

Future-proofed marketing plan and standout launch for Nestlé Purina.



Rhys Turton

Nestlé Purina, a global leader in pet care, driving innovation in pet nutrition, health, and wellbeing worldwide.

The Challenge

Nestlé Purina, a global leader in pet care, wanted to launch a new product range, Adventuros, supported by a three-year marketing strategy. At the time, the brand was better known for cat food and faced perceptions of being less healthy than emerging “fresh food” competitors. With the pet food market shifting rapidly and digital positioning becoming increasingly important, Purina needed a strategy that could adapt to fast-changing consumer trends.

The Approach

A three-year plan was developed with eight strategic variations to respond to potential market shifts. This was built on in-depth customer segmentation, analysis of in-store and online shopping habits, and macro and micro consumer trends. Competitor analysis informed a brand launch strategy that challenged industry assumptions and introduced new research approaches, enabling Purina to think differently about positioning and growth.

The Results

The Adventuros launch exceeded expectations, achieving sales 300 times higher than forecast and leading to additional product rollouts. Retailers prioritised the range, other Purina products saw a 17% uplift in sales, and the launch strategy was reused for subsequent campaigns. The success also strengthened Purina’s relationships with retailers and boosted confidence in their digital marketing approach.

Next Steps

The strategy has since been expanded to other markets, including the US and France, and integrated into wider parts of the business. Purina has continued to reuse elements of the plan across multiple launches, while the agency gained further work with the brand through enhanced data solutions.

“The vast majority of marketeers I’ve worked with in the last 40 years, usually missed the wider trends and weren’t able to capture the essence of great marketing strategy.

Rhys is an exception. He truly gets it.

He was able to totally rebuild our new Adventuros brands launch and three year marketing plan that understood the concepts, planned for changes in the market with over 100 customer segments and macro and micro buying habits.”

*Michael Elkington
Head Of Marketing
Nestlé Pet UK&I*



Driving digital growth and younger audiences for a European fashion retailer.



Rhys Turton

A major European fashion retailer specialising in clothing for older women, with a loyal customer base and a growing focus on digital marketing.

The Challenge

The retailer had an aging but devoted customer base, with most customers over 80. While traditional marketing continued to perform well, the business needed to attract younger customers, build its digital channels, and increase revenue through smarter, more automated marketing — all on a very limited budget.

The Approach

I developed customer segmentations and created targeted automations across natural search, email campaigns, and PPC to drive subscriber growth, conversion rates, and revenue. To strengthen performance, I improved landing pages, ran extensive A/B testing to learn from user behaviour, and introduced a personalisation tool to enhance the customer experience.

The Results

The new approach drove subscriber growth of 60% year-on-year for three consecutive years. Email revenue per customer increased by 28% annually through segmentation modelling, while average basket value rose 40% thanks to personalisation. Landing page improvements and behavioural insights delivered a 34% uplift in conversion rates. Alongside these results, I also secured a 40% cost saving on CRM and email management systems, maximising the impact of the limited budget.

Next Steps

The retailer continues to benefit from the younger customer demographic attracted during this period, as well as the long-term use of the website enhancements, personalisation tool, and marketing automation put in place.

“His ability to create cost-effective marketing strategies has been instrumental in achieving strong ROI for our marketing initiatives.”

*Ian Addie
Marketing Insight Manager
European Fashion Brand*

“His ability to simply explain complex technical matters so that it is easy for everyone to understand.”

*Riccardo Parrinello
Digital Marketing Manager
European Fashion Brand*



Expanding client success through SEO and conversion at Numagoo.



Rhys Turton

Numagoo, a digital agency known for website development looked to expand its offering to meet client demand for SEO and conversion optimisation.

The Challenge

While Numagoo had built a strong reputation for technical delivery, many of its clients needed deeper support with SEO and organic performance. These clients were becoming increasingly dissatisfied, and without quick action, there was a risk of losing key accounts. I was brought in to bridge this gap, build trust, and deliver results across a demanding client base.

The Approach

I worked independently, tailoring my approach to each client. For some, this meant developing strategic marketing plans, while for others it focused on detailed conversion optimisation and hands-on SEO execution. In every case, I had to deliver fast, actionable insights, win client buy-in, and show impact quickly by doubling down on strategies that worked and discarding those that didn't.

The Results

Client results included: a 211% increase in organic search traffic, a 32% rise in conversion rates through data-driven strategies, a 420% improvement in organic traffic through SEO best practices, and an 18% lift in conversions by aligning SEO with go-to-market strategy. These wins not only retained every client but also restored confidence in Numagoo's ability to deliver.

Next Steps

Client retention and success led directly to new business growth, with word-of-mouth recommendations driving further client wins. In the year I was there, this contributed to a 200% increase in agency turnover and the establishment of SEO and organic growth as a core part of Numagoo's service offering.

“One of Rhys’s standout qualities is his ability to effectively communicate and collaborate with stakeholders at all levels. He has a remarkable talent for translating complex project requirements into clear, actionable plans, which greatly contributed to the success of our initiatives. Rhys’s proactive approach to problem-solving and his adeptness at anticipating potential challenges enabled us to navigate through obstacles seamlessly.”

*Harris Alam
Developer
Numagoo Ltd*

Numagoo.

Rebrand and digital transformation for Dynamic Planner.



Rhys Turton

Dynamic Planner, a financial technology company, sought to modernise its brand and strengthen its digital marketing strategy to support future growth.

The Challenge

After years of success without a strong marketing budget, the company had recently completed a product rebrand and wanted this to extend to the business as a whole. The goal was to establish the Dynamic Planner name, modernise their online presence, and shift focus toward digital channels to generate more effective leads.

The Approach

I oversaw the rebrand process, delivering a new website alongside optimised customer journeys in collaboration with the sales team. I introduced inbound, point-based lead generation using HubSpot software, while enhancing existing channels including social media, PPC, and website content. This combined approach improved visibility, created a stronger digital foundation, and drove new opportunities.

The Results

The rebrand successfully positioned the company as Dynamic Planner, with a modernised website optimised for digital marketing and inbound lead generation. Website visits doubled, and SEO/SEM performance improved dramatically, with over 1,000 keywords ranking in the top three positions. PPC became a major driver of high-quality inbound leads, reducing reliance on outbound calling and scoring highly through HubSpot's system.

Next Steps

Dynamic Planner continues to build on the systems and digital infrastructure established during this period, including their ongoing use of HubSpot for inbound marketing.

“Rhys has been instrumental in connecting the marketing and IT departments together, and developing our SEO, SEM and website strategy. His knowledge about backend website building is truly impressive, allowing us to create a great infrastructure around the website and inbound marketing programs.”

*Dan King
IT Manager
Dynamic Planner*



Building a Trusted Online Presence for Frontier Visa Services Ltd.



Rhys Turton

Frontier Visa Services Ltd, a specialist provider of visa facilitation for challenging global destinations.

The Challenge

At launch, Frontier Visa Services Ltd. needed to build credibility fast. Clients were entrusting them with sensitive documents like passports, so trust and professionalism were vital. They also required multilingual support to serve non-English speakers living in English-speaking countries, alongside a foundation for email and social marketing.

The Approach

Using the company's branding, I built a website focused on clarity and reassurance, with dedicated pages for timelines, processes, and certifications. The site was designed for easy translation and long-term upkeep. In addition, I set up email automation and created a three-month social media calendar to give the team a strong starting point.

The Results

The new website gave Frontier Visa Services Ltd. a professional multilingual presence that immediately reinforced trust. Email automation and structured content planning laid the groundwork for future growth.

Next Steps

Over eight years later, the company still uses the website—evidence of its lasting effectiveness and solid digital foundations.

“I’ve seen Rhys not only excel at email marketing, social media and website design; but also tasks like our plain English campaign, and spearheading our company’s internal communications.

I’ve seen many employees care for only the bare minimum, however Rhys not only masters his core duties, but goes above and beyond to ensure the company ethos by taking on new challenges and projects in the interests of the company’s growth.”

*James Walker
Managing Director
Frontier Visa Services Ltd*



Global cancer therapy launch for Xstrahl.



Rhys Turton

Xstrahl, a global leader in cancer treatment systems, advancing innovation in radiation therapy and research worldwide.

The Challenge

Xstrahl had invested over £100 million into a new cancer therapy system that reduced the need for heavy shielding, cutting costs for clinics and improving safety. The product was set for launch across five countries, including new markets such as China. At the same time, political and trade restrictions disrupted key markets, creating added complexity.

The Approach

I led a six-person international marketing team, focusing on digital growth, inbound lead generation, and events. This included expanding the website for stronger lead capture, introducing ROI-driven processes, and preparing for launch in China. I also developed a new events programme, positioning Xstrahl directly in front of decision-makers at key industry conferences.

The Results

Despite losing access to the Russian market, the adapted strategy delivered strong results. Website improvements and inbound activity generated a 76% increase in leads, while the new conference programme created more than £1.2 million in additional demand. The foundations for expansion into China were also established, ensuring long-term growth opportunities in one of the most competitive healthcare landscapes.

Next Steps

Xstrahl continues to use the strategies and systems I put in place, supporting its expansion into China and beyond.

“He displayed a forensic knowledge of the marketing challenges the company faced. He could always be relied upon to plan and deliver projects to a high standard.”

*Neil Madle
Marketing Manager
Xstrahl Ltd*



Strengthening SEO foundations for Tenders Direct.



Rhys Turton

Tenders Direct is the UK's leading tender alerts service, helping businesses find and qualify opportunities across all UK, Irish, and EU tenders.

The Challenge

After a new website launch, Tenders Direct faced major SEO issues: the blog was lost, redirects were missing, broken links were common, and on-page optimisation was poor. The content team could produce copy but lacked clear direction on what to write or which keywords to target. I was brought in to highlight the problems and create a plan for recovery.

The Approach

Working as a consultant, I guided the team much like an agency would. I provided strategy for content and handled all technical and on-page SEO myself. Over the year, I rebuilt visibility, restored site health, and gave the team a clear framework for future growth.

The Results

Within twelve months, the site was fully re-indexed and performing strongly. Health scores rose by 200%, organic traffic increased by 40%, and non-branded keywords jumped from an average position of 69 to 13 across 500 tracked terms. Leads grew by 67% and bounce rates fell by 13%, showing stronger alignment between search and user intent.

Next Steps

Tenders Direct is now focused on strengthening its brand identity independent of Proactis. As the company builds authority in its own right, I'll continue to support by refining keyword targeting, expanding search visibility, and developing content strategies that grow brand equity. With the foundations now secure, the next phase is about authority and long-term market positioning.

“During his time with Tenders Direct, he consistently demonstrated a deep understanding of modern marketing and an impressive breadth of capability. He played a key role in improving the evolution and discoverability of our website, while proactively supporting our team with strategy development, content creation, and market research.”

*Noel Vassallo
Corporate Marketing Manager
Tenders Direct*



Rebuilding Visibility and Driving Growth for Proactis.



Rhys Turton

Proactis is a SaaS company providing purchase-to-pay solutions for mid-sized organisations.

The Challenge

Following a restructure, Proactis set ambitious new growth targets and created a demand team that included its first dedicated SEO role. Years of limited SEO knowledge meant the site lagged behind competitors in rankings, backlinks, and authority, with traffic already slipping. At the same time, AI was transforming search, and while rivals leaned into mass-produced AI content, Proactis took a different approach, choosing to focus on smarter, sustainable strategies.

The Approach

I began by repairing the site's technical health, taking it from a 20% score to 100% within three months. Once stable, I reintroduced abandoned basics like keyword research, translations, and on-page optimisation, then created adaptable SEO roadmaps to guide the next two years. Alongside content creation and technical improvements, I tracked how Google's AI surfaced the brand, adjusting strategies to strengthen Proactis' presence in generative search results.

The Results

Within six months, organic traffic doubled, with improved backlink quality and a new Wikipedia presence helping to lift authority. Campaign ROI rose by more than 20% thanks to SEO-led optimisation, while landing page experiments increased conversion rates by 28%. Average keyword positions climbed by 156 places, and Proactis is now included in Google's AI answers for the majority of its target terms.

Next Steps

SEO is now one of Proactis' most reliable growth channels, and with a new website underway and expanded marketing resource in place, the foundations are set for continued progress.

“During his time at Proactis, Rhys exceeded all expectations. He played a pivotal role in driving forward our online presence, enhancing user journeys and significantly improving conversion rates from our ICP... all of which has delivered tangible, positive growth in our pipeline.

His vast knowledge of SEO, PPC, website optimisation as well as the broader marketing landscape make him a valuable asset to any marketing team. He is a rare breed of marketers balancing a creative and strategic mindset, with rational decision making.”

Tristan Buchanan, Head Of Demand Marketing, Proactis



Building Authority and Capturing Leads for CampCraft Conversions



Rhys Turton

CampCraft Conversions is a UK-based online retailer specialising in custom van-to-campervan conversion kits and modular interiors.

The Challenge

CampCraft Conversions launched with a strong website but no SEO tools, content plan, or sustained strategy. With £10,000 for the year, the priority was to generate leads quickly before a busy installation schedule later in the year, while also laying foundations for long-term visibility in a market where competitors already had authority and steady content pipelines.

Budget Breakdown

Category	Annual Cost (£)
Tools (SEO software, analytics)	3,000
Content production (20 posts)	5,000
Freelancers (Tech SEO support)	1,500
Training & contingency	500

Forecast/Justification

Projected output: 20 blog posts generating an estimated 50,000 organic visits annually.
Lead value estimated at £1 per visit = £50,000.
ROI: 5:1.

Alternatives Considered

Reducing content production to £3,000 would likely decrease output to 12 posts, with traffic reduced by ~40%. ROI would drop to ~3:1.

The Takeaway

Even modest SEO investments can deliver significant ROI when focused on high-value content.

“Working with Rhys at Numagoo was the first time anyone had ever sat us down and shown us a proper budget for SEO.

He not only explained where the money would go but also connected it directly to the value of leads we could expect to bring in.

With only £10,000 to spend, Rhys made sure every pound was justified and in the right place.

That level of clarity and confidence was a game-changer, and it set us on the right path.”

John Valis
Owner
CampCraft Conversions



Launching with Impact: Driving Buzz for Mystic Putt Leeds



Rhys Turton

Mystic Putt Leeds is an immersive wizard-themed crazy golf venue in the city centre, blending fantasy settings with creative course design.

The Challenge

Mystic Putt Leeds, a wizard-themed crazy golf venue, faced the challenge of launching in the quieter autumn and winter months after missing the summer holiday window. With £50,000 for a six-month campaign, the goal was to build buzz and early brand recognition through story-driven content that could compete with rivals relying on ads and discounts.

Budget Breakdown

Category	Project Cost (£)
Video production (3 product videos)	20,000
Blog & article series (30 posts)	12,000
Influencer collaborations	10,000
Paid content distribution	6,000
Design & creative assets	2,000

Forecast/Justification

Projected reach: 200,000 impressions and 15,000 clicks.

Estimated conversion rate: 2% = 300 new customers.

Average order value: £200 = £60,000 revenue.

ROI: 1.2:1 in first 6 months, with long-tail content benefits beyond campaign.

Alternatives Considered

Shifting £6,000 from influencer collaborations to paid distribution could increase reach by ~25%, though influencer partnerships provide brand authority.

The Takeaway

Campaign-focused budgets allow concentrated spend and clear ROI measurement. Blending brand-building and direct response tactics balances short- and long-term gains.

“When we were gearing up to launch, Rhys stepped in and built a marketing plan that was not only creative but genuinely actionable.

He had very little time to put it together, yet it was clear, structured, and something our whole team could actually follow without feeling overwhelmed.

It gave us confidence heading into a tough launch period and meant we could hit the ground running even in the quieter months.”

*Alice Ginger
Operations Manager
Mystic Putt Leeds*



Reigniting Growth and Refreshing Brand Visibility for a UK SaaS Provider



Rhys Turton

A UK SaaS provider with a strong reputation in financial modelling and forecasting, serving a broad client base with an increasing emphasis on cloud-first solutions.

The Challenge

A UK SaaS provider in financial modelling and forecasting saw leads drying up and press coverage fading after years of repeating the same marketing. With £100,000 across SEO, PPC, and content, the challenge was to reignite momentum by balancing immediate lead generation with longer-term brand growth, refreshing campaigns to stand out in a crowded cloud-first market.

Budget Breakdown

Category	Annual Cost (£)
SEO tools & audits	10,000
Content creation (blogs, guides, whitepapers)	25,000
PPC campaigns (Google Ads, LinkedIn)	40,000
Video & creative production	15,000
Agency/freelancer support	8,000
Training & contingency	2,000

Forecast/Justification

SEO: £25,000 in content expected to generate 150,000 organic visits annually, valued at £1 per visit (£150,000).

PPC: £40,000 spend projected to deliver 20,000 clicks at £2 CPC, with 5% conversion = 1,000 leads. Lead value = £200 each (£200,000).

Video & creative assets enhance both organic and paid channels, supporting long-term engagement.

Total projected revenue impact = £350,000.

Overall ROI: 3.5:1.

Alternatives Considered

Increasing PPC allocation by £10,000 could deliver ~250 more leads, but would reduce content investment and weaken long-term SEO growth. Current balance prioritizes sustainable growth while still achieving immediate lead targets.

The Takeaway

A blended budget shows the trade-offs between short-term paid results and long-term organic growth. By diversifying across channels, the company mitigates risk and maximizes overall marketing impact.