

IT Directors

AUDIENCE

WHAT WE DID LinkedIn ad banners, email headers, vector graphics and whitepaper download creative supported a cloud security campaign designed to reach enterprise decision-makers.

OUTCOME The campaign reported a 5.2% whitepaper landing-page conversion rate and 320+ qualified IT director leads.

CASE STUDIES

Selected growth stories

HEALTHCARE • COMMUNICATION • ADOPTION

GP TRIAGE

Simplifying a complex digital service so more people could use it.

25+

PRACTICES

Up to -30%

PHONE QUEUES

+48%

ACTIVE USERS

WHAT WE DID The work included an interactive NHS explainer deck, patient communication flyers and posters, plus educational social content and portal banners.

OUTCOME Materials were used in presentations that onboarded 25+ GP practices; partner clinics reported phone queue reductions of up to 30%, while monthly active portal users increased by 48% across adoption clinics.

HEALTHCARE • AUTO PARTS • ORGANIC SEARCH

SEO GROWTH

Building stronger organic foundations in competitive search markets.

50+

PAGES

1.5 years

DURATION

Organic growth

FOCUS

WHAT WE DID Work covered SEO audits, keyword research, search-intent optimisation, metadata, headings, internal linking, image alt text, technical improvements and ongoing Search Console/Analytics monitoring.

OUTCOME Reported outcomes included improved keyword rankings, search visibility, indexed pages, organic impressions, CTR and overall SEO health across more than 50 service pages and blogs.

CASE STUDIES

Selected growth stories

SOCIAL • VIDEO • AUDIENCE RETENTION

CREATOR CONTENT

Editing content around attention, pacing and retention.

3M+ views

VLOGS

1.7M views

TRAVEL VLOG

1M+ views

ANIMATION

WHAT WE DID Creator work focused on stronger hooks, tighter pacing, storytelling, motion graphics, captions, sound design and iterative performance review.

OUTCOME Portfolio examples include 3M+ views across three vlogs, a 1.7M-view travel vlog, a 1M+ view whiteboard animation and 100K+ views on talking-head content.

SELECTED PORTFOLIO

More than one discipline.

TheCoreClick can plug into a single growth problem or bring multiple specialists together around one commercial objective.

E-COMMERCE & CONSUMER

Gardenista UK • Game Over • Zonky • Ready Steady Bed • Crakl • Charisma Cosmetics & Skincare

Campaign creative, product launches, store assets, social content, paid-media creative, brand systems and conversion-focused visual work.

B2B & PROFESSIONAL

CloudSurge • Midwest Welding Supplies • Loft 25 Group

SEO, content, corporate collateral, sales presentations, LinkedIn creative, whitepaper campaigns and brand communication.

HEALTHCARE

GP Triage • Medical Billing SEO

Patient communication, explainer decks, digital adoption campaigns, technical SEO, search-intent content and service-page optimisation.

CREATOR & SOCIAL

Frilouk • Travel Vlogs • Talking-head Content • Whiteboard Animation

Short-form editing, hooks, pacing, retention, storytelling, motion graphics, captions, sound design and performance-led iteration.

LOCAL & MULTI-CHANNEL

GWM Haval / Capital Smart Motors • Artificial Grass • Air Parking Services

Digital strategy, social media, Meta advertising, SEO, Google Business Profile optimisation, website optimisation and reporting.

ONE TEAM. ONE COMMERCIAL OBJECTIVE.

How we work

01

DISCOVER

Understand the business, audience, current performance and commercial goal.

02

DIAGNOSE

Identify where visibility, trust, conversion or execution is limiting growth.

03

BUILD

Bring in the right mix of strategy, SEO, creative, content, web and campaign support.

04

OPTIMISE

Track the KPIs that matter, review performance and improve the system.

05

SCALE

Double down on what works and expand the strongest growth opportunities.

Ways to work with us

GROWTH AUDIT

Find the bottleneck

A focused review of your current digital presence, performance and biggest growth opportunities.

GROWTH SPRINT

Fix one priority

A focused engagement around a specific opportunity such as SEO, conversion, content, creative or web.

GROWTH PARTNERSHIP

Build and improve continuously

Ongoing multidisciplinary support for businesses that want a flexible external growth team.

THECORECLICK

YOU DON'T ALWAYS NEED MORE MARKETING.

Sometimes you need to find the part that is stopping the marketing you already have from working harder.

BOOK A GROWTH CONVERSATION

TheCoreClick • Strategy • Creative • Performance