



TECH STARTUP GUIDE



CONTACT

Phone: 01) 4177500

Website: www.arduagencies.com

ADDRESS TO

14/13 Aungier St, Dublin, D02

WC04



TABLE OF CONTENT

01 WHO WE ARE	4
02 WHAT WE INVEST IN	5
03 WHY ARDÚ?	6-7
04 IRELAND FOR SOFTWARE	8
05 THE NUMBERS	9
06 HIGH PROFILE CLIENTS	10-11
07 UGO IGO CASE STUDY	12-13
08 MARKETING EXAMPLE	14-15
09 MARKETING STRATEGY	16-17
10 FINDING CAPITAL AND INVESTMENT	18
11 THANK YOU	19

ARDÚ

**RISE
WITH
US.**

Our agency provides digital marketing solutions for rising technology start-ups. We bring years of experience, industry knowledge, trusted connections, an understanding of entrepreneurship and the challenges that it faces. This enables us to deliver exceptional results to all our clients.



“

**IRELAND NEEDS MORE PEOPLE WITH THE
AMBITION, DRIVE AND SKILLS TO FOUND AND
GROW INNOVATIVE, HIGH POTENTIAL STARTUPS.**

Startup Ireland Manifesto - 2016

WHAT WE INVEST IN

As a Digital Marketing Agency in the heart of Dublin, we work with start-up companies as a full service 360° Agency specialized in providing Branding, Web Design, Development and Digital Marketing solutions. We love your entrepreneurial spirit of the new and unknown creative ideas and would work with you to bring them to new heights.



COMMUNICATION

The traditional SMS text message is now a thing of the past, particularly with the explosion of easy-to-use messaging apps. The world is constantly looking for new ways to stay in touch, and so are we.



HEALTH AND FITNESS

From fitness trackers to calorie counters, if your app helps people overcome barriers, like a lack of motivation or organisation, which leads to better exercise habits, we can help spread the word.



ENTERTAINMENT

Mobile devices have become so much more than a means of communication. They've become an entertainment and media hub. Watch films and TV, listen to the radio, book concert tickets - there's an app for it all.



SOCIAL

Twitter, Facebook, Instagram, Snapchat—you know all about the big-name apps that help you connect with your loved ones. If you think you have the next big thing, we want to help you get your name out there.



MUSIC AND AUDIO

At our fingertips we now have the tools needed to create, edit and listen to music, record and compose music and songs and socialise with other music fans. If your start-up improves the listening/sharing or engineering of music, we want to hear from you.



TRAVEL

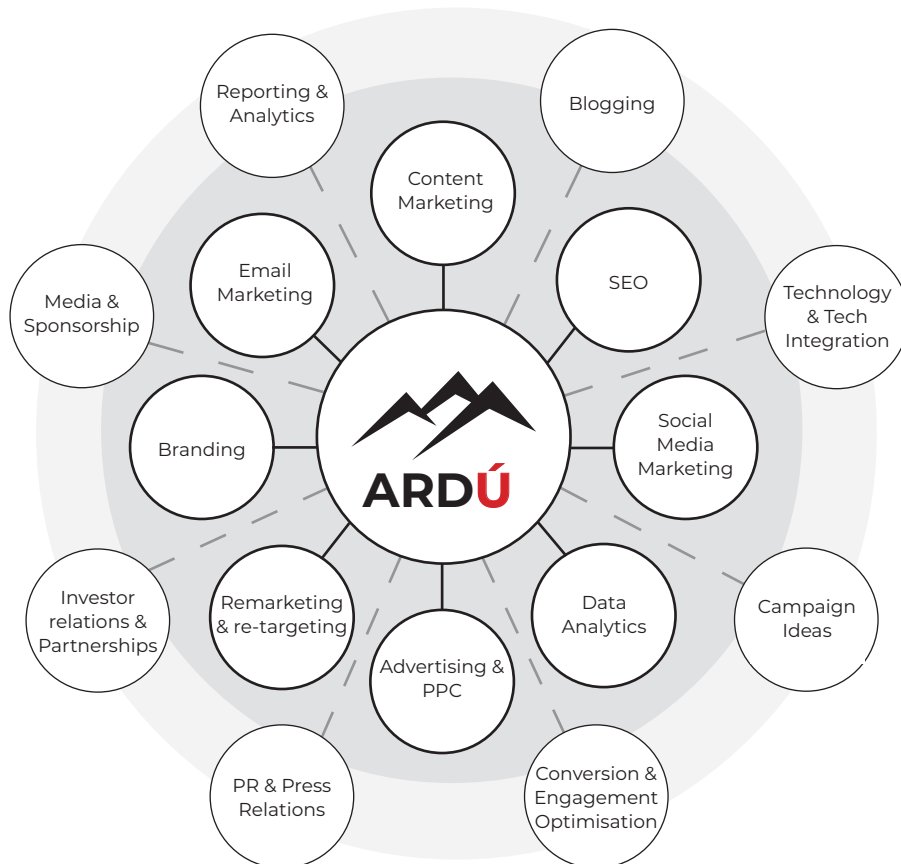
Travel agents? Who needs one when you have a smartphone. Planning a holiday in 2019 is no longer a pain. From booking flights to navigating a new city and storing itineraries, if your start-up helps take the stress from travel let us know.



LIFESTYLE

There are some apps that just make life better. From dining out, to managing your finances to meeting new people, Apps have played an important role in how we eat, exercise, shop and date. If your start up can help improve in any aspect of life, get in touch.

WHY ARDÚ FOR YOUR START UP



ARDÚ helps start-ups attract clients, retain existing users and grow sales. Start-ups need a marketing process that works--not a collection of complex metrics and style over substance promotional materials.

We build scalable marketing practices and help manage the grow strategy for start-up organizations.



**OUR STARTUP
MARKETING
CAMPAIGNS ARE
DESIGNED TO ACQUIRE
NEW CUSTOMERS.**

**ACTING
AS A STRATEGIC PARTNER**

RESULTS ORIENTED MARKETING.

During the start-up phase, both time and money are precious. Our goal is to help build profitable and scalable funnels that will allow your start-up to acquire customers at as low-cost as possible. This is vital to begin generating income that your start-up needs to survive, in a scalable way. Not only is this goal important as a proof of concept, but it's also crucial if the start-up wants to show potential investors that the business has potential to survive and scale.

HARD FACTS



**100
SUCCESSFUL
STARTUP
LAUNCHES**



**2018
AN POST SMART
MARKETING
AWARDS**



**500
POSITIVE
REVIEWS**



**26
PUBLISHED
ARTICLES**



**7
NOMINATIONS IN
2017**



**3
DIGITAL MEDIA
AWARDS**



**2016
AGENCY OF THE
YEAR**



**50
PROFFESIONAL
STAFF**

HELPING STARTUPS GAIN TRACTION

Our start-up marketing campaigns are designed to acquire new customers.

BRANDING

The word branding gets thrown around a lot in the business world. We help your start-up establish its position in the marketplace for the long-term, by giving meaning to your products and services by creating a uniqueness in your clients (and potential clients') minds.

MARKETING

We appreciate that money can be tight at the beginning of your start-up, so we'll always recommend the marketing channels that fit with your budget and growth aims.

SEO

SEO marketing can be the difference between your start-up struggling or succeeding. A high-ranking website can bring in more traffic and leads than any other marketing method. We make sure our SEO services get your website where it needs to be.

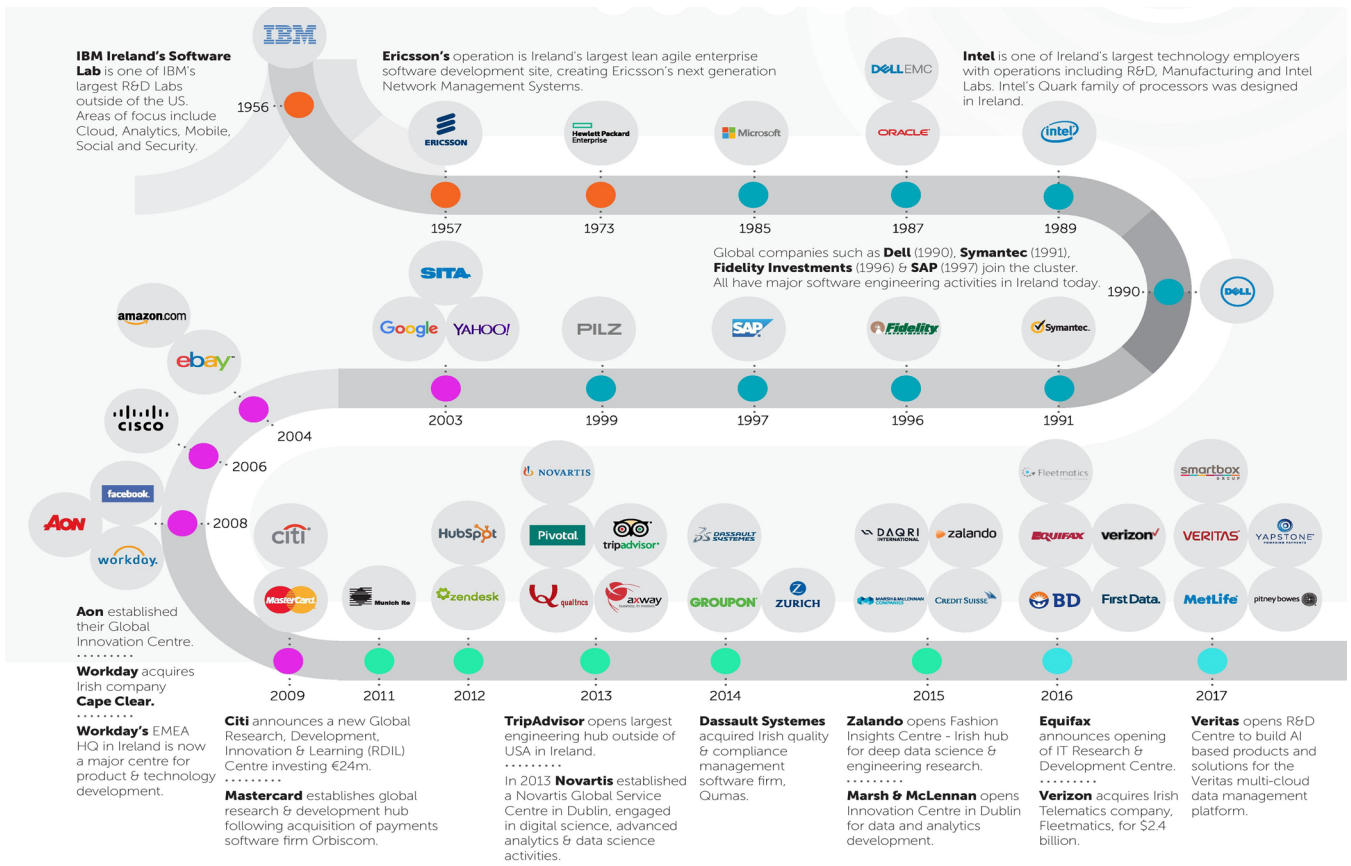
PERSONALISATION

By handling a range of marketing methods, we don't take a one-size-fits-all approach. We'll suggest the methods most likely to work for YOU.

IRELAND FOR SOFTWARE.



The government invests € 700m annually in R&D. Strategic areas include Software, Data Analytics, Machine Learning and Telecoms. Through the Tech Life Initiative, the Government plan to increase the number of people working in tech in Ireland by 3,000 per year.



<p>ENGINEERING FOR SUCCESS.</p>	<p>1950'S</p> <p>Arrival of first multinational companies in Ireland</p>	<p>1980-2000</p> <p>Manufacturing & support operations evolve into advanced services & software functions</p>	<p>2000'S</p> <p>Cloud & digital companies migrate to Ireland, many having major software development functions</p>	<p>2010'S</p> <p>Brings next wave of software development & analytics companies to Ireland</p>
--	---	--	--	---

THE NUMBERS

Back in 2011, Forbes rated Ireland as the best country in Europe for doing business. With some of the biggest companies in the world, Apple, Google, Facebook, Twitter and Amazon, currently based in Dublin, it is evident that this accolade still holds true. In the last 6 years, the number of high-profile businesses choosing Ireland to



IRELAND ACTS AS A GATEWAY TO EUROPE

Glandore - 2017



1ST

The only English speaking country in the Euro Zone.
Over half a million Irish people can speak a second foreign language fluently.



42%

Of the population is third level educated and 52% of 25-34 olds have a third level qualification- 2nd Highest in the EU.



1/3

Of the population is under 25 - the youngest population in the EU



30%

Of students enrolled in Science, Technology, Engineering and Maths



12.5%

One of the lowest corporate tax rates in the world. A 25% Research & Development tax credit also applies



11TH

Ireland is 11th in global scientific ranking for overall quality of scientific research, up from 48th in 13 years.



1ST

The Irish economy is the fastest growing in the Eurozone.



2ND

Ireland is the second largest exporter of computer and IT services in the world.



24

Ireland is a home for 24 of the world's top biotech and pharma companies



16

Of the top 20 Global Software companies have operations in Ireland



20

Ireland is home to 20 of the World's Top 25 Financial Services Companies



3/6

Top global gaming companies have operations in Ireland.

HIGH-PROFILE PROJECTS

We are a leading Digital Marketing Agency that is passionate about growing your business online. We've done so for more than 100 start-ups already. We see your online presence as your hardest-working sales tool. It gets results for you 24/7 and worldwide. We make sure to your potential customers online, and we turn those potential customers into actual customers.

Clients who have already benefited from our Digital Marketing Agency expertise come from all parts of Ireland. We can work with you too, no matter what your idea is. Just contact us and we will get the ball rolling.



ARDÚ STARTED OUT MANAGING OUR SEO EFFORTS, BUT THEIR SCIENTIFIC APPROACH TO DIGITAL MARKETING AND THE RESULTS THEY HAVE ACHIEVED MADE IT AN EASY DECISION FOR US TO HANDOVER THE MANAGEMENT OF OUR NUMEROUS OTHER DIGITAL CHANNELS, INCLUDING; PAID SEARCH, PAID SOCIAL AND YOUTUBE.

Stephen Conway - CEO Digital Experience

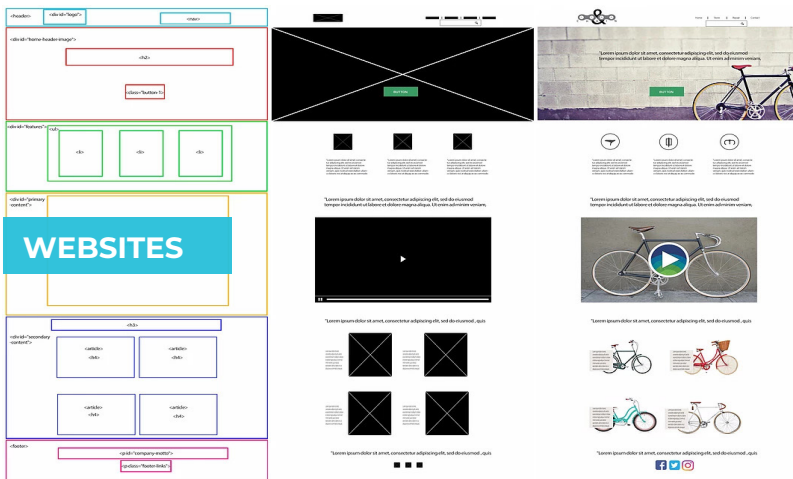


UGO IGO - SOCIAL FITNESS APP

APPS



UGO IGO is a social/fitness app that's aim is to help people extend their social circles while creating a routine for a healthier lifestyle. UGO IGO will allow users to match with other users with similar fitness interests and communicate via a messaging system.



LINK AND CHAIN BICYCLE SALES

Link and Chain is a vintage bicycle store, selling original vintage bicycles and bike accessories. An integral part of the business is also to repair old bicycles, giving them a new lease of life. They required an identity that was fresh and current, and set them aside from regular bike shops.

STAR TREK DIGITAL EXTREMES

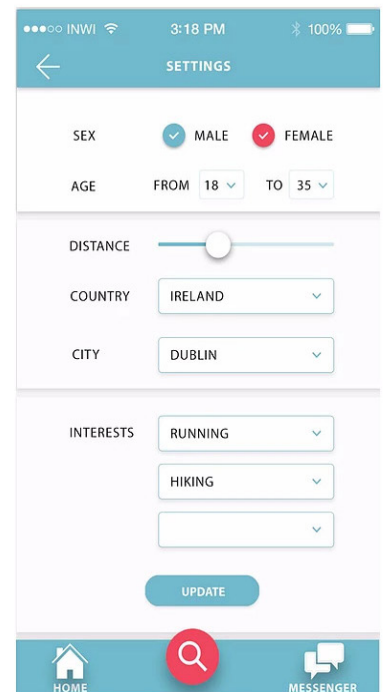
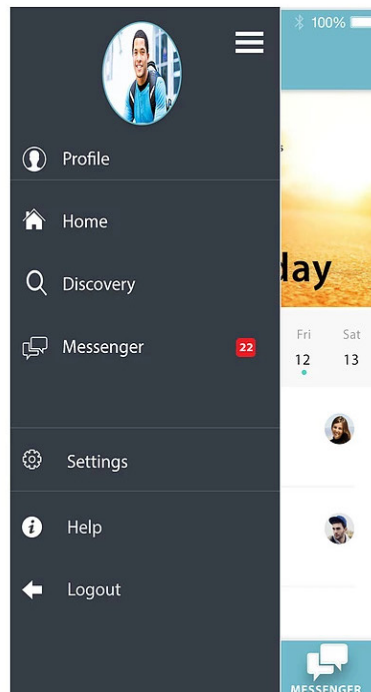
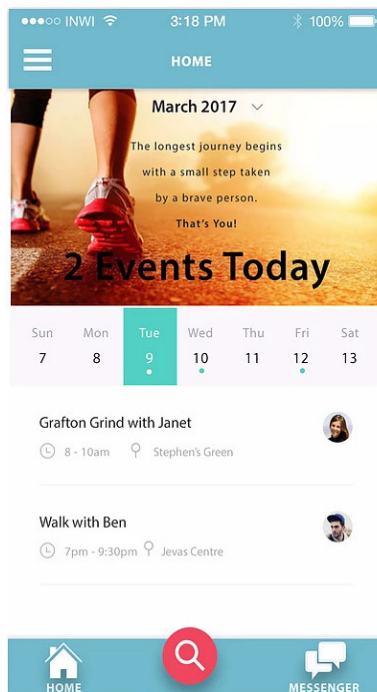
Star Trek is a third-person action-adventure Star Trek video game. It was developed by Digital Extremes and co-published by Namco Bandai Games and Paramount Pictures in association for iPhone.



UGO IGO



UGO IGO is a social/fitness app that's aim is to help people extend their social circles while creating a routine for a healthier lifestyle. UGO IGO will allow users to match with other users with similar fitness interests and communicate via a messaging system.



ABOUT THE PROJECT

01. THE CHALLENGE

UGO IGO approached us in late 2018 and required us to take them from a company that no brand identity, no marketing materials, no marketing story or messages to a company that has all of this and more.

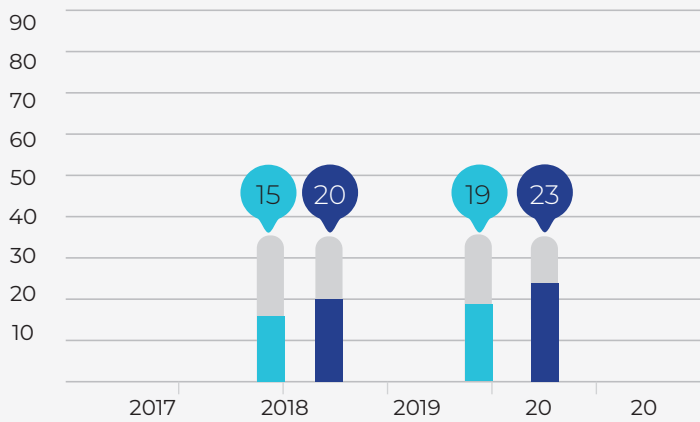
02. THE SOLUTION

We started with understanding the company's values and unique product sales proposition as well as on conducted a thorough marketing-focused competitive analysis.

Then we moved onto the company's social pages (Facebook, Twitter & LinkedIn), and started managing them, creating monthly social plans and scheduling posts. We also started a blog for the company and wrote two blog posts before the unveiling of the company.

PROJECT STATISTICS

FACEBOOK / TWITTER FOLLOWERS



81%

APP
DOWNLOADS

78%

USER
RETENTION

SUMMARY

ARDÚ's vast experience, structured work plan and execution methods allowed UGO IGO to emerge from stealth with a first-class launch in just a few months. The launch was very successful, resulting in a massive amount of traffic to the website and social pages, and a fast-growing percentage of downloads and user retention.

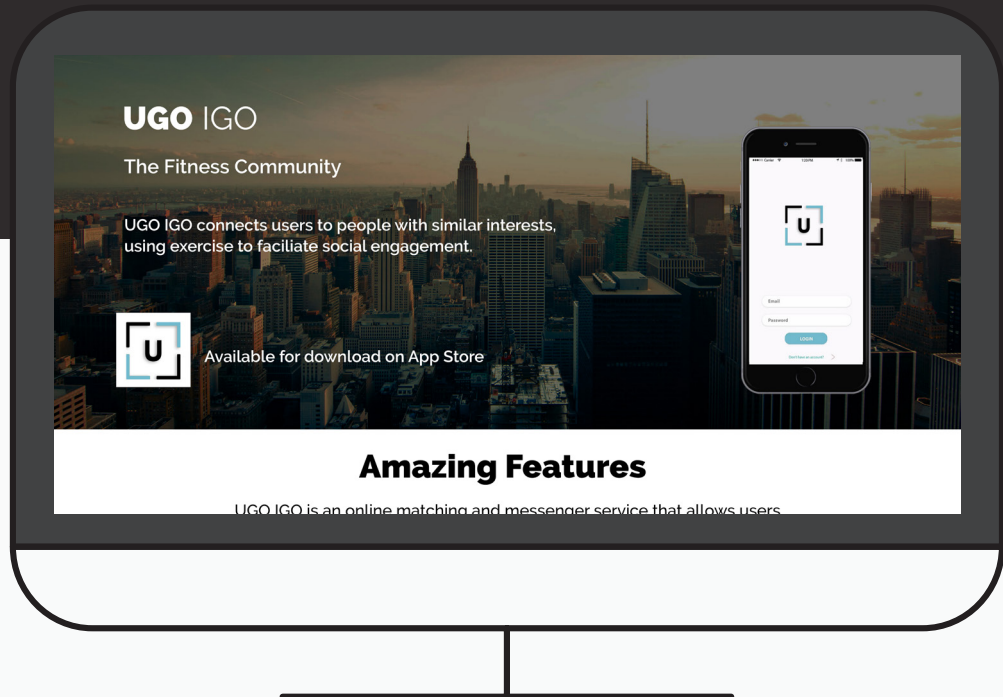
AFTER LAUNCH

After the launch we stayed on as UGO IGO's marketing team and started dealing with establishing a constant presence for the company, positioning it as a subject matter expert and supporting its KPIs, beyond the successful launch.

MARKETING THAT SCALES WITH YOUR STARTUP

CROSS DEVICE TARGETING

This growth of multiple devices now means start-ups must connect with users across all platforms. ARDÚ believes everything must be cross device compatible.

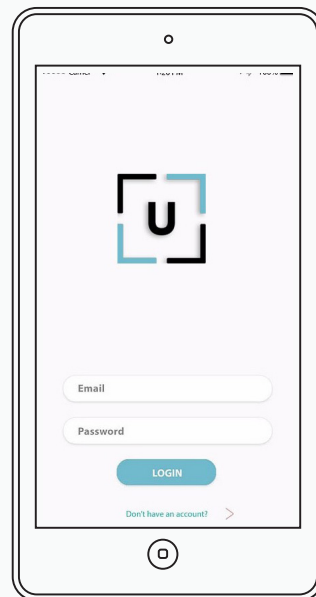
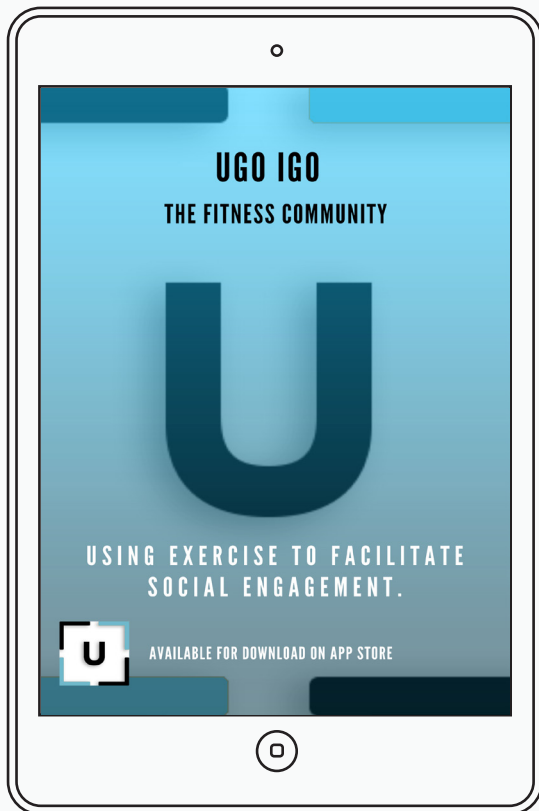


**OVER 50% OF IRISH ADULTS
OWN A SMARTPHONE,
WITH 1.2 MILLION OF THE
POPULATION OWNING A
TABLET**

We deliver targeted content no matter what channel your customers are engaging from. With cross-device targeting and device ID targeting, we can identify a single user and match up their interests no matter where they're browsing from. This helps us cut down on customer fragmentation and direct your marketing at users whether they're online, offline, mobile or somewhere else.

**THIS GROWTH OF MULTIPLE DEVICES NOW MEANS
START UPS HAVE TO CONNECT WITH USERS ACROSS ALL
PLATFORMS.**

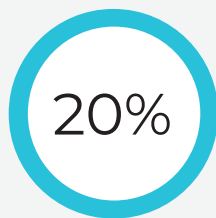
Using cross-device views,
consumers will convert at a
rate of up to 1.4 times that
of a single-device view.



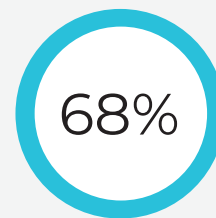
Mobile Consumer Survey 2018: The Irish cut



Irish smartphone users look at their phones 55 times a day on average.



Of Irish adults check their phones within 5 minutes of waking up



Of 24-18 year olds watch live videos or stories on social media every day

MARKETING PLAN

PERSONAS

FIRST STAGE

The first step of any marketing plan should be to define your audience. Identifying who your target buyer personas are and where to find them should drive everything else you devise in your marketing plan and makes it possible to successfully execute.

STRATEGY

SECOND STAGE

Turning data and research into executable strategies is crucial to the success of your product. We'll help you develop a clear vision and plan and discover the tactics you need to accomplish your objectives.

MARKETING

THIRD STAGE

You can have a beautiful product, but if it's not driving conversions then it's useless. You need a strategic approach to optimise the design and structure of your product so that it helps you to achieve your goals.

PLANNING YOUR MARKETING

PPC

Pay Per Click advertising is the fastest way to increase your website's visibility in search and can be a very scalable source of new business. Our PPC campaigns are designed to maximise return on investment through a process of constant testing and refinement.

INFLUENCER MARKETING

Now more than ever, people are keen to follow the trusted advice of an online expert. Using our Influencer Marketing services, you can secure the help of a prominent online figure within your chosen field to shine the limelight you need on your start-up.

WE UNDERSTAND THE PROCESS OF STARTING YOUR OWN COMPANY CAN BE A BIT OVERWHELMING. WE'LL GUIDE YOU THROUGH THE PROCESS AND HELP GET THE WORD OUT!

CONTENT STRATEGY

TRAFFIC GENERATION

LAUNCH

FOURTH STAGE

Content marketing is about having a good strategy that is designed for your target audience, followed by a system to sustain it for the long haul. We'll develop a strategy that is designed for your target audience, followed by a system to sustain it for the long haul.

FIFTH STAGE

Now that we've laid the groundwork to attract the right audience, it's time to get out there and find them! We're looking for sustainable, long-term traffic generation rather than just a few short-term spikes.

SIXTH STAGE

Your product launch is just the start. Our post-launch marketing and support will ensure your product continues to evolve, ultimately delivering a happy customer base.

ONLINE ADS

Facebook has more data on the interests, activities, demographics and shopping behaviour of users than any website in the world. We've been growing businesses (including our own) using Facebook Ads since the very start. We'll squeeze every drop of profit from this powerful channel for your start-up.

CONSUMER INSIGHTS

Irish consumers are beginning to change their habits according to a new report from Deloitte. 56% think that they are using their phones too much, an increase from 50% at the same time in 2017. Irish smartphone users currently look at their phones 55 times a day on average – down from 57 last year.

FINDING CAPITAL & MENTORS

Sourcing private capital for your business start-up can be incredibly difficult. So, we've put together a list of who to ask and where to find the perfect investor for your start up. It's important to remember that the more you invest in your company yourself, the stronger bargaining position you will be in with potential investors. This doesn't necessarily have to be money - it can be your time, intellectual property rights or equipment.

.01

ENTERPRISE IRELAND

If your start-up business has the potential to develop an innovative product or service for sale on international markets and the potential to create 10 jobs and 1€m in export sales within 3 years of starting up, then you may qualify for assistance from Enterprise Ireland.

.02

STARTUPS.IE

Ireland's leading independent, online resource for anyone starting and growing a business. This site is for those interested in setting up their own business, offering inspiration, the latest insights into the Tech Start-up scene or tips on how to manage your start-up.

.03

LOCAL ENTERPRISE OFFICE

Local Enterprise Offices (LEOs) provide a range of financial supports designed to assist with the establishment and/or growth of enterprises (limited company, individuals/sole trader, cooperatives and partnerships) employing up to ten people.

.04

REVENUE - TAX BASED SCHEMES

Get in touch with the Revenue and you might be eligible for one of their tax-based schemes. Revenue Seed Capital Scheme allows qualifying start-up companies to claim a rebate on investment made in their new enterprise.

.05

BUSINESS ANGELS

Business Angels are the biggest source of investment for start ups. They're typically successful entrepreneurs that have made their money from previous investments. Investments can run from 500,000€ - 20,000€.

.06

AIB SEED CAPITAL FUND

By getting a venture capitalist's cash investment, you'll also get access to their industry contacts, managerial advice and the added bonus of their company's credibility onto your start up.

.07

NDRC

NDRC offers start-up teams commercial advice, investment and mentoring in a unique accelerator programme. Investment programmes offer start-up teams between € 30,000 and € 100,000 per venture.

.08

MML CAPITAL IRELAND

If you're a mid-sized exporter based in Ireland, you may be able to avail of the Development Capital Scheme. There's between € 2 million and € 10 million available to companies in manufacturing, electronics, technology,

.09

INTERTRADE IRELAND

InterTrade Ireland, are a cross-border body, who offers a guide to become 'investor ready'. Additionally, they specialise in early-stage start-ups and provide a range of services and advice. InterTrade Ireland, are a cross-border body,



THANK YOU FOR YOUR BUSINESS



CONTACT

Phone: 01) 4177500
Website: www.arduagencies.com

ADDRESS TO

14/13 Aungier St,
Dublin, D02 WC04