



# MRS Digital Supporting Information

European Agency Awards 2024



**Date:** 29/07/2024

**To:**  
European Agency Awards

**From:**  
MRS Digital

**T:** 01252 622722

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# Policies & Processes Supporting Documents

Company Policies

It is your responsibility to read all documents listed here carefully. By clicking on a document, you agree that you have read and understood the policy within. For any questions, please speak to your line manager.

You have only read 39 out of 45 company policies.

Policy	Last Updated	Read	View
Access Control Policy	27th Mar 2023	X	🔍
Anti-Bribery Policy	27th Mar 2023	✓	🔍
Anti-Money Laundering Policy	27th Mar 2023	✓	🔍
Approved Applications Policy	27th Mar 2023	✓	🔍
Asset Control Policy	27th Mar 2023	✓	🔍
BYOD Policy	27th Mar 2023	✓	🔍
Business Management System ISO 27001	27th Mar 2023	X	🔍
Clear Desk and Screen Policy	27th Mar 2023	✓	🔍
Complaints Policy	27th Mar 2023	✓	🔍
Computer Training Policy	27th Mar 2023	✓	🔍
Confidentiality Policy	27th Mar 2023	✓	🔍
Conflict of Interest Policy	27th Mar 2023	✓	🔍
Cryptographic Policy	27th Mar 2023	✓	🔍
Customer Service Procedures	27th Mar 2023	✓	🔍
Data Protection Policy	27th Mar 2023	✓	🔍
Disciplinary Procedure Policy	27th Mar 2023	✓	🔍
Domestic Abuse Policy	27th Mar 2023	✓	🔍
Electronic & Telephonic Communications Policy	27th Mar 2023	✓	🔍
Environmental Policy	27th Mar 2023	✓	🔍
Equal Opportunities and Diversity Policy	27th Mar 2023	✓	🔍
GDPR Data Privacy Notice for Employees	27th Mar 2023	✓	🔍
Health & Safety Policy	27th Mar 2023	✓	🔍
Home Working Risk Assessment	27th Mar 2023	✓	🔍
Information Security Incident Management Policy and Procedure	27th Mar 2023	✓	🔍
Intellectual Property Policy	27th Mar 2023	✓	🔍
Internet Connection Policy	27th Mar 2023	✓	🔍

Company Policies – Stored digitally on MRS’ secure intranet, called Winston.



This internal communication was sent out by Carol Blackford-Mills, our Managing Director, sharing results of our Gallup Q<sup>12</sup> employee engagement survey.

Thank you for all completing the 2022 Gallop Q12 questionnaire on Employee Attitude at MRS . Your feedback is so valuable as it helps us understand how we look after you at MRS and what we need to focus on moving forward.

I am delighted to share the following results with you.....

100% of you have a Supervisor / Manager at work who cares about you as a person. 100% of you feel that your fellow employees are committed to doing quality work and 100% of you know that your opinions really do count.

97% of you have the opportunity to do what you do best every day and 88% of you feel there is someone who encourages your development.

80% – 99% of you know what is expected of you at work, have the materials and equipment to do your job well and you feel the mission and purpose of the company makes you feel your job is important. 81% of you have discussed your progress within the last 6 months and in the last year have had opportunities to learn and grow at work.

76% of you have had recognition and praise for doing good work in the last 7 days. It is great news that 77% of you have a best friend at work too.

**The overall score for positive employee engagement at MRS is 90% - up by 3% from last year!** This is truly outstanding. Gallop reports that organisations who achieve 66% and above are a company who care about their employees and their development – and we definitely do. Our Core Values and Culture are part of us all and this positive influence drives the way we work together as well as the outstanding business performance we all deliver daily. 😊

MRS will continue to look at opportunities for you to do what you do best and encourage development both within your role and at MRS.

I'm privileged to work alongside you all - thank you for all being part of MRS

With warmest regards  
Carol

# Data Protection Registration Certificate

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## MRS Web Solutions Limited

1 Blue Prior Business Park  
Church Crookham  
Fleet  
Hampshire, GU52 0RJ

Registration reference: Z2739924  
Date registered: 08 August 2011  
Registration expires: 07 August 2025



Issued by: Information Commissioner's Office,  
Wycliffe House, Water Lane, Wilmslow, Cheshire  
SK9 5AF

Telephone: 0303 123 1113  
Website: [ico.org.uk](http://ico.org.uk)



# CERTIFICATE OF REGISTRATION

The management system of certificate number 234370

## MRS Web Solutions Ltd

1 Blue Prior Business Park, Redfields Lane, Church Crookham, Hampshire, GU52 0RJ, United Kingdom

has been assessed and certified as meeting the requirements of:

## BS EN ISO/IEC 27001:2017

The provision of digital marketing, software development and web design to the private and public sector, within the UK and Internationally.

This is in accordance with the Statement of Applicability Version 5, last reviewed on 21/01/2024.

Further clarifications regarding the scope of this certificate and the applicability of requirements may be obtained by consulting the certifier.



**Valid from:**  
Initial certification: 12 January 2018  
Latest issue: 28 February 2024  
Expiry date: 31 October 2025  
Subject to annual assessments.

Authorised by

Mike Tims  
Chief Executive Officer

**british-assessment.co.uk**

Certificate issued by Amtivo Group Limited T/A British Assessment Bureau Ltd.  
Certification is conditional on maintaining the required performance standards throughout the certified period of registration.  
Amtivo Group Limited, 30 Tower View, Kings Hill, Kent, ME19 4UY.

# Culture & Ethos



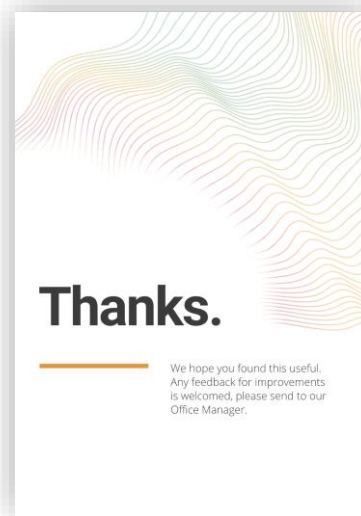
## The Values We Live & Breathe





# New Starter's Handbook

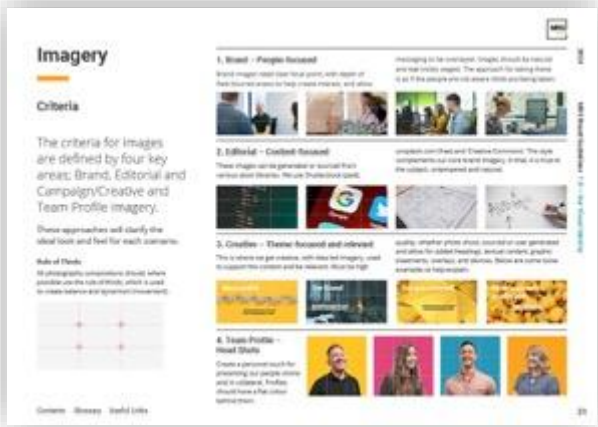
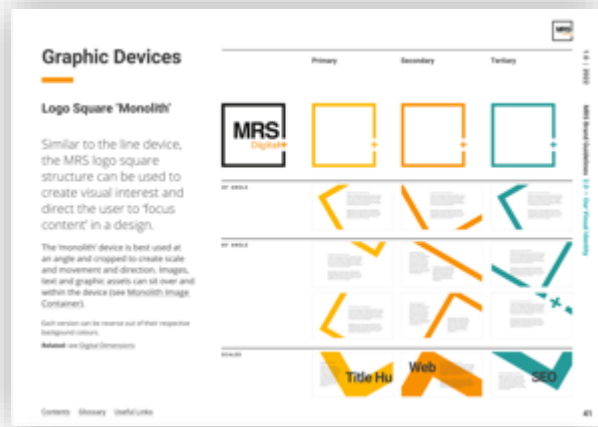
Onboarding all new starters the right way. Providing useful information and resources, including the setting of their expectations.





# Brand Guidelines

Consistent execution and understanding of the MRS Brand.



## Glimpse of Brilliance Book

A celebration of the talented team, amazing clients and achievements. Here is a sample of the book we produce. This edition covers 2021–2022 and continues in 2023 and 2024.





## Staff Recognition



### Tanya's Five Year Service Award

Tanya, one of our PPC Managers, has been with MRS for five years.

So you know what that means...Time for another celebration, MRS style!

*Congratulations Tanya!*

KEY FACT:

# 37%

of employees have been with MRS for over 5 years – WOW!



27



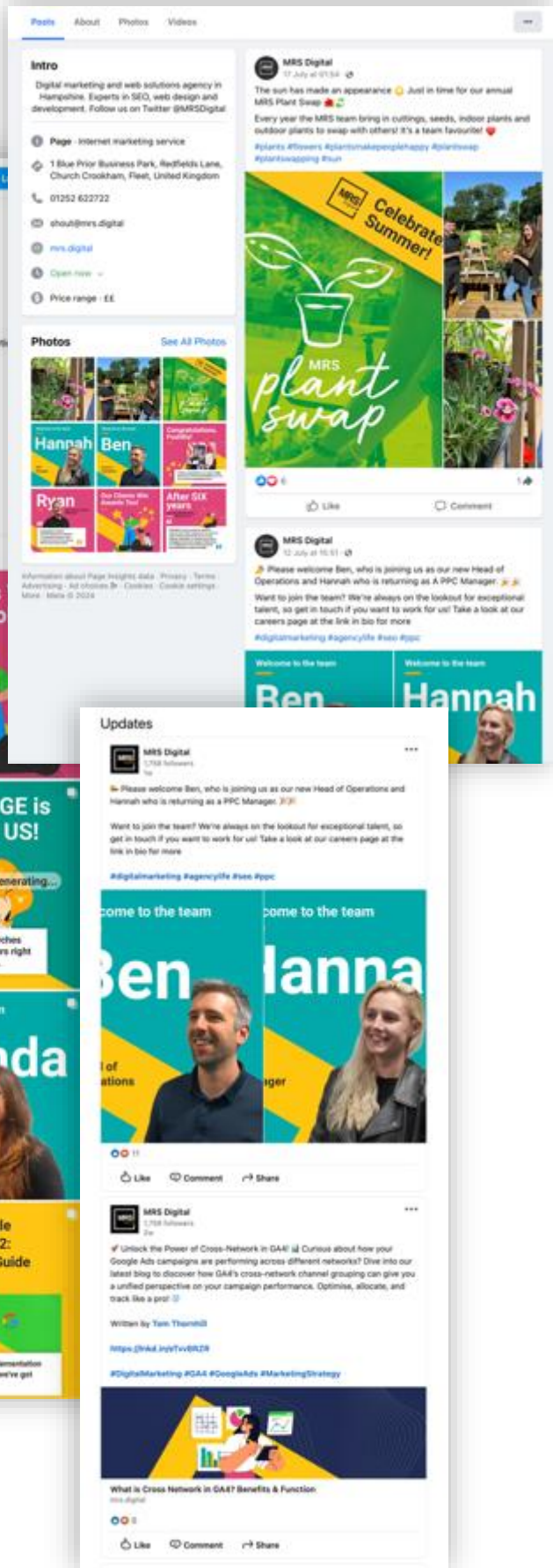
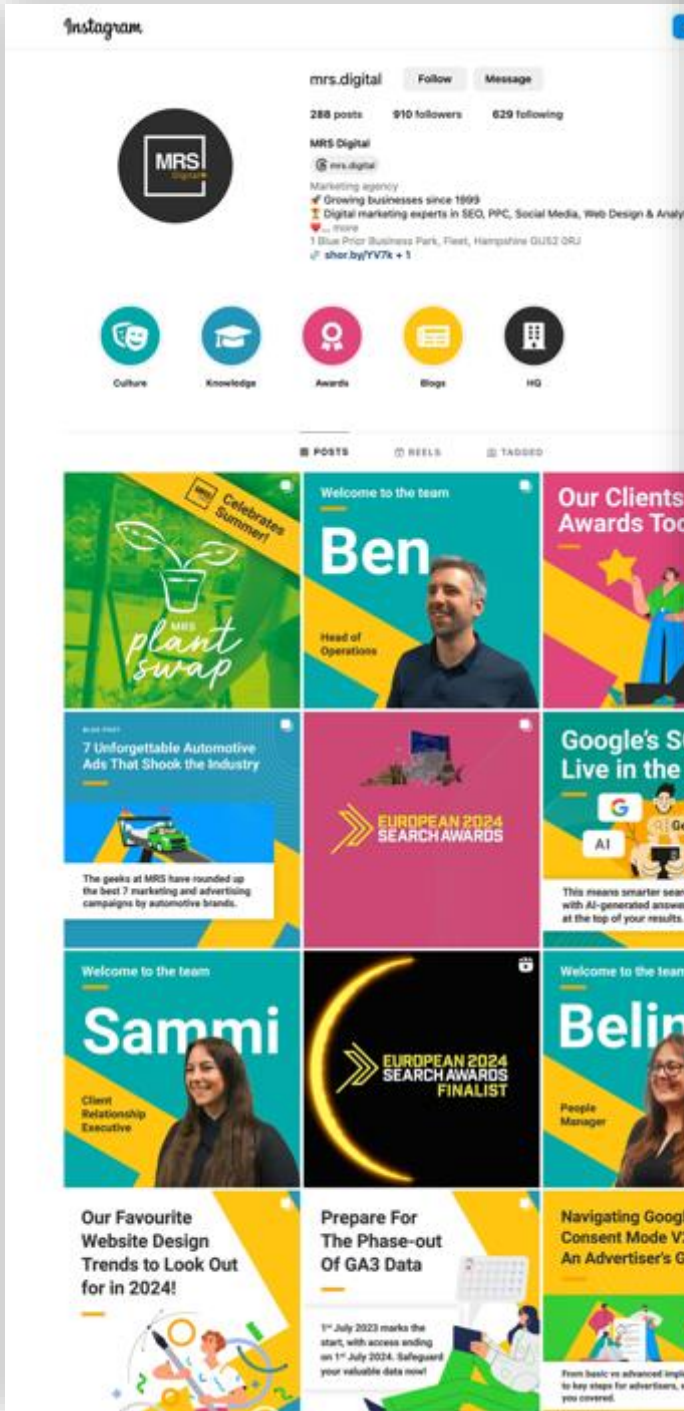
Regular 'Shout-outs' to team members for going above and beyond and delivering to our 'Values We Live & Breathe'.

## Office Culture





# Social Posts



# Wellbeing

Belinda Lewis Monday 09:00

**Mindful Monday** tips to promote self awareness, promoting positivity and wellbeing 🧘

**Resilience - Find ways to bounce back in tough times**

We can all face difficulties, like health problems, work stress or relationship issues, these can be hard and it's only natural that we struggle. So, if you are struggling right now remember it's OK to not be OK. (Sometimes it helps to speak to someone anonymously - you can call Vitality EAP line any time day or night on: 0800 023 2296).

It really helps our resilience to FOCUS on the things we can do rather than on the things outside of our control.

**We often can't change what happens to us, but we can choose how we respond.**

There are many choices we can make to boost our resilience. You can tell a friend about it - a problem shared is a problem halved... Or consider that every cloud has a silver lining, there maybe an opportunity here...

Use a **positive pause** to do something you enjoy, like reading or listening to music. Taking your mind off the issue helps you return later, feeling refreshed.

Let's try this, take a deep breath in and out...

Think of something currently causing you stress, take a moment to recognise, this feels hard to confront but will pass...

**Let's practice now, who is that someone you can trust to talk with? How will you reach out to them?**

**OK, find something positive from the situation, how could this be an opportunity?**

**OO can you take a pause and come back feeling refreshed?**



Belinda Lewis Monday 09:00

**Mindful Monday** tips to promote self awareness, promoting positivity and wellbeing 🧘

**Direction - Trying new things**

Regularly trying new things keeps our brain active and enhances our confidence, it can boost our resilience and bring a fresh perspective and help us stay curious :)


It doesn't have to be something huge or expensive, it could be something simple like just trying a new type of music or doing a different form of exercise, try a new food, or a taking a different route - seeing what you notice - even looking UP more at the trees or sky can help us see familiar surroundings differently.

If this is overwhelming, consider doing a favourite hobby or connecting with a friend. The important thing is that you take ACTION, remember small changes can bring BIG benefits.

Bring to mind an activity you would like to try out, this could be something brand new or something that brings you joy. It can be something small, since you have chosen what it is, decide when and where it will happen, this will make it much more likely that you will do it.

If you are planning to walk, get out the walking boots! :)

**What will you enjoy doing differently today?**



## It is CYBER WELLNESS WEDNESDAY!



**Cyber Attack Protection**

- Keep your user data private
- Check your privacy settings
- Update your antivirus
- Use strong passwords
- Scan e-mails before opening
- Check website URL



**POSITIVITY** How to positively manage your mind

- SEE THE GLASS HALF FULL
- Reframe your vocabulary
- Learn about POSITIVE psychology
- BE YOUR OWN BEST FRIEND
- LISTEN WITHOUT JUDGEMENT
- EMBRACE lifelong learning
- Practise daily Gratitude
- SEEK OUT OPPORTUNITIES
- BE KIND

You cannot have a positive life and a negative mind

Explore more at [www.lizgwebb.com](http://www.lizgwebb.com)



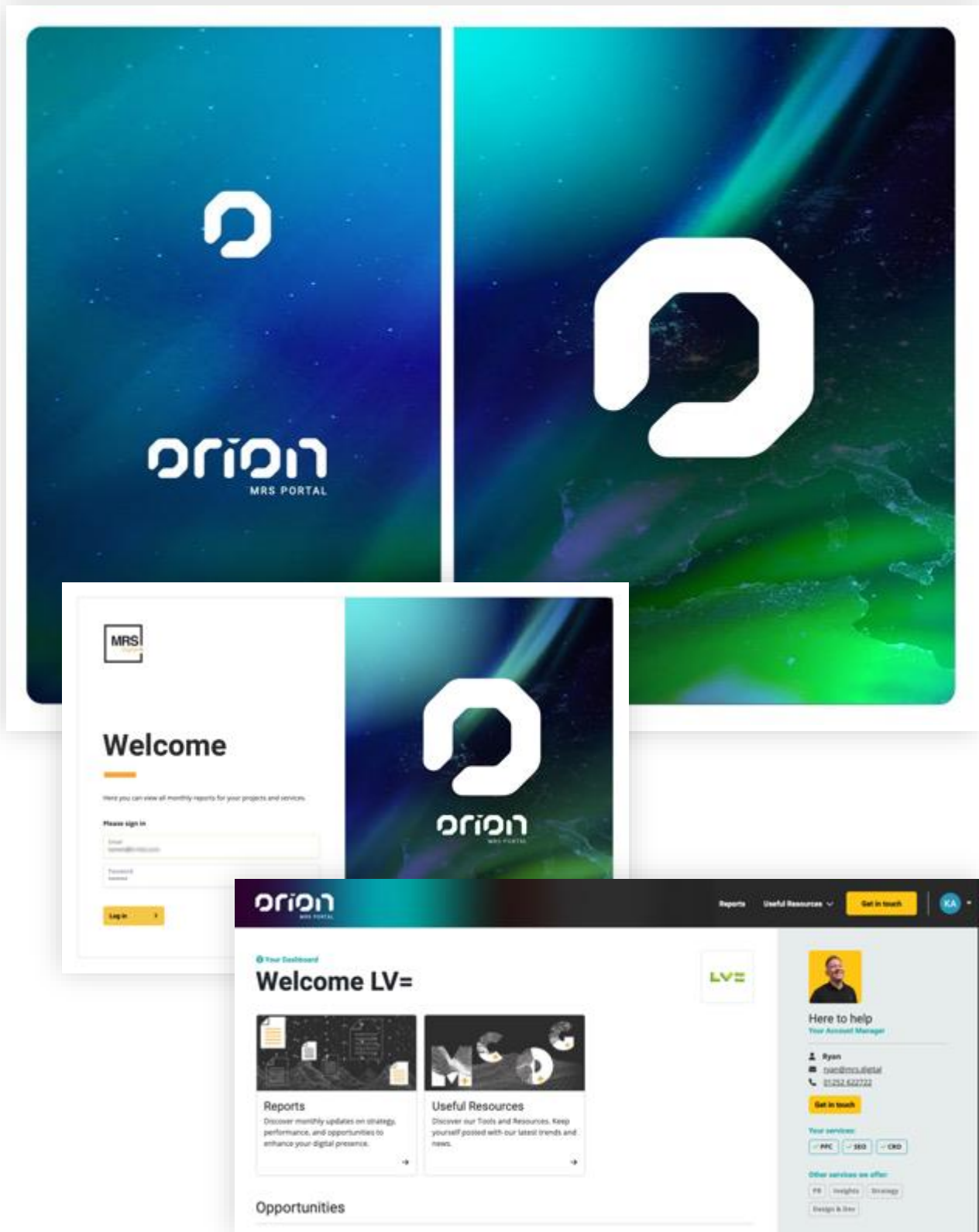
# Out of the Office

## Team Social Events and Celebrations



# Introducing Orion

MRS Client Reporting Platform



# What Our Clients Say



[Watch testimonials](#)

*“I like working with this agency as they are great at building connections with their clients. I really feel that that the guys there really understand the ethos of my business and can get into our mindset which helps them deliver something that we can be proud to put our name on.”* **Carol Starkey, Trust DFM**

*“The whole MRS team are really warm, friendly and helpful. They also suggest ideas that would impact other areas of the business, not necessarily just the area they are working on. They are a delight to work with!”* **Danielle Hill, PiXL**

*“Great Company to work with, would recommend to anyone who is looking to engage in an effective marketing campaign.”* **Dan Spencer, Sprint Infinity**

*“MRS Digital has been our partner agency for nearly five years which is testament to the customer service we have received and results we have achieved. In that time, our business has grown to unimaginable levels and a big part of that is down to our digital presence and strategy which has been developed and enhanced by MRS. We have regular meetings to ensure we're keeping up with trends and MRS is extremely valuable in informing our marketing campaigns and objectives. Always accessible and quick to react, we sometimes have quick turnarounds and short lead times for work due to the nature of the hospitality industry, and these needs are met without hesitation and to of a high standard. With a small marketing team in-house here at Foxhills, MRS is considered a valuable extension of our team. If you are looking for an agency full of knowledge and passion, which is committed to achieving successful results for your business, MRS is highly recommended.”* **Josh Abbott, Foxhills**



*“We have worked with MRS Digital for many years now, they have designed a great website for ramsac and they run successful SEO and PPC campaigns, which are a major source of new business for us. Our return on investment is consistent and the icing on the cake is how friendly and efficient the MRS team are, they are really proactive and our account manager Ryan Hill understands what we need and how we work. I trust MRS' advice implicitly and see them as a vital part of our marketing team.”* **Louise Howland, ramsac**

*“We've worked with MRS for over 12 months now and felt right away they were a good fit for our business. Not only are they approachable and friendly, they are easy to work with and they possess exceptional technical knowledge. We have a consistent team on the account who take to time to fully understand our products and services as well as always pushing to drive success for our business with their strategies being highly effective.”* **Laura Richards, LV= Financial Services**

# Case Studies

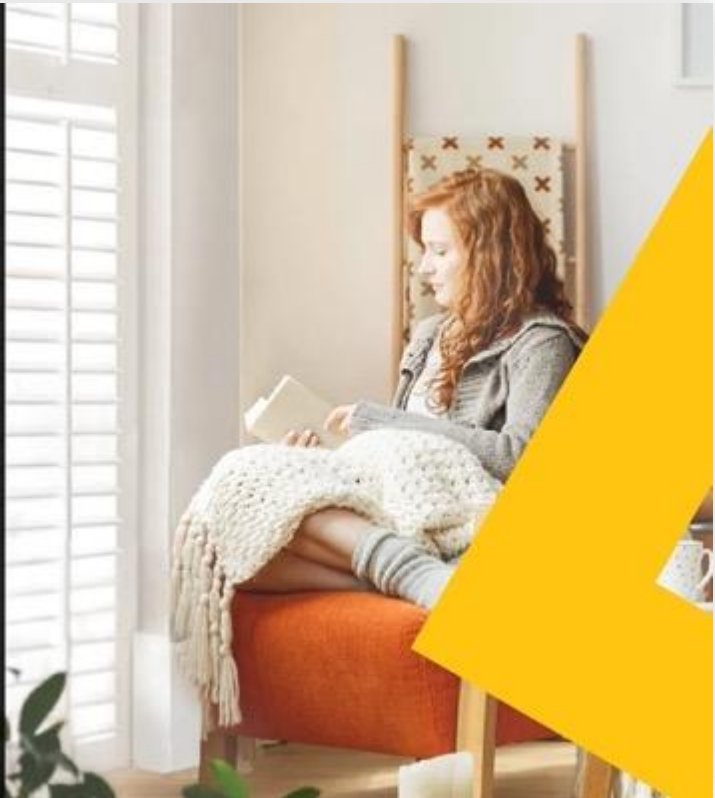
## Shuttercraft: PPC

# Shuttercraft

### The Challenge

One of the UK's leading providers of prestige shutters, Shuttercraft is a growing franchise made up of a network of 26 franchisees around the UK, each with a single local territory. Originally, Shuttercraft came to us for what became a very successful website refresh, but it soon became evident that their Google advertising was a big stumbling block for their ambitious growth plans.

The individual franchisees were working with a range of marketing agencies and consultants, which varied massively in quality and the results generated. These 26 local businesses were submitting inconsistent reporting, and many were failing to meet lead targets. There was also some unrest surrounding territories, as some partner agencies were unfairly cross competing for franchisees allocated regions.



5 CASE STUDY: PPC

## Our award-winning "23 local campaigns in one"

*"What I like (love) about MRS Digital they are such a great team to work with who are very responsive and have a very flexible approach with a results-driven focus. I have worked with several digital agencies over the years and no one as came close to the outstanding service MRS Digital provide. Although I would like to keep MRS Digital as my secret anyone reading this who is looking for an excellent digital agency then you really should be talking to MRS Digital about your next move!"*

MARCUS SCOTT, SHUTTERCRAFT

### The Solution

- Inventive geofencing solutions
- High levels of ad personalisation, including locations mirrored in ad copy at an extremely local level
- AI-scale optimisation against local-level detail
- Templated account builds to accelerate at-launch performance
- Efficient senior level management on all local accounts

Putting our necks on the line, we recommended a project to bring all advertising under a single umbrella. A consolidation of activity to improve localisation, cost efficacy and, most importantly, lead and sales generation.

### The Result

A templated build roll-out and the new structure permitted growing economies of scale. This saved time, which was re-invested into a localisation strategy to help outperform competition. It also promoted a cost-effectiveness across each local business, which were optimised on learnings captured from ongoing performance data available across the whole network.

As the client summarises, we transformed their operation into a "a much slicker machine" through our inventive PPC strategy. This bold move and the subsequent growth in sales has been integral to Shuttercraft's annual growth.

In the new consolidated model, each franchisee had their own PPC account, with all the individual customisation you'd expect from best-in-business local PPC. However, these were all tied together under a single national management account.

Launching each account with advanced geofencing eliminated the in-fighting between franchisees. Meanwhile, combining measurement from each account meant that we could make intelligent advertising decisions using bigger data sets.



**+178%**

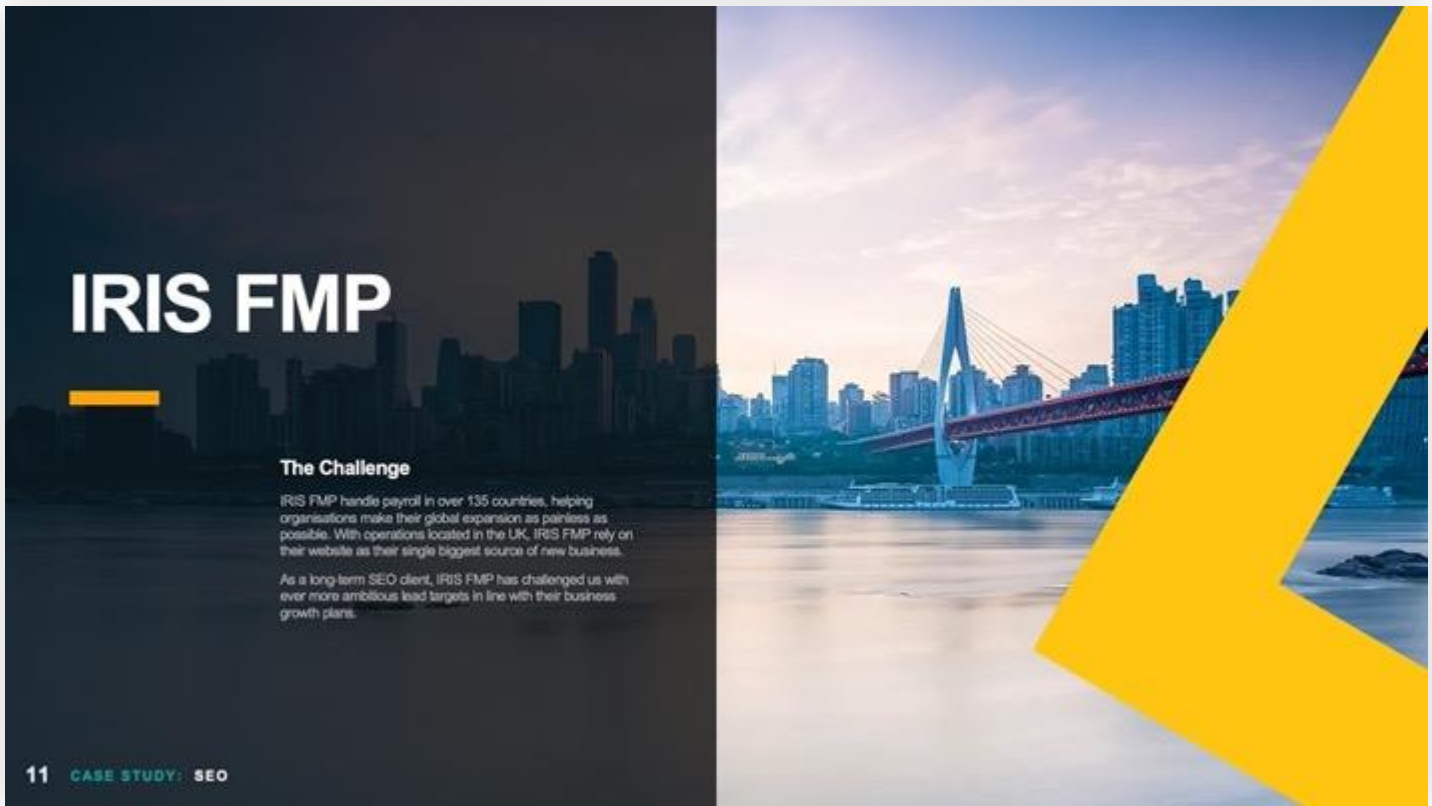
Increase in Lead Generation (Year on Year)

**+79%**

Increase in Conversions (Leading to hundreds more enquiries)

6 CASE STUDY: PPC

## IRIS FMP: SEO



# IRIS FMP

### The Challenge

IRIS FMP handle payroll in over 135 countries, helping organisations make their global expansion as painless as possible. With operations located in the UK, IRIS FMP rely on their website as their single biggest source of new business.

As a long-term SEO client, IRIS FMP has challenged us with ever more ambitious lead targets in line with their business growth plans.

11 CASE STUDY: SEO

## Boundary-pushing international SEO lead generation

### The Solution

Where search volumes are limited, we've had to get creative to reach users earlier in the funnel to capture a greater market share. We carried out very granular research and implemented a new keyword strategy to capture this early funnel search. This included a US focused digital PR strategy where we targeted hand picked international domains. This was a huge success and the numbers speak for themselves.

### The Result

For many businesses, their experience of SEO – even very good SEO – is akin to a firework. Results start as a modest fizzle, grow to an exciting crescendo and then die out or plateau. At MRS Digital we build long-term strategies that offer sales or lead growth that can be sustained for years, not months.

Having worked with IRIS FMP for a number of years, their SEO strategy is what we would consider a 'mature' one. However, in 2020 – a year when many businesses struggled – our SEO achieved a growth in site visitors of over 600% and an increase in leads of over 40%. There's rarely a month goes by where we don't achieve an all-time high for monthly MQLs generated!

Achieving this hasn't been simple. We had IRIS FMP ranking for "international payroll company" within year one.

Subsequent growth hasn't been as simple as improving keyword positions, but rather reaching new audiences and targeting users earlier and earlier in the marketing funnel. Not only do we ensure that IRIS FMP are top of search when people are searching for their services, but through an ambitious SEO content strategy we're able to influence searchers as their just starting to consider the challenges of overseas business expansion.

Our lasting relationship with IRIS FMP is testament enough of how fruitful our search marketing has been. They are just one of our many clients that contribute to our 95% client retention rate.



*"Thanks to MRS, our international SEO campaign has continually delivered over target performance. They understand the importance of great leads and the results speak for themselves."*

GARY WEBB, FMP GLOBAL

**+612%**

increase in organic traffic (YoY)

**+43%**

growth in organic leads

**+287%**

increase USA ranking keywords

12 CASE STUDY: SEO



## House of Cavani: PPC

# House of Cavani

### The Challenge

House of Cavani, an affordable luxury men's clothing brand, approached MRS with a clear brief. They wanted us to inherit their existing PPC campaign and turn it into a reliable source of significant monthly revenue.

With the account having been managed by an incumbent agency for over a year, MRS were the right agency to analyse the existing setup and make quick yet significant improvements to the build and performance.

7 CASE STUDY: PPC

## Holistic PPC – turns House of Cavani's campaign around

### The Solution

- Google Search
- Google Shopping
- Feed management & optimisation
- Intelligent product segmentation and targeting
- Advanced demographic segmentation

This is the sort of challenge MRS always relish, and we got straight to it with a full account rebuild from the ground up. Where the previous account setup was simplistic in its approach ours was ambitious and made full use of enhanced targeting and existing data to significantly improve the efficacy of spend within 3 months of the activity being live.

### The Result

Although some improvements were noticeable almost immediately from our new account launch, such as our build matching the best historical performance of the client's old agency, it wasn't until the 3rd month that House of Cavani really started to reap the benefits of our work.

By month 3 our team had done a lot of the hard work around identifying top performing products and product sets, that carried a higher sale item, and were placing them in front of exactly the right audiences.

This actually led to a reduction in impressions, clicks and the number of conversion in comparison to the first month of activity but also drove a significant increase in ROAS and revenue generated, ultimately an 81% increase in ROAS over just the first 3 months!

PPC account optimisation such as this is part of our proprietary data led approach to PPC account restructuring and management and is exactly what allows us to deliver those 1%'s. This married incredibly in-depth customer, audience and competitor analysis with input and guidance direct from the client to ensure that we were spending in exactly the right places at the right time.

By taking the time to understand things like seasonality, back order timeframes, new product launches and other factors that are often completely unique to each business House of Cavani's PPC activity was elevated from the point of 'doing just enough' to excelling the businesses expectations.

By the end of month 3 the brand was already asking us 'How can we spend more?'

**+500%**      **+81%**      **+26%**

Increase in Conversion Rate in first 3 months

Increase in ROAS in first 3 months

Increase in revenue month 2 to month 3



8 CASE STUDY: PPC