

Oddsocks Productions: *Business development strategy, branding, website development, digital marketing strategy and execution (SEO, email marketing, PPC and social media optimisation).*



This growing theatre production company needed an injection of creativity to revitalise its brand and bring their communications into the digital era. We created a business development strategy aimed at re-positioning them as a cheeky but reliable brand within the corporate communications market.

Starting with a series of business development workshops, we worked with Oddsocks' management team to identify the key strengths and weaknesses of their current business model and formulate a strategic growth plan for the coming 18 months.



"Oddsocks" brand identity

As part of our ongoing partnership with Oddsocks, we have:

- rebranded the company including the creation of a new logo, stationery and promotional videos;
- implemented a Customer Relationship Management system that enables the company's marketing team to store contact details and conduct email marketing campaigns;
- devised a digital marketing strategy to drive business development using email marketing, pay per click campaigns, link-building and social media optimisation.

We have also just completed a new Content Management System website with a company blog, online shop and rich media examples of their work: www.oddsocks.co.uk

What is The Ideas Garden?

We are a consultancy firm that helps creative and social entrepreneurs to turn their passions into sustainable, successful projects. Our services include:

- Research
- Business planning and strategy
- Funding and raising finance
- Sales and marketing
- Innovation and technology

Sow a seed!

If you have an idea for a creative or social project or would like to know more about our services, please do drop us a line or visit our website:

Email: sowaseed@theideasgarden.com

Website: www.theideasgarden.com