

Creative thinking, positive results



bluefrontier

WELCOME

Based in Salisbury, Wiltshire, we are an agency offering a unique range of skills and knowledge across our team.

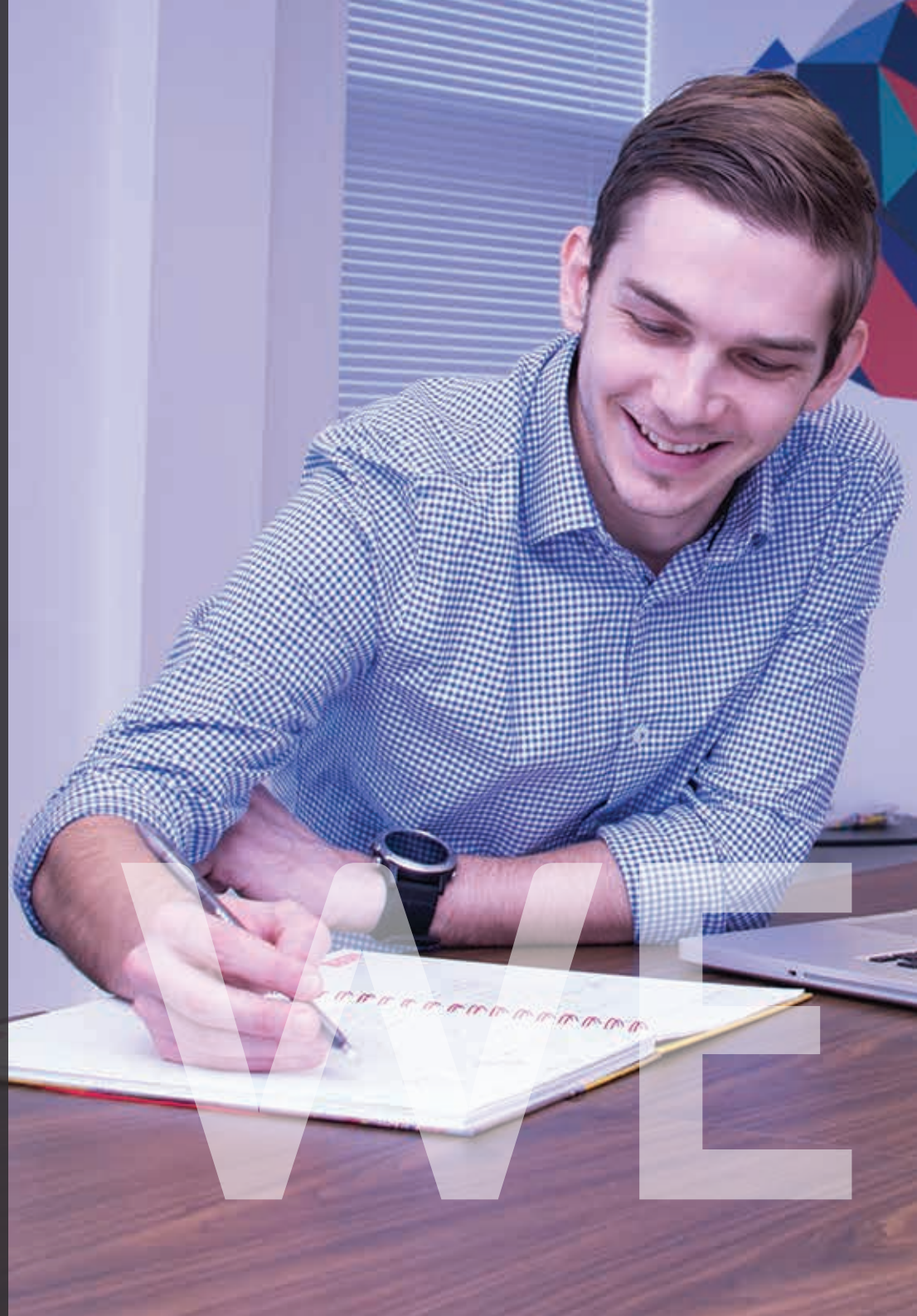
Established in 2005, we now have a team of 30 working extensively in both Private and Public Sectors, with large and small businesses and organisations across the UK and overseas. We also work in the Charitable Sector on a World Health Initiative developing technology to fight infectious diseases.

We design and build websites, applications, intranets and mobile apps, and also manage and maintain hosting environments, supporting 200+ business websites and web environments for the NHS and Councils.

We are accredited with ISO 9001 Quality Assurance, ISO 27001 Data Management and ISO 13485 Medical Devices.

Through our full-time dedicated team, we offer a complete end-to-end digital service.

OUR ACCREDITATIONS





CREATE



Your Digital Partner

Specialist digital services delivered by a highly skilled team of individuals with a passion for the work that they deliver.

We understand the demands on a business to adapt to evolving technologies and know how difficult it is, without a dedicated team, to reach your business's full potential.

One of the greatest risks to a project's success is a lack of specialist knowledge in key areas. This is why we offer a full end-to-end digital service.

By keeping our teams in-house, we're able to support clients with every aspect of a project, allowing successful teamwork and continuity between services. This means that when we develop a product, it is made efficiently, to a high standard and to our client's satisfaction.

We believe in a collaborative approach. We'll take the time to understand your organisation and your brand to establish your service requirements.

In the beginning, we'll work with you to understand your service needs and share our knowledge and expertise with you. We'll hold meetings and workshops, which we find extremely effective in getting to know a client and establishing the essential criteria for a project.

Throughout the process, we will regularly stay in touch and get your thoughts and opinions on the project so far. We believe that this approach benefits the ongoing creative activity and ensures that we are delivering the right product.

Your satisfaction is our priority to ensure you get the greatest return on investment. We believe that teamwork and communication are key to increasing efficiency and driving success.

Web Design

Mobile Apps

Graphic Design

Hosting

Development

Digital Marketing

IT Support

Consultancy

OUR CLIENTS

Blue Frontier has worked with over 1300 clients on over 2500 exciting projects.

We work with medium to large organisations in the public and private sector, based in the UK and worldwide. Our portfolio has seen us build user-friendly websites, ecommerce platforms and global application systems.

For every project, we focus on the individual needs of our client and how we can achieve something that we are proud to put our name to.

What we do, we do well.



Digital and information technology grows and evolves every day, just as the links between the different disciplines that make up our industry become stronger and more closely entwined. It has never been more important than it is today to have a team - experts who understand every aspect of a project or campaign and deliver the specialist expertise and resources in all the key areas needed to ensure success. At Blue Frontier we do that.

- James Fry, Managing Director



Biffa



BUTLER & WILSON

kitagawa
EUROPE



maintel



strukta
Specialist Builders Merchant

DREAM DOORS
NEW LIFE FOR OLD KITCHENS

FIND 
Because diagnosis matters



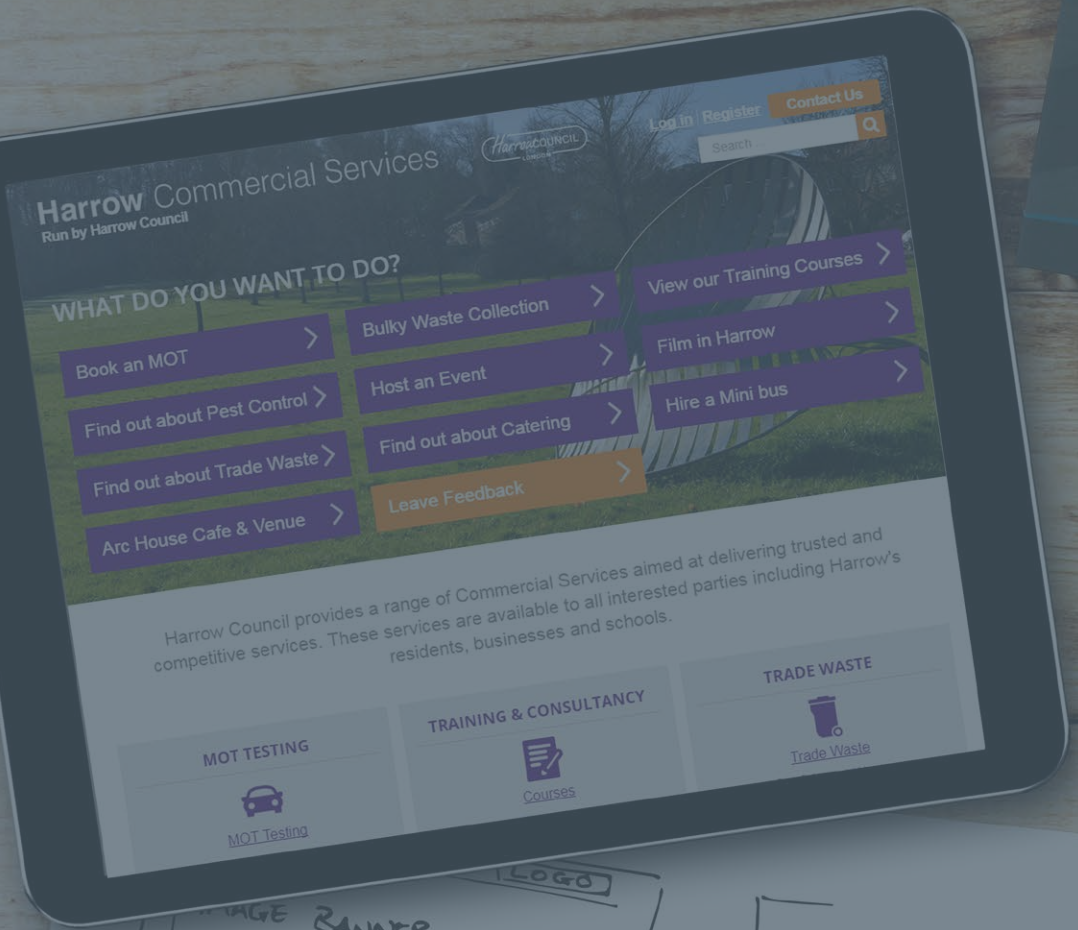
 **Be Wiser**
Insurance®

NHS

 **Secure Trust**
Bank


HALL & WOODHOUSE

Royal
Aero 



WEB DESIGN AND DEVELOPMENT

EXCEPTIONAL WEB DESIGN

Websites must focus on user experience. We create engaging designs that are optimised for performance and functionality.

Quality web design isn't simply about a website's appearance, what looks great may not necessarily improve its performance. It's essential that a designer considers navigation, SEO, and functionality. This helps to drive users through your website and perform the actions that you want.

Blue Frontier has the knowledge and expertise to deliver a website that sets up your business for optimum online performance.

Every decision that we make on your site will focus on how it propels your users to perform key actions. We do this through extensive research and testing. We employ techniques, such as A/B and multivariate testing, in order to carefully pinpoint the best design that works for your site.

We do this while making sure that your design represents your brand and emphasises your messages and values.

We design SEO-ready websites. This is crucial in order to get your site ranking highly on search engines.

This is well supported by our experienced web development team, who work together with our designers to build unique features and plugins that enhance the user experience by adding extra functionality.

We balance brand guidelines, aesthetics and usability to create the most effective website for your business.



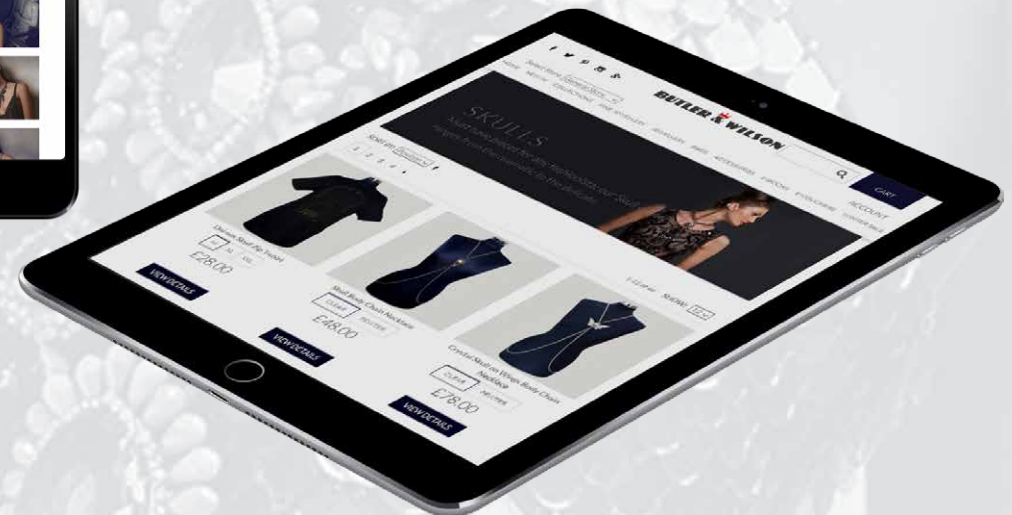
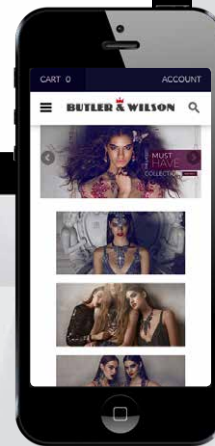
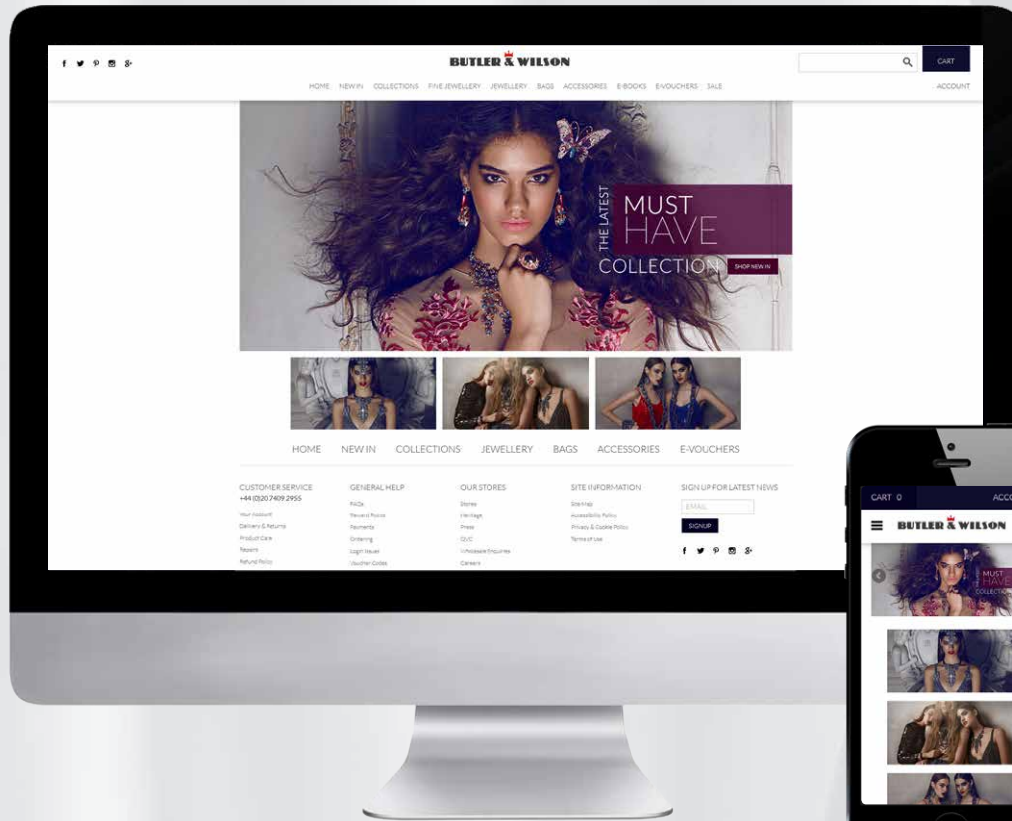
We just wanted to say how happy we are with the work that you have carried out for us. We have been blown away by both the speed and the quality of your delivery.

- Harrow Council



(HALL AND WOODHOUSE)
www.drinkrio.com





BUTLER & WILSON

www.butlerandwilson.co.uk

120%

increase in organic transactions



CQC rating

Good



The Care Quality Commission has rated our organisation as Good

Our staff work hard every day to continuously deliver high quality patient care.

Find out more

Your Trust

Your Care

Your Opportunity



How we can help



Understanding mental health



Take a tour



Sign up to our newsletter

Latest News

[SWLSTG first National Deaf Mental Health Service to sign British Deaf Association's BSL Charter](#)

South West London and St George's Mental Health NHS Trust is proud to have been the first mental health service to be awarded and sign the British...

[Come along to our career cafe on 17 February to find out about the opportunities available here](#)



Ways to Contact Us

How to find us

A-Z of services

PALS - 020 3513 6150

Support line - 0800 029 8000

Switchboard - 020 3513 5000



SPECIALIST DEVELOPMENT

We use a wide range of tools to create websites, web portals and applications that are easy to use, maintain and drive user engagement.

Our developers have the experience to add to their technical skill to deliver your future development projects. Whether you want an ecommerce site, a standard CMS, or need a powerful application, we have the in-house expertise required.

We've built systems for the NHS, websites for local authorities and apps for international organisations. Every last one of the projects that we work on is absolutely focused on security, functionality and looking great.

Experienced CMS Developers

We have worked on myriad CMS websites, which includes new site builds,



**PROJECT
BUILD**



**USER
TRAINING**



**EMPOWERED
STAFF**



**ONGOING
SUPPORT**

as well as creating bespoke functionality to existing sites. We regularly work with open source platforms, such as Joomla, WordPress and Magento, but our developers are comfortable in most platforms.

Why we recommend open source:

- License free
- Own your Intellectual Property
- Numerous third-party plugins and components
- Flexible for creating bespoke components for extra functionality

MOBILE APP DEVELOPMENT

Get a competitive edge with a mobile app that represents your brand in an increasingly popular domain.

Are you ready to provide your users with exceptional service?

A mobile app gives you an opportunity to provide your users with an extra layer of functionality to your service that cannot be delivered by a website. It can give you a significant competitive edge online by making your business more accessible to users in an ever growing marketplace.

Native or cross platform?

Native - an app built for a specific operating system. It's able to take advantage of the core functionality of the smartphone. But, it takes more development time to build apps for multiple OS.

Cross platform - take advantage of code that can be shared between OS and make development faster. You can build additional plugins to interact with a phone's features.

Our development team works with every smartphone on the market. We've built apps that work on iOS and Android and the plethora of screen sizes available.

To be successful, an app must have a strong back-end as a foundation. Our API developers will build a solution that integrates with your existing systems and makes sure that security is at the forefront of the development.



A clean UI, and easy UX were key to the success of the App. Blue Frontier quickly got on board with these aspects and demonstrated a comprehensive understanding the brief, following the design accurately.

- Richard Tidmarsh, Consultant, British Sign Language Broadcasting Trust



WIREDHIVE 100

Best User Experience
2017 Finalist



GRAPHIC DESIGN



GRAPHIC DESIGN

Create a lasting impression and make your business stand out with strong cohesive graphic design that meets your brand guidelines.

Your company's message can be encapsulated in one image. We produce high-quality artwork for your business with our design for print service.

We provide a full design consultation to understand your brand's identity and key messages and create a compelling product to your precise specification.

Our creative team has experience in the design, print and publishing industry and can act as a full service for your requirements. We also have a professional network of printers so that your promotional material has a great finish and is printed on time.

WHAT WE OFFER:

- Design consultation
- Corporate identity and brand design
- Logo and stationary design and print
- Brochures, flyers and leaflets
- Advertisement and display graphics
- Packaging and product design



Getting a good understanding of a client and their needs before each project helps us to bring their vision to life and deliver something that we know they are going to love.

- Dave Davies, Graphic Designer



DIGITAL MARKETING

GROWING YOUR BUSINESS

Our digital marketing specialists help to identify and engage your target audience to convert leads into profitable action.

The goal of your digital marketing should be to build your brand's online footprint to assist lead generation and to ultimately support sales.

Research, measuring and testing is essential to understanding your user and their online activity. We complete a comprehensive competitor analysis in order to identify the strengths and weaknesses in digital marketing strategies to drive positive change.

With this we will provide recommendations on the most effective methods to utilise in order to effectively engage your audience.

WHAT WE OFFER:

- Audit & Gap Analysis
- Search Engine Optimisation
- Pay Per Click Marketing
- Social Media Marketing
- Content Marketing

We find that a combined approach, which utilises all these services substantially increases online traffic.



We breakdown our marketing so that it's transparent and our clients can see exactly what we do and why. By combining our expertise, we deliver great results and it's always a pleasure to watch their businesses grow.

- Mike Bunn, Digital Director

SEO

Increase your online visibility within search engines and drive traffic to your website.

Search Engine Optimisation is about maximising your site's potential by adjusting content, enhancing design and improving your site's overall health, while carefully promoting your website online.

A considered SEO campaign that increases your search rankings will have a measurable impact on site traffic.

We will work with you to understand your service, target audience and goals in order to deliver a bespoke SEO campaign to meet your needs.

93% of online activity starts with a search engine

We recommend a campaign that utilises both pay per click advertising and SEO to maximise your chances of being seen online.

PPC

Position your brand at the top of a user's online experience.

Have adverts delivering in the right places, at the right time, to the right people.

Effective PPC requires careful management. You need to plan, review and monitor it regularly. As part of our PPC service, our specialists review and assess your campaigns, updating text and keywords so that your adverts are being optimised.

Our service includes budget management, guidance on bidding for keywords, creating advert text and on-going monitoring of campaigns.



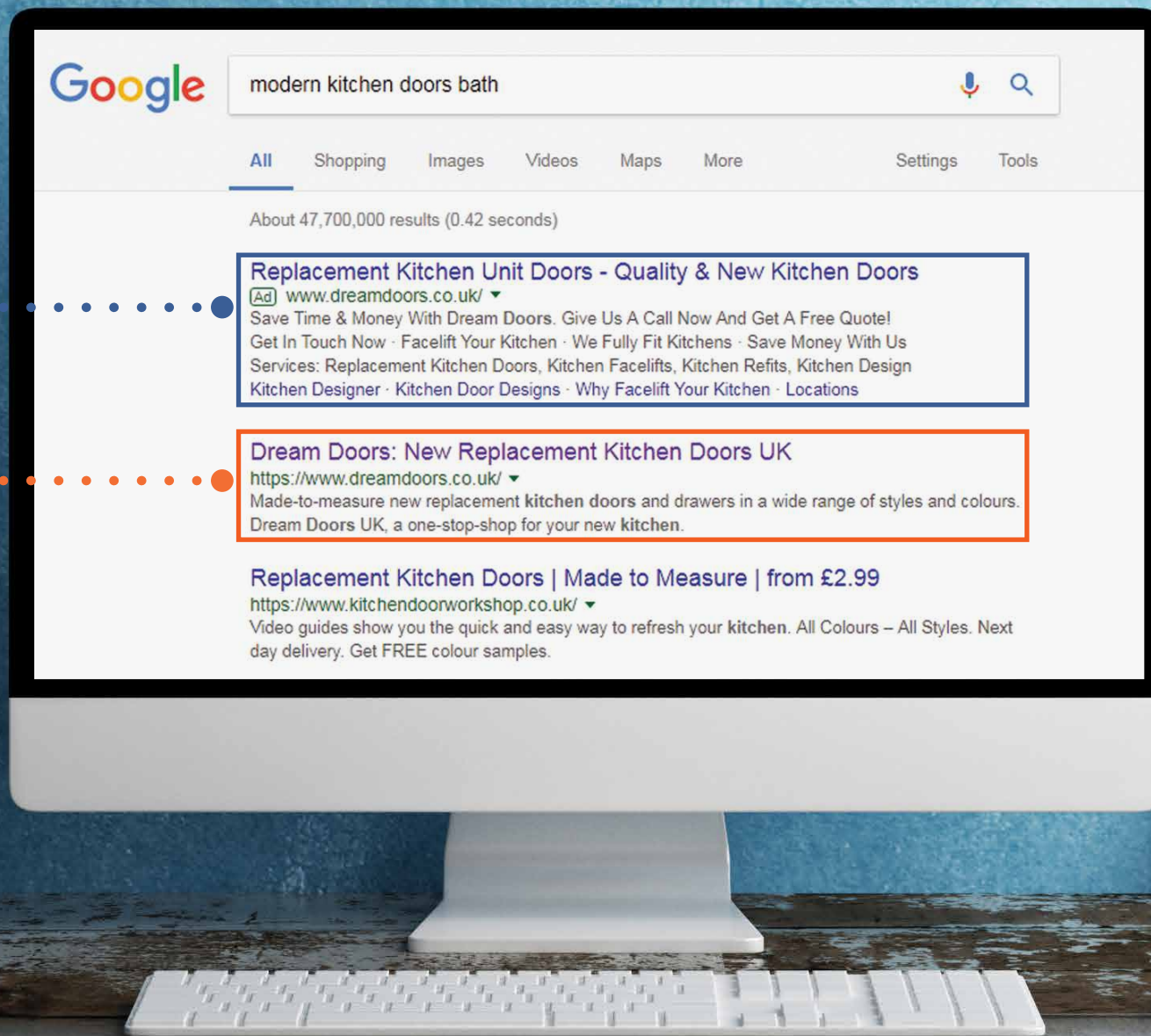


The advice, support and work is second to none and more importantly is increasing our sales. Thank you.

DREAM DOORS®
NEW LIFE FOR OLD KITCHENS

PAID SEARCH RESULTS

ORGANIC RESULTS



129%

increase in ad clicks

281%

increase in impressions



SOCIAL MEDIA

Increase your brand awareness by becoming more social.

Social media is about engaging and building your network in order to increase brand awareness and to act as a touch point for potential leads. It has rapidly transformed the way that customers interact with businesses and vice versa.

With the high levels of online traffic using social media it is a vital part of a digital marketing strategy to have your brand represented and producing relevant content.

Social media uses the power of sharing through networks, and any content that you produce has the potential to be seen by a much larger audience.

Our social media experts will provide you with a comprehensive competitor analysis and build a strategy for effective social media management. This will include content creation, monitoring and audience building. We also develop campaigns using the paid advertising platforms.

CONTENT MARKETING

Add fresh content to boost online visibility, traffic and engage your audience.

Content marketing is the creation and publishing of content through online channels. Examples of content can include blog posts, videos, infographics or eBooks. By regularly producing informative content and gaining more traffic you will begin to be recognised as an authoritative voice and Google will see you as a producer of quality content.

Customers are more likely to purchase from a company who regularly produces content. But for most companies, it is difficult to find the time to dedicate to writing content and to do it well.

Blue Frontier has a team of experienced content marketers who will produce content for you. Working collaboratively with you, they will discuss the type of content that you'd like to produce and create a monthly plan so you know exactly what to expect.



152%

year-on-year increase in conversions

110%

year-on-year increase in website visits



“ Fantastic, thank you. Traffic continues to grow by 10% week on week, which is excellent, and it has doubled since earlier this year. ”



A photograph of two IT support technicians working at computer workstations in an office. The technician in the foreground is wearing a blue polo shirt and is on a telephone call while using a mouse. The technician in the background is wearing a dark polo shirt with the 'bluefrontier' logo on the sleeve and is typing on a keyboard. Both workstations have multiple monitors, keyboards, mice, and office phones. The image has a blue tint and a semi-transparent white text overlay at the bottom.

TECHNICAL SERVICES & SUPPORT

TECHNICAL SERVICES & SUPPORT

Friendly and professional in-house IT and Technical support to keep your business up-and-running and secure.

We offer a comprehensive technical service for businesses. Whether you need ad-hoc IT support, help choosing the right technical infrastructure, or simply moving office, we've got the experience and the team to help.

Technical systems are the backbone of a company and are essential for daily business continuity in a world that is ever more dependent on technology.

If you find yourself asking:

- How do I improve system security?
- How do I speed up my internet connection?
- How can I flatten my technology costs?
- How can I move my systems to the Cloud?

We are the people to talk to. We will breakdown what you need to do to achieve these aims, and provide you with detailed recommendations for implementing them.

- Routine Maintenance
- IT Consultancy
- Patches (Desktop & Server)
- Hosting
- Systems Implementation
- IT Procurement
- Security
- IT Management
- Ad-hoc Support
- Firewalls & Antivirus
- Network Solutions
- Technical Diagnostics
- Data Recovery
- Office Moves

“ IT systems should be a business’s silent partner, working away quietly and efficiently in the background. We collaborate with our customers to provide them with proactive service to ensure that IT services run smoothly. We also work hard to ensure that, if things go wrong, we are available to recover systems in the fastest possible time.

- Marc Whittingham, Technical Director

HOSTING

Maximise uptime and maintain your online business continuity.

Hosting is an internet service where a provider stores your business's data onto a server at a data centre. A website needs a host so that it can be viewed online, while a business's email service must have its data stored and backed-up. Key considerations for hosting:

- Reliability
- Performance
- Security
- Scalability
- Value

Working with an award-winning, UK based, web hosting company, we are able to offer highly secure and resilient hosting for all our clients' website and email needs.

CLOUD COMPUTING

Breaking down the complexities of the cloud.

The Cloud is a service that is hosted externally from your premises. It comes in three layers: Infrastructure as a Service (IaaS), Platform as a Service (PaaS) and Software as a Service (SaaS).

The benefit of using the Cloud instead of hosting systems internally is that hardware upgrades, patching, maintenance and security are all done by the service provider and all you need to do is pay a monthly cost. This simplifies your infrastructure as you're able to clearly measure your spending.

The Cloud doesn't need to be the only solution. It may be complementing your in-house systems, or provide hosting for a particular part of your service.

We can support companies who want to move their entire office infrastructure on to the Cloud. Securing a business in one environment.



ontier



CONSULTANCY SERVICES

CONSULTANCY SERVICES

Providing comprehensive consultancy services to support business growth. We support hundreds of companies and we'd like to share our expertise with you.

It's essential for a business to have the correct systems, policies and procedures in place to keep it functioning efficiently. Getting it right first time will save you both time and money. That's why it's sometimes better to take advantage of the experience and knowledge of an expert.

Our Consultancy Services:

- Infrastructure
- Enterprise Resource Planning
- Business Continuity & Data Recovery Planning
- Data Protection Regulations
- ISO Quality Standards

Our consultants work with you to understand how your business runs and will recommend the most suitable solution for your needs. Simply let us know what you need and we'll provide you with the best solution that will drive your business forward.

ISO Accreditation Consultancy

Our comprehensive ISO accreditation strategy simplifies the process to help businesses reach certification. We know exactly what it takes to get accredited.

What makes our service unique is that we are not a certification body. This means that we can help you with audit, gap analysis, recommendations and implementation, so that you are ready to get audited by a certification body.

As a digital agency, we also have the in-house experience to help with technical requirements. We will ensure that you have a fully functional and secure infrastructure to meet the standard.





WHY US

BLUE FRONTIER: WE DO THAT

End-to-end digital services to support your business and help you grow.

We pride ourselves on being a full end-to-end service and see it as the most effective way of developing products efficiently and to a high-standard for our clients.

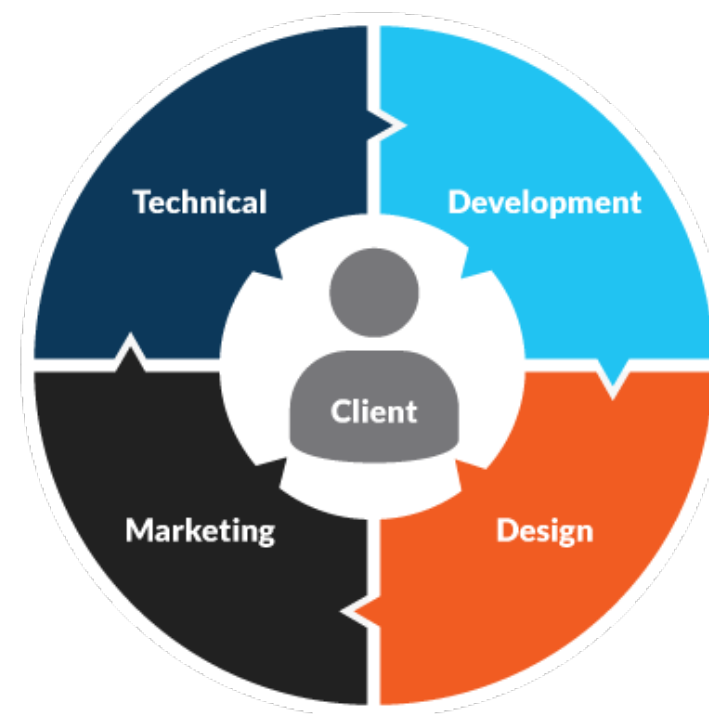
We often hear from clients about their experience with other agencies who were unable to provide them with a complete service in-house.

For example, a web design agency may be able to provide quality designs, but won't necessarily have the development expertise to resolve backend issues.

As a consequence, this can cause delays and rising costs in a project because they've had to make use of a third party.

Our unique offering means that we can provide the full service in-house.

Blue Frontier strives to help you take your business forward. And we will give you exceptional service to ensure that happens.



SPECIALISTS IN WEB, DEVELOPMENT, DIGITAL MARKETING & INTEGRATION

If you have a project, support requirement or general question then please get in touch via our website, email or by phone.

OUR SERVICES_

Web Design & Development

Search Engine Optimisation

Social Media and Content Marketing

Pay Per Click Marketing

Database Development

IT Support

Graphic Design

Email Marketing

Mobile App Design

Consultancy Services

bluefrontier

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