




INNOVATIVE DIGITAL SOLUTIONS


FOR MAN AND VAN COMPANIES

Prepared by

Asset.Digital

 www.asset.digital

 +44 20 8432 2730

 info@asset.digital

About Asset Digital

Asset Digital specialises in providing tailored digital solutions for man and van companies across the UK. Our comprehensive services help businesses enhance their online presence, generate high-quality leads, and streamline operations with cutting-edge digital tools.

Our team of experts understands the unique challenges faced by man and van services and offers customised solutions to improve operational efficiency, customer acquisition, and brand visibility.

Why Choose Us for Your Man and Van Business?

- **Industry-Specific Expertise:**

We understand the specific needs of man and van companies and create strategies to drive success.

- **Proven Results:**

Our digital marketing strategies have helped moving businesses improve their online visibility and attract more customers.

- **Cost-Effective Solutions:**

We offer high-impact services to maximise your investment return and support long-term growth.



Team Expertise



Michael Pawlicki
CEO & Strategy
Manager



Pawel Paliwoda
IT Security
Consultant



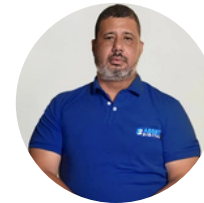
Rangana Prasad
Software
Engineer



Kusal Vimukthi
Lead UI/UX
Engineer



Lahiru Tharaka
SEO Specialist



Alexandre Suzano
Partner and
Solicitor



Kaushalya Sapugoda
UX/UI Designer



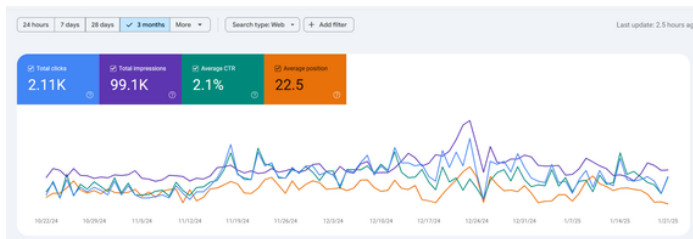
Prasadini Abhayasinghe
Administration
Manager

Featured Projects

Challenge

Man and Van Mobi encountered several operational and online obstacles that hindered growth and customer satisfaction:

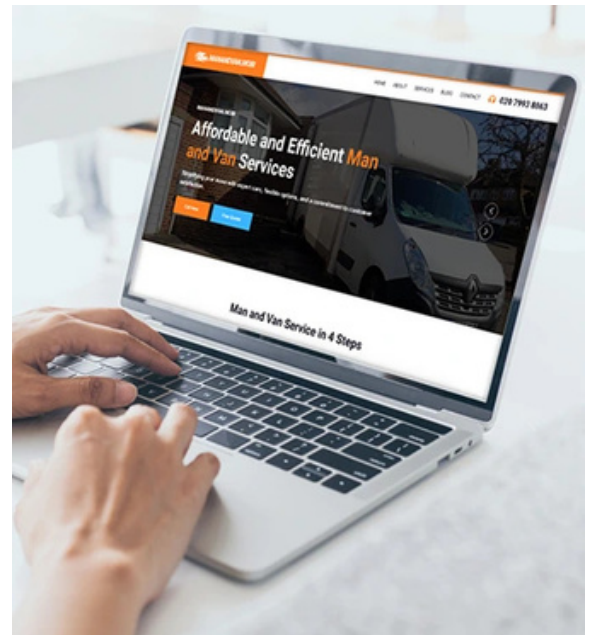
- **Inefficient Booking System:** The absence of automation led to missed opportunities and delays.
- **Low Online Visibility:** Competitors dominated search results, reducing customer inquiries.
- **Outdated Website:** The existing site lacked professionalism and was not optimised for conversions.
- **Limited Lead Generation:** High bounce rates and low web traffic resulted in fewer leads.
- **Slow Response to Customer Inquiries:** Delayed responses to phone calls led to lost customers.



Performance on search results

Results

- **Higher Bookings:** The automated system improved conversions and minimised missed opportunities.
- **Increased Website Traffic:** SEO efforts led to better rankings, attracting more high-intent visitors.
- **Enhanced User Engagement:** A faster, more intuitive website reduced bounce rates and increased time spent on key service pages.
- **Optimized Lead Conversion:** The new phone system improved response times, boosting customer engagement and conversions.
- **Effective Lead Generation:** The Google Ads campaign delivered high-quality leads, ensuring a steady influx of potential customers.



Solution

New Asset Digital executed a comprehensive digital transformation, including:

- **Automated Booking System:** Implemented a seamless online booking system to enhance user experience and streamline operations.
- **SEO & Digital Marketing:** Devised a targeted SEO strategy and content marketing plan to boost search rankings.
- **Modern Website Redesign:** Developed a mobile-friendly, conversion-optimised website to improve engagement and credibility.
- **VOIP Phone System Implementation:** Introduced an automated phone system to efficiently handle inquiries and convert calls into leads.
- **Lead Management System:** Designed a custom web-based platform for tracking and managing leads efficiently.
- **Google Ads Campaign:** Launched a highly targeted campaign to drive qualified traffic and increase brand visibility.

Our Services for Man and Van Companies

1.

Web Development

We design modern, mobile-friendly websites tailored for man and van businesses. Our websites showcase your services, customer reviews, and easy-to-use booking features.

2.

SEO (Search Engine Optimization)

We optimise your website to rank higher in search results for local and industry-specific keywords, increasing organic traffic and inquiries.

3.

Lead Generation

Our targeted lead-generation strategies ensure a steady flow of high-quality customer inquiries through paid ads, content marketing, and social media campaigns.

4.

Mobile App Development

Enhance your service with a custom mobile app that allows customers to book moves, track drivers, and receive real-time updates.

5.

PPC Advertising (Pay-Per-Click)

Our paid advertising campaigns deliver instant visibility on Google and social media, helping you reach potential customers effectively.

6.

Reputation Management

We help manage customer reviews and online reputation to build trust and credibility for your man and van business.

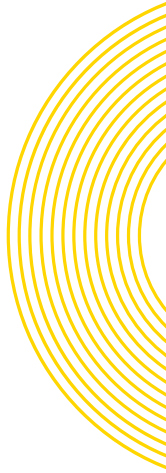
7.

Digital Strategy Consulting

Our consulting services provide expert guidance on scaling your business using the latest digital tools and strategies.



The Digital Landscape for Man and Van Companies



01. Importance of a Digital Presence

- Builds credibility and trust.
- Increases accessibility for potential customers.
- Drives higher conversion rates through digital marketing efforts.

02. Trends in the Industry

- Mobile-friendly websites and apps improve customer experience.
- Local SEO strategies drive more relevant traffic.
- AI-powered chatbots enhance customer interaction.

03. The Role of Technology

- Online booking systems streamline operations and increase efficiency.
- Data analytics help refine marketing strategies and customer targeting.

Customer Testimonials



Asim P., Fairprice Movers:

“Asset Digital helped us transform our website and improve our online visibility. We now receive more customer inquiries than ever before!”

How We Work

We analyse your business needs and create a tailored digital strategy to drive success.

We execute each element of your strategy, from web development to SEO and marketing campaigns.

We track performance metrics and optimise strategies to maximise ROI and customer engagement.

Step 1

Consultation &
Strategy Development

Step 2

Implementation &
Optimization

Step 3

Continuous Performance
Monitoring





Questions? Contact us.


 +44 20 8432 2730

 info@asset.digital

 asset.digital


 Newman Business Centre, 2 Newman Road, Bromley BR1 1RJ, United Kingdom


 Rua Helios Seelinger, 155 - Barra da Tijuca, Rio de Janeiro - RJ, 22640-040, Brazil

 No. 120 Hettipola Road, Kuliyaipitiya, 60200 Sri Lanka

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