

10 great reasons to partner with 64 Digital

Sourcing a digital agency to create your new website or mobile app, or entrusting them to handle your digital marketing is not normally a choice taken lightly.

It's not like buying a commodity, which means it's not just about price (although price is almost always a factor, and VALUE most certainly is!) It normally comes down to trust. Can I trust the agency to deliver the project on time and on budget? Can I trust that the product will work and that it'll be tested properly? Most importantly, can I trust them to communicate, and to listen?

If you're like most clients, you'll be interviewing three agencies and they'll each be promising the earth. They'll each have a good portfolio of projects and clients (because you've done your research properly) and they'll all be offering a solution which is in budget. So how do you choose?

We don't envy you, but we thought we'd share a few reasons why partnering with us might be the right choice...

1. We're a 'full service' creative and technical agency

This means that we're a one-stop-shop, offering strategy, design, branding, front-end and back-end build, CMS integrations and we'll handle your digital marketing for you.

That doesn't mean we have to. We're happy to build you a mobile app and let another agency market it, or help you promote a website designed by a different agency. It just means that if you don't want to deal with several different agencies you don't have to.



2. We get it right early on, with proper planning

It sounds obvious, but proper planning really helps to keep a project on time and on budget. We've honed this process over the years, producing lo-fi sketches, storyboards, wireframes, interactive prototypes and full-colour designs before writing a line of code.

You wouldn't start building a house without having proper architect's plans first, but it's all too common to see companies starting a website or app build having only shown their client a few photoshop mock-ups.

It's the nasty little surprises that tend to throw a build off target, so we make sure there aren't any, by planning properly and involving the client throughout the process.

3. We include smartphone and tablet testing as standard

Consumers these days are using a myriad devices to browse your site, from traditional desktop PCs to iPads and Android tablets, to Windows phones, Android phones, iPhones and Blackberrys, so it doesn't make sense to optimise your site just for large screens.

Already, about 10% of browsing happens on mobile devices and this is only going to increase, so we make sure your site works on a variety of devices as part of our standard service.

Increasingly, we're going even further and using 'Responsive Web Design' practices, meaning your site will adapt to the device it's on and look like it's built for it, whether you're on a tiny phone or a massive widescreen monitor. which leads us on to...

4. We test on real devices.

If you're going to offer to build websites tailored for a wide range of devices then you need to test on a wide range of devices, real devices.

It's common practice amongst developers to use emulators, or simply resize the browser to test a site at different sizes, but this doesn't account for all the quirks of different devices and their different browsers. It's not cheap to buy a big pile of devices to test on, but we believe the only way to test compatibility for an iPad is to test it on an iPad and it's difficult to fix a problem in an old version of Internet Explorer on a mac unless you've got a mac sitting in the office running Internet Explorer. That's why we've got a testing lab full of phones, tablets and desktops which we can use to fix all those weird little bugs.





5. A focus on great account management and communication

If there's one thing more frustrating than having to deal with technical problems it's not being able to get support when you need it and speak to somebody who 'gets it'.

Our industry is a service industry and we know that when somebody spots a bug in one of our products (hey, it happens to the best of us!) we need to have the right people and processes in place to make sure the problem can be reported with the minimum of fuss and is fixed in a timely manner. It's about having knowledgeable people on hand when you need them, during the project and after launch.

6. We build everything in-house

Speaking of knowledgeable people, our design and programming teams are second to none and they all work in our office, across the desk from one another.

Why is this important? Because during a project communication is paramount. It's about keeping control of who's doing what, being able to discuss problems immediately when they arise and keeping a tight reign on time scales. It's about working at the same time in the same time zone and it's about being able to involve designers and developers in meetings when you need their expert input.

It's easy to see why some agencies are tempted to outsource, when resources are tight and costs can be significantly lower, but in our experience it's the fastest way to ballooning budgets and disappearing deadlines. We'd rather be able to work together to get things right first time.



7. We've been here for quite a while.

Over 10 years in fact. We might bang on about it occasionally, but it's important to us because we've learned a lot along the way. Not just about technology and efficiency, but about people management, planning and communication.

8. We always choose rock solid technical solutions and reliable partners

It's important for us to work with technologies and partners we can rely on. It makes our lives easier and it means your website isn't going to go down the minute you start your new ad campaign.

We're not tied to any particular technology but given the choice we tend to use ASP.NET for back-end services, SQL Server for data (because it's massively scalable) and we only ever use tier 1 hosting providers, like Rackspace and Pulsant, who offer 100% uptime guarantees.

Many agencies like to rely on free software, free CMS and ecommerce platforms and cheaper hosting. We think this is a false economy and prefer to invest in the best technology we can.

9. We build websites and apps that sell

Our digital marketing expertise comes into play very early on in any project.

Building your website or app first and then thinking about marketing it is simply not tenable. SEO in particular is something that has to be part of the strategy from the planning stages, as does integration to social networks and plans for viral content.

We plan your site or app from the very beginning, not just to work, but to fit with your marketing strategy, to perform well on search engines and to be easily sharable.



10. It's all in the detail

This is something that's hard to quantify, but we're a fairly small team and we're all very passionate, and picky, about what we do. It's just not in our nature to leave something 99% finished. If something's not right, we make it right, because it annoys us if it isn't.

11. Bonus reason - Free cakes and great coffee

We like to do things face to face. We'd like you to see how we work and meet our team, and we're not above bribing you with cupcakes and top quality coffee!

If you're interested then why not give us a call on 0800 564 2253 and discuss your project with us.

