



Bespoke software.  
Mobile apps.  
Web sites.  
Online strategy.

The Kayo Digital Review

Reviewing Kent's fastest growing companies online

# Who are Kayo Digital?

Kayo Digital is a leading technical agency based in Kent that helps our customers grow their businesses through research and evidence-based activities. That includes competitor insight, market GAP analysis, data reviews and more.



# Insight and why do you need it

- In business, Insight enables people to gain an understanding of their commercial landscape.
- The more detailed your understanding, the better the decisions.
- Too often companies fail because they made decisions based on the Highest Paid Persons Opinion (the HiPPO).
- An opinion is a statistical sample of 1.
- When growing a business, when the evidence shows your opinion is wrong, go with the evidence.
- When mastered, this strategy leads to better commercial decisions, less friction among decision-makers and ultimately success in growing a business.



# Types of Insight

- **Customer Insight**

- Search behaviour
- Social behaviour
- FAQs
- Job title
- Website entry points
- Website journey
- Personas
- Etc.

- **Competitor Insight**

- Marketing activities
- Call to Actions
- Technologies
- Engagement mechanisms
- Messaging
- Key Words
- Social reach
- Etc.



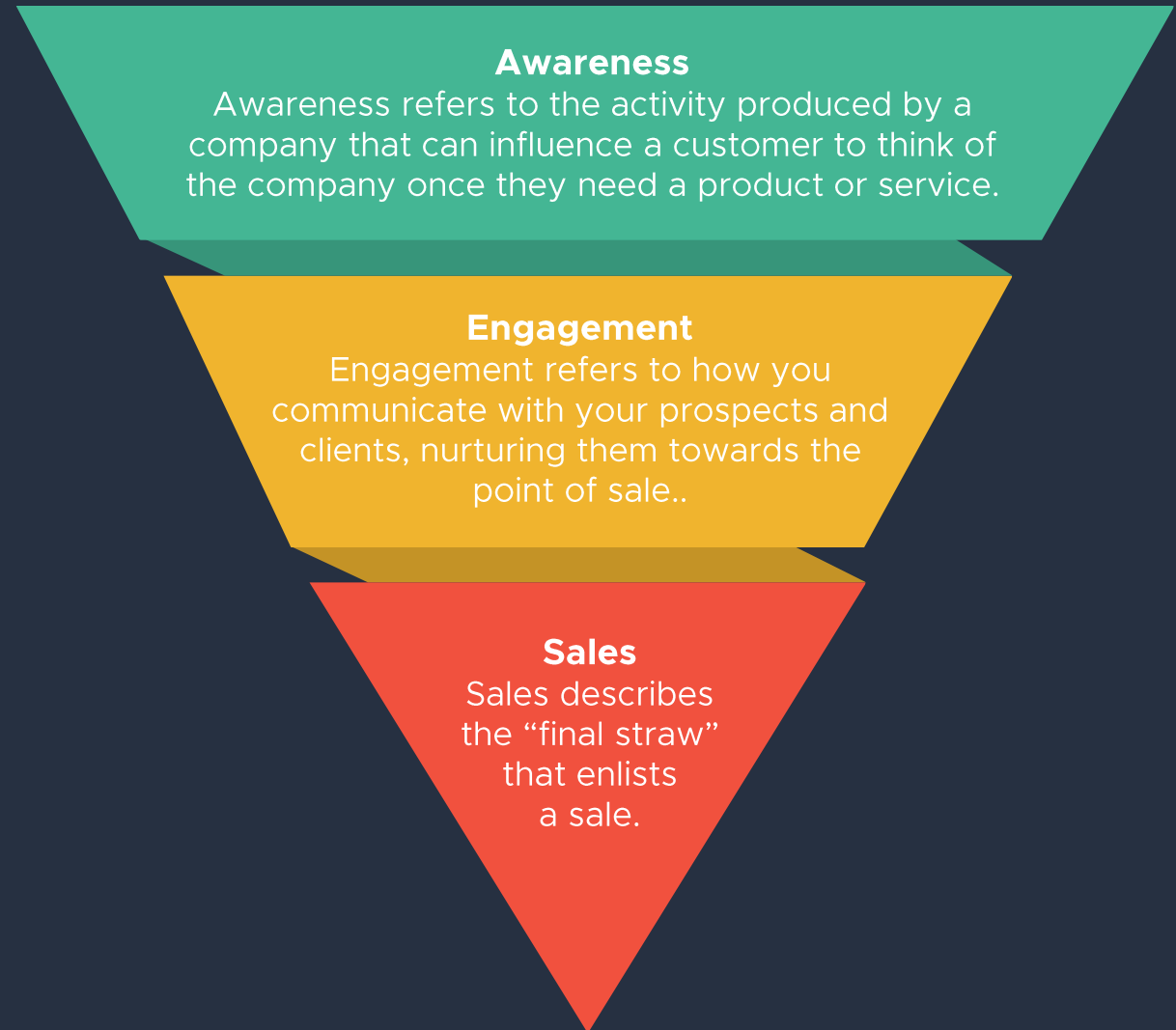
# What we did

Following the announcement of the fastest 50 growing companies in Kent, our team reviewed the top companies (well 49 of them; one was an owner of McDonalds franchises and we felt it was a tall order to compare the biggest franchise in the world's footprint to Kent businesses), and determined what they are and are not doing online to grow their company's sales and reach.



# Methodology

The path-to-purchase model is a powerful tool in placing emphasis on customer impact and has helped us highlight how the fastest growing companies have focused their digital activity.

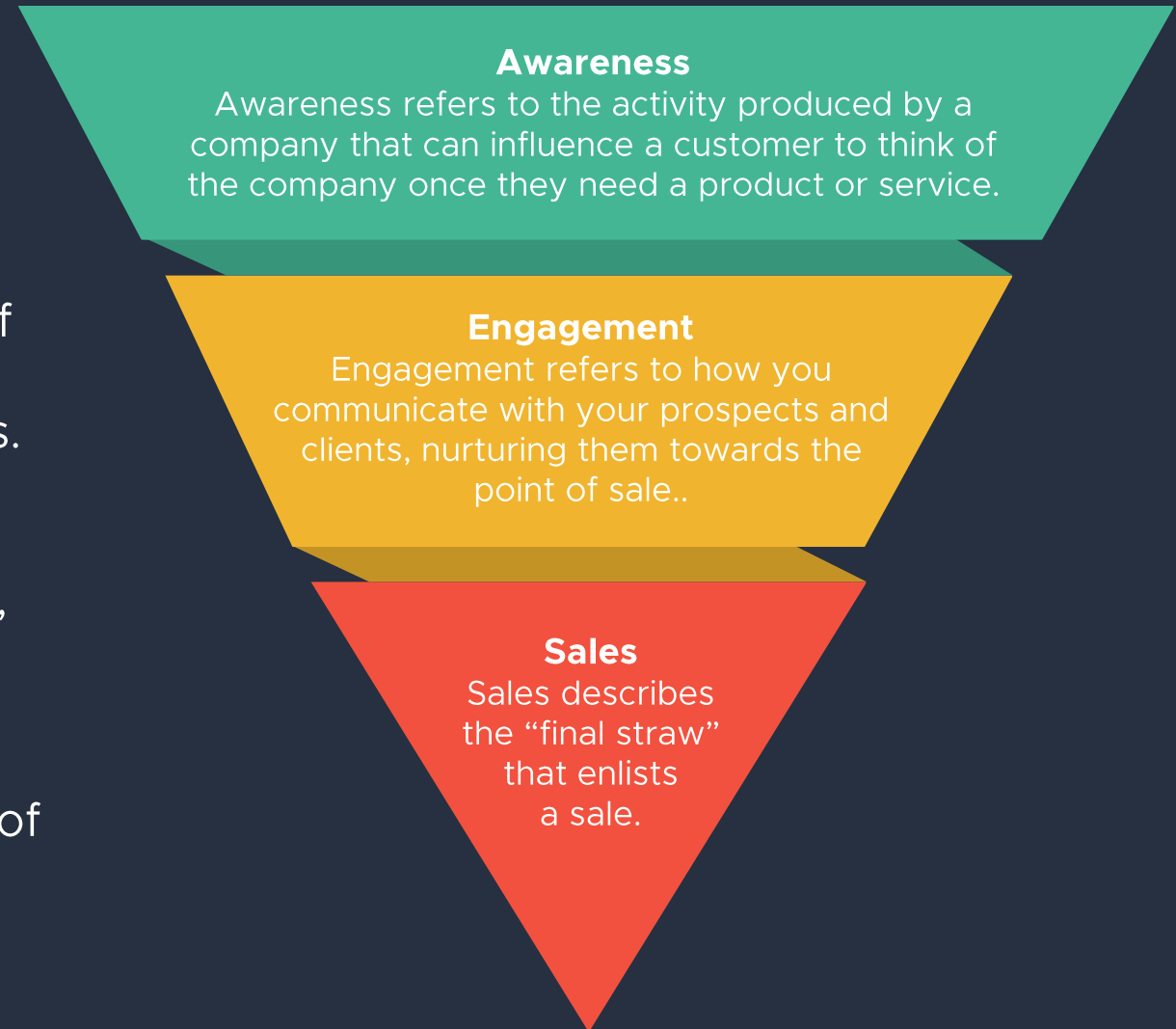


# Breakdown of the data reviewed

The fastest growing companies had a good mix of company types, with 76% of the companies being B2B, 22% B2C and 2% having both B2B and B2C capabilities.

When breaking the companies down by commodity vs service-based businesses, 50% of the companies sold commodities and 48% were service based.

NB: tools used to collect data consisted of SEM rush, Google lighthouse and Wappalyzer. All data was collected in November 2019.



# Key opportunities highlighted

Most of Kent's fastest-growing companies lack the main fundamentals of a profitable online footprint, when compared to a best in class footprint. But with failure comes opportunity for success, and we're here to highlight the available opportunities for business growth.



- 27% Best in Class Awareness Strategy
- 4% Best in Class Engagement Strategy
- 34% Best in Class Sales Strategy





# Awareness

65% of the companies are on social media, with 69% of their owners having a profile on LinkedIn. Focusing on personal relationships rather than promoting the company brand.

B2B post 7 times a month where B2C posted 33 times a month on social media.

59% use customer reviews to encourage a trust factor.

36% of the companies use video.



# Engagement

14% used paid advertising.

21% provided a newsletter sign-up facility.

27% incorporated client testimonials on their website.

32% utilise social media as main driver to interact with customers and prospects.

8% provided customer facing apps.



# Sales

43% used a Call To Action (CTA) on their websites.

19% of commodities companies have E-commerce functionality.

6% use live chat capability.



# Technology

20% of websites are not fully responsive.

50% of websites are built using WordPress.

Accessibility scored 75 out of 100.

Speed and usability of mobile devices score 35 out of 100.

8% provided customer facing apps.



# One key takeaway of many...

- 59% of the companies use reviews and have third party reviews to encourage awareness of the brand. Current data highlights that people are 270% more likely to purchase a product with a review (Speigel Research Centre (2017)) and where reviews require no financial outlay, so the return of investment is huge!

For more insight request a copy of the full report.







# Thank you

If you would like to buy a full version of the report for £150 please contact [marketing@kayo.digital](mailto:marketing@kayo.digital)

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