



We Grow Your Revenue
Online & Offline



Who Are Bspoq?

We are a team of talented, passionate, and fun (if we say so ourselves) individuals devoted to making businesses successful and scalable. From a wide range of backgrounds, working in both B2C and B2B markets with local and international businesses, we speak 6 different languages between us with skills ranging from Business & Marketing Strategy, Ecommerce & SEO, to Software Development, Copywriting, Design and Content Creation. Accredited with the Chartered Institute of Marketing, we specialise in helping businesses grow their revenue, online & offline. *It's as simple as that.*

5X 
ACQUISITION

From 6,000 Organic Monthly
Visits to 36,000

+18%
CONVERSION
From 3.18% to 4.5%

+30%
LOYALTY

Returning Customer Rate from 45.9% to 59.8%

From 3 different clients over a 12 month period

What We Do?

At bspq, we take a top-down approach, getting into the nitty gritty of your organisation to help you identify crucial barriers, threats and opportunities to help you set in place a strategy for growth.

Unlike some that jump straight to tactics, we build a strong foundation for success through our unique process that prioritises **Acquisition**, **Conversion** & **Retention**.

ACQUISITION:

Increase Brand Awareness and attract more customers.

CONVERSION:

Convert new customers and increase your revenue, online & offline.

RETENTION:

Reduce Ad Spend, and increase repeat purchases from your current customer base.

Our Services

Omnichannel Marketing Service

As an omnichannel marketing client, you will have access to a full range of services needed to maximise your return and grow your brand awareness, customer engagement and conversions. With this service, we will work one-on-one with you and your team to identify key areas of improvement and build a robust strategy using the five core channels of growth: **E-commerce, Social Media, Email Marketing, SEO, Ads** and **Retail**. Our team of specialists will continuously implement the strategy and optimise each channel for maximum growth.

This service is reserved for well-established businesses only, with limited places available. Additional channels are available.



Marketing Support

Our Marketing Services are designed for smaller businesses who need help boosting their marketing communications, reaching new and existing customers. We offer a range of individual services that help with Acquisition, Conversion and Retention from **Social Media Management**, **Email Marketing** and **PPC Services**.



Bspoq Studios

Developing professional content to showcase your business is time consuming and requires unnecessary investment in professional kit. With our Bspoq Studio service, we offer **Professional Video and Photography** at a daily or contractual rate, so that you can have professional content to use on your website and other marketing channels.

Industries We Worked With!

Bspoq isn't your average marketing agency. We are capable of working within a range of industries in both B2C and B2B markets, no matter how different or obscure. From fashion to furniture, manufacturing and energy, we guarantee growth *no matter the sector.*



TYGRIS's Story

After a change in leadership, TYGRIS Industrial wanted to transform its brand and change its position within an already competitive market. The brief was to "Make TYGRIS a disruptor brand", and be the first to sell directly to distributors and end-users online.

Key Stats:



**Online revenue from
£0 to £1.5Million**
Jul 2020 - Jul 2024

+£201K

**Generated from Email
Marketing**
Jan 2023 - Jul 2024

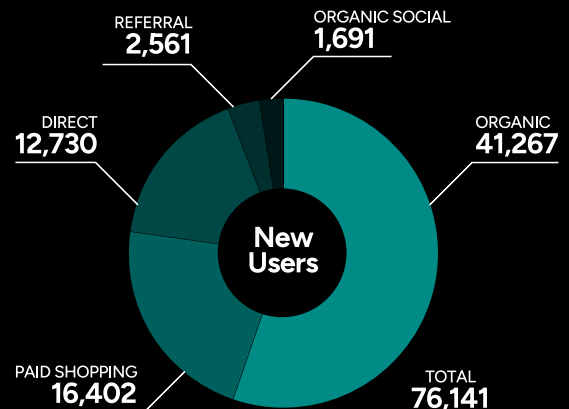
+179%

Increase in Organic Traffic
July 2024

The Results:

Using our partner BigCommerce, we built TYGRIS a new e-commerce website, listing the brand's extensive product portfolio while also building a complete B2B Trade Account platform for their customers. The build increased user experience exponentially contributing to a **+138% increase in revenue in the first year.**

Using our in depth Marketing Strategy, we optimised TYGRIS's social media and email marketing channels to drive traffic to the website and increase brand awareness. In its first year, our email marketing strategy generated over **£130K** in revenue, with our new focus on educational and entertaining social content growing TYGRIS's brand reach by **+200%.**



Don't take our word for it!
Check out our client testimonial videos

Let's Have A Chat...

Matt Sandham, Chief Executive Officer

01224 402 099 | matt@bspoq.com

Calvin Roddie, Commercial Lead

07446 193 119 | calvin@bspoq.com



Aberdeen HQ

Unit 7b Crombie Lodge, Campus Two, AB22 8GU



Edinburgh Office

93 George Street, Edinburgh, EH2 3ES

bspoq.com



CERTIFIED
BigCommerce Partner



BIGCOMMERCE
B2B SPECIALIZED PARTNER

klaviyo
PARTNER



shopify partners