



Loco Group Corporate Presentation

An overview of who we are, what we do
and how our services can help your
brand to grow its presence online

Contents

1. Loco Group Presentation

A brief overview of our company and brands

2. Our Process

How we setup and run our projects

3. Your Requirements

A bit more info about what you are hoping to achieve

4. Our Proposal

Our estimate and proposal for your project

Our brands

Our team of creatives help companies to create amazing user experiences. We combine our skills in web design, development and content creation to ensure you get results that can be tracked, improved upon and maintained.



Web Design & Development




Strategy & Marketing




Video Production & Editing



Animation & Motion Graphics

 [Play showreel](#)

 [Play showreel](#)



Our Team

Led by Mark, we've helped over 400 businesses shape their digital presence. We are creatives, designers and developers with a combined 40+ years industry experience.



Mark Murphy
Managing Director



Ger Carey
Production Manager



Alex Dorman
Business Development Manager



Sarah Keogh
Project Manager

01 Discovery, Research & Data Analysis

Establish business goals, analyse qualitative & quantitative data sources to inform project direction.

02 Content Architecture

Create the sitemap for how users will interact with your new website

03 Look & Feel

Design and layout the various pages needed for the website

04 Development & Content

Website copy, images, videos and other assets are captured

05 SEO & Launch

The final step is to make everything SEO friendly and launch

Our Process

We start by understanding the purpose of the project, aligning on goals and digging into your brand, marketing and existing assets.

Once we have a clear vision of what you want to achieve we then deliver secure, fast, and user-friendly websites.

Discovery, Research & Data Analysis

Strategy that builds and strengthens a reliable brand foundation

The first phase of any successful project is setting the expectations and goals. We examine your existing assets, and set out a plan of action. We then start research and discovery.

► Kick off & stakeholder Meetings

► Positioning & messaging

► Brand & customer audit

► UX Research & discovery



A great brand strategy sits at the core of how a business raises awareness and interacts with audiences



Look & Feel

Design that fortifies the connection between brand and customer.

This research will translate into wireframes, soon to be brought to life by awesome and accessible website design. The goal: to highlight the project vision, mission and impact through digital-first thinking.

▶ Visual identity & style discovery

▶ Art direction

▶ Brand production & guidelines

▶ Wireframing & Layout



Design is intelligence made visible



Development & Content

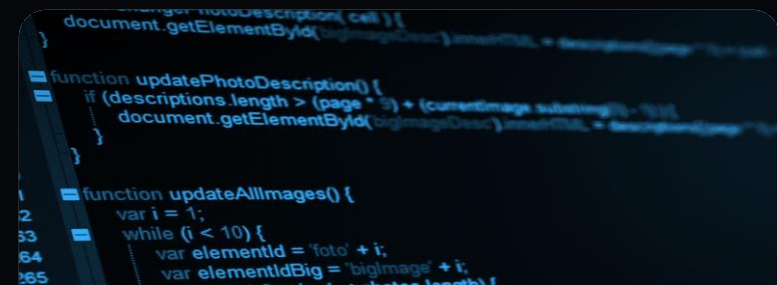
Development that sets standards and pushes boundaries.

Next, we deliver secure, fast, and easy-to-scale websites. By implementing a tailor-made design, we ensure the highest usability and performance standards will be met.

- ▶ Website Development & Coding
- ▶ Photo & video shoots
- ▶ Integrations & custom development
- ▶ Copywriting & TOV



Always code as if the guy who ends up maintaining your code will be a violent psychopath who knows where you live.



SEO & Launch

Optimisation and final tweaks before going live

Finally, we optimise your website so that your customers can easily find you online. We then monitor metrics and create ongoing reports that allow you to make informed decisions about your business moving forward.

- ▶ On page and off page SEO
- ▶ URL relinking & creation
- ▶ Link generation
- ▶ Speed optimisation & analytics



SEO is like painting, except the paint never dries.



Tips for a successful project

Over the years, we have seen where projects can falter at different points of the process, but there are 3 golden rules we follow which help our clients succeed and projects run smoothly.

01. Communication

Clear communication and commitment by both parties

02. Feedback

Keep all feedback objective and leave subjectivity at the door

03. Content

Content is king. Without structure and content we will hit walls



Typical Project Timeline

While there is no typical project, we can roughly say that a full web development project takes about 8-12 weeks



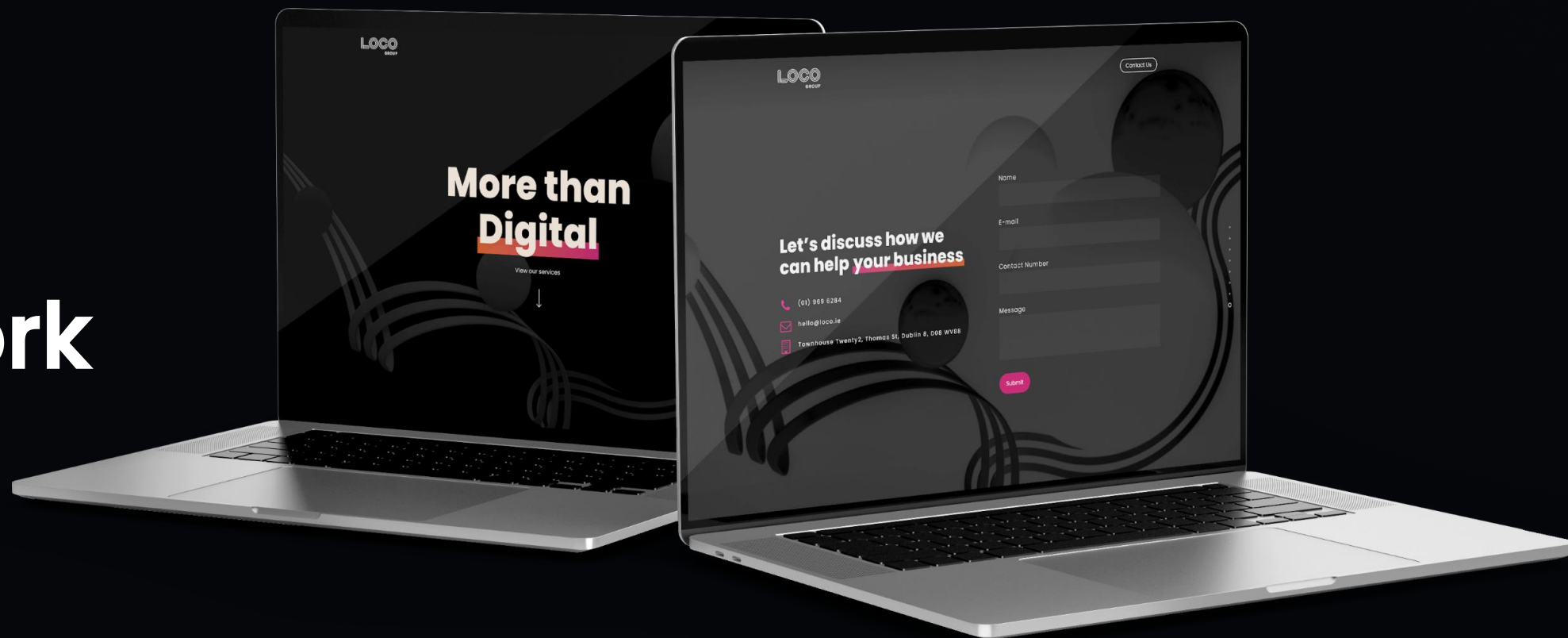
Our clients

We have helped some amazing brands to build their online presence over the years.





Our work





ESMA is the International Sales and Marketing Association. We designed this site with a focus on the members. Creating a unique members portal with category, country and Brand Filters allowing members to update and promote their brands and services Internationally. We also completed all content and video for this website.

[Link to site](#)

kubicle

Kubicle is an e-learning brand. We designed, developed and overhauled their old branding to bring it up to date with modern trends

[Link to site](#)





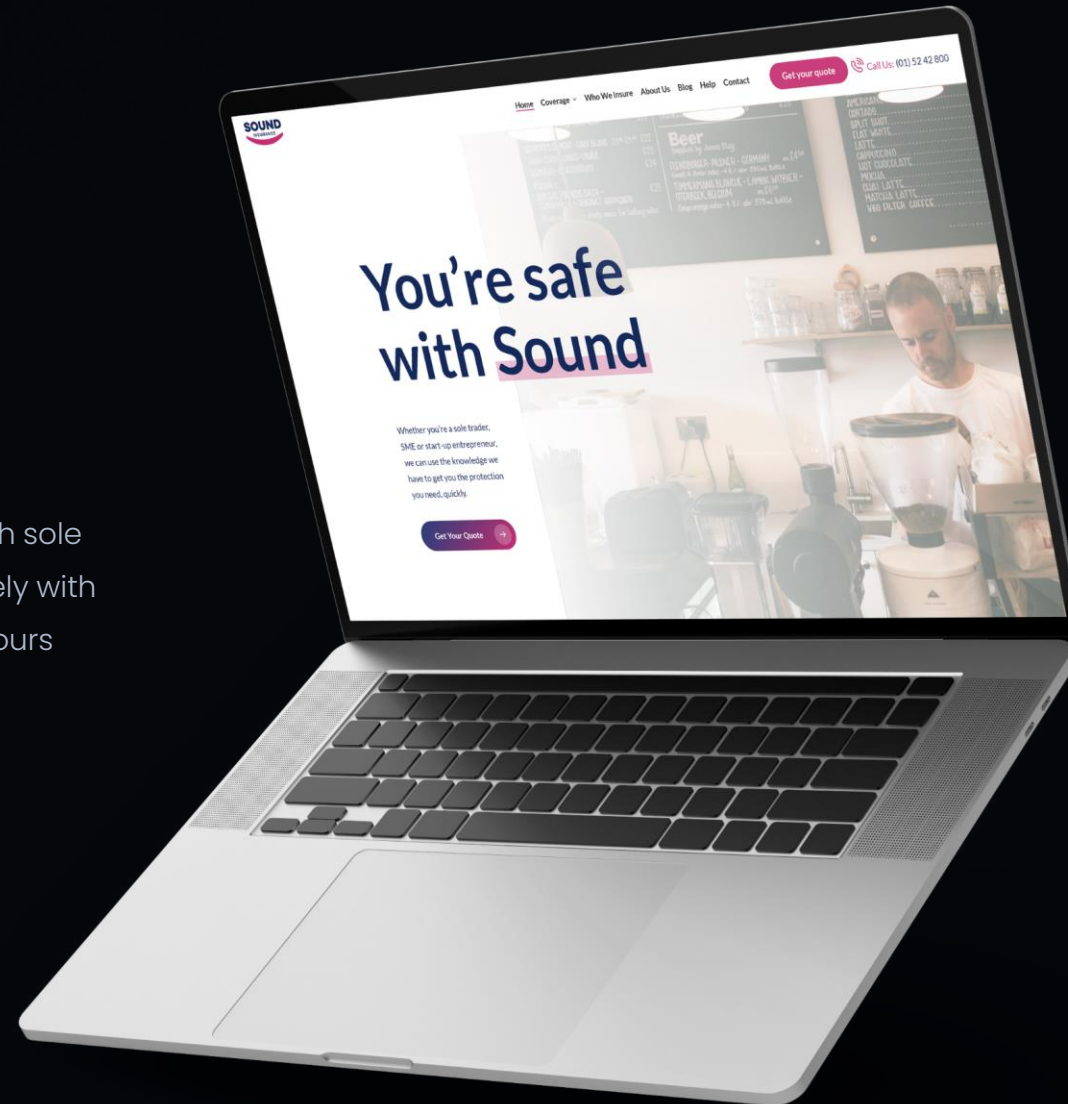
Mason Wealth offers Wealth Management, Mortgages, Pensions, Investments & Protection. We designed this site with a focus on video to draw users attention and also custom coded calculators for 3 of the services

[Link to site](#)



Sound are an insurance provider working with sole traders, SMEs and start-ups. We worked closely with their brand guidelines to incorporate the colours and the sound brand throughout the design.

[Link to site](#)

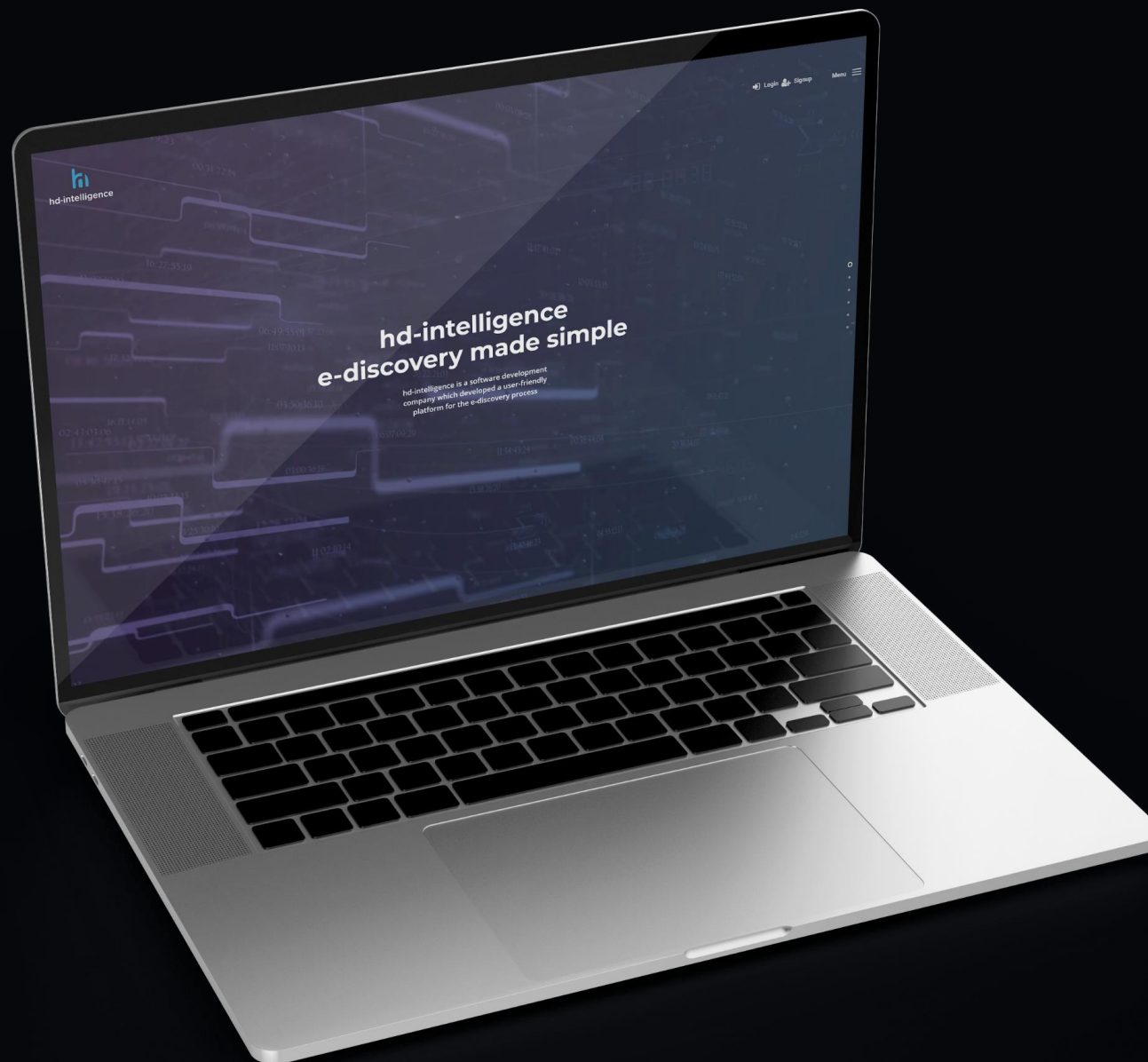




hd-intelligence

e-discovery software and web project
where we developed a user-friendly
platform for the e-discovery process.

[Link to site](#)



Other Samples

We have helped some amazing brands to build their online presence.

Click on any of the logos to view our work.



Mason Wealth



Ratcliffe Group



Kubicle



Innermetrix

1

Initial Call

We setup an initial call to discuss your requirements in more detail

2

Estimate & Scope

Once we have a better idea of the scope, we can put together an estimate

3

Quote

We then create a tailored quote for your web design and development project

4

Project Kick-off Meeting

Once you are setup on our system, we schedule a kick-off call with the team

Our Pricing

Every project is different, and so is every quote. On the follow slides you will find details of the quote broken down as required into various elements which you can piece together as you see fit.

Once you have decided on the various elements required to suit your budget and scope, we can then finalise and send on the official proposal/contract for signoff.

All our design and development work come with a 30 day money back guarantee, after Go Live for piece of mind.

To schedule your call please contact hello@loco.ie

8-12 weeks Typical project turn around

Our Packages

We also offer a range of additional services after your project goes live. We can also arrange these on an ad-hoc basis should you require it,

SEO – Search Engine Optimisation

Our packages are on-going custom built plans that aim to improve your ranking in organic search results, so your business can capture more traffic and increase visibility.

PPC – Pay Per Click

Paid search is the quickest and most controllable method for getting your business noticed online. Pay Per Click advertising ensures your business is found by the right potential customers.

Social Media

Let our experienced digital team look after your Social Media Management and scheduling. We delve into your requirements and deliver results across all platforms.

Search Engine Optimisation Packages

All of our packages are billed monthly excluding VAT and include support as standard.

Basic*

€295

What you get

SEO Audit & Keyword Research

Competitor Analysis

Page & Content Optimisation

Title Tag & Meta Tag creation

1 Blog

5 Keywords / Phrases

Internal Link Building

Google Analytics configured

Basic Monthly Report

* Minimum 6 Month Contract

Premium

€495

What you get

SEO Audit & Keyword Research

Competitor Analysis

Page & Content Optimisation

Title Tag & Meta Tag creation

2 Blogs

10 Keywords / Phrases

Local SEO: Google Places Setup

1 Google Places Posts

Internal & Offsite Link Building

Detailed Monthly Report



Expert

€895

What you get

SEO Audit & Keyword Research

Competitor Analysis

Page & Content Optimisation

Title Tag & Meta Tag creation

3 Blogs

20 Keywords / Phrases

Local SEO: Google Places Setup

3 Google Places Posts

Internal & Offsite Link Building

Speed Optimization

Weekly & Monthly Reports

Basic PPC

€245

Max €1,000 Ad Spend

Google AdWords Setup

Creating 3 campaigns

Ad Creation

Ad Extensions

Keyword Research

Bid Management & Optimisation

Campaign Enhancement

Ongoing Monthly Optimisation

Conversion Tracking

Google Analytics Integration

Monthly & Weekly Reports

Premium PPC

€495

Max €2,500 Ad Spend

Google AdWords Setup

Creating 5 campaigns

A/B Testing

Ad Creation

Ad Extensions

Keyword Research

Bid Management & Optimisation

Campaign Enhancement

Ongoing Monthly Optimisation

Conversion Tracking

Google Analytics Integration

Monthly & Weekly Reports

Expert PPC

€895

Max €5,000 Ad Spend

Google AdWords Setup

Creating 8 campaigns

A/B Testing

Ad Creation

Ad Extensions

Keyword Research

Bid Management & Optimisation

Campaign Enhancement

Ongoing Monthly Optimisation

Conversion Tracking

Google Analytics Integration

Monthly & Weekly Reports

PPC (Pay Per Click) Packages

All of our packages are billed monthly excluding VAT and include support as standard.

There is a one-off setup fee of **€250 required** with all packages



Social Media Packages

All of our packages are billed monthly excluding VAT and include support as standard.

There is a one-off setup fee of **€50 required** with all packages

Basic

€275

What you get

4 Posts per Month

2 Image & 2 Text Posts

Up to 3 Platforms

Social Media Strategy

Social Media Optimisation

Community Engagement

1 Post Boost (€25 credit)

Basic Monthly Report

Premium

€595

What you get

6 Posts per Month

3 Image, 1 Video & 2 Text Posts

Up to 6 Platforms

Social Media Strategy

Social Media Optimisation

Community Engagement

2 Post Boosts (€50 credit)

or 1 Paid Social Ad Campaign

Bi-Monthly Report

Expert

€850

What you get

8 Posts per Month

4 Image & 4 Video Posts

All Platforms

Social Media Strategy

Social Media Optimisation

Community Engagement

3 Post Boosts (€75 Credit)

or 2 Paid Social Ad Campaigns

Weekly & Monthly Reports





Thank you

Loco Group Presentation

Everything we do at Loco is transparent and we make your budget work hard for you by delivering clear returns on investment. We aim to develop a long term digital partnership.

If you would like to discuss any part of the above, please feel free to reach out and contact us at any stage.

Office hours

Monday – Thursday

09:00 – 17:30

Friday

09:00 – 17:00

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