

INNOVATE UK

Transforming Innovate UK's YouTube channel.



STRATEGY



YOUTUBE



GOOGLE



CONTENT MARKETING



OUTREACH



SOCIAL MEDIA



PAID SOCIAL





About Innovate UK.

Innovate UK is the UK's innovation agency, working with people, companies and partner organisations to find and drive the science and technology innovations that will grow the UK economy.

**Fuelling
digital
success.**



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Innovate UK were lacking reach to younger entrepreneurs and innovators. They needed a content - and channel strategy to engage younger audiences.

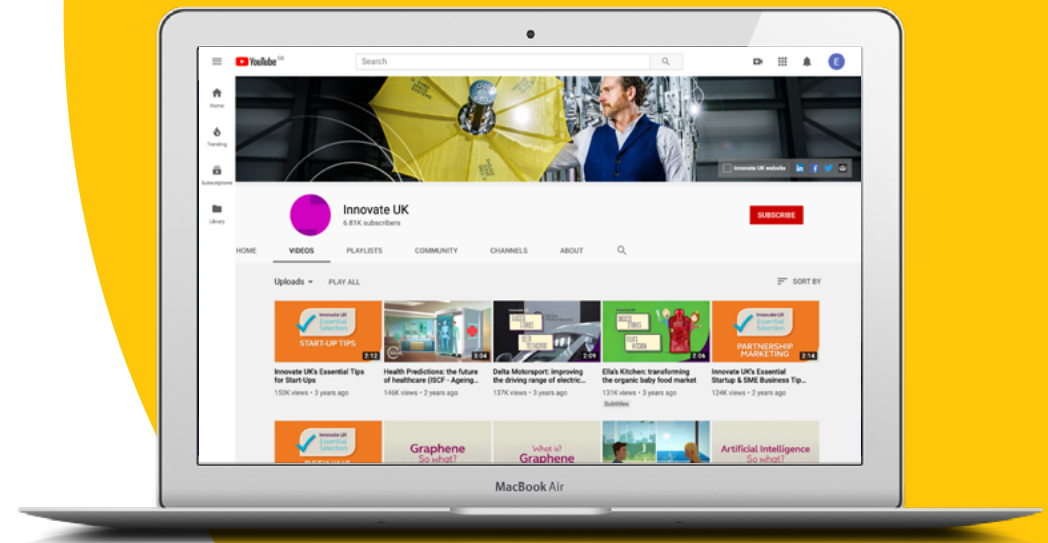
We delivered all essential research and insights, developed persona, content and channel strategy. Key focus of our execution strategy was YouTube. We fully delivered video briefs, optimisation, video promotion, outreach and video placements with relevant publishers to drive maximum views.

**Fuelling
digital
success.**

2000%
increase in subscribers

3,000,000
YouTube views

4,600,000
mins watched



What we delivered.



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**We're a passionate,
diligent, inquisitive
and generous group of
digital experts, obsessed
with making a true impact.**

20 years of experience in creative growth marketing evolved into a success factory that will help you make a difference in an increasingly crowded digital world.

Our success formula has been distilled from years of experience. Extracting maximum performance is part of our DNA. We believe that results come from creative strategies, a data driven approach and relentless execution across all relevant channels.

We take your story, energise it, and tell it to your target audience in a way they'll take note. Propelling awareness, engagement and conversions. We would be proud to fuel your success.

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