

How to Hire an Agency Without Getting Burned

The insider guide to finding, evaluating, and working with marketing agencies from an agency owner.

I tell all in this document to help you get the best from your agency relationships.

Why This Guide Exists

Most advice about hiring agencies comes from agencies trying to defend themselves.

This guide comes from someone who has spent 15 years on the inside, working with brands, for brands and in agencies.

Right now I own and operate [Teylu](#) - a marketing agency in the UK. We see ourselves as rebels in the industry. We were one of the first remote first agencies in the UK over 8-years ago. We hire specialists with no account management layer. We focus on giving the best trackable return to our clients. The outcome is an average relationship of 3.2 years and £31m+ in revenue for clients and counting.

I've seen what works. I've seen what fails. I've seen how the game is played.

This document encapsulates everything I wish someone had told me before I hired my first agency when working as an in-house marketing director.

Eight Sections, 48 Lessons

Red Flags - The warning signs that predict problems

Right Questions - What to ask before you sign anything

Agency Structures - How setup affects your experience

Good Agency Behaviour - What excellent looks like

Budget and Value - Understanding what you actually buy

Selection Process - Running an effective pitch

The Relationship - Making partnerships work

Contrarian Takes - The uncomfortable truths

Our Solutions - How Teylu approaches agency relationships

Red Flags - What to Watch Out For

Before you sign, know what to look for

The Most Expensive Word in Agency Land: Account Manager

Account managers sit between you and the people doing work.

They translate requests. Manage timelines. Send status updates. Join every call.

Every hour they spend is an hour you pay for that produces no actual work.

I've seen agency structures where 30%-40% of the client fee goes to account management. Almost half your budget spent on coordination.

When hiring an agency ask:

"Who actually does the work on my account, and can I speak to them directly?"

Why Your Agency Wants a Fancy Office More Than You Do

Central London office rents: £50 to £100 per square foot

For a decent sized agency: hundreds of thousands a year

That cost gets built into their day rates, retainers, and project fees

That office is not for you. You are probably on Zoom calls anyway. It is for recruitment. For impressing clients in pitches. For the agency's sense of status.

When hiring an agency ask:

"If you don't have an office with everyone in, where to spend that saving for clients?"

The "We Do Everything" Trap

If an agency claims to be experts in SEO, PPC, paid social, organic social, content marketing, branding, web development, PR, influencer marketing, TikTok strategy, and podcast production...

They are probably mediocre at most of it.

Agencies that genuinely excel tend to do two or three things brilliantly, not twelve things adequately.

When hiring an agency ask:

"What are you genuinely best at? Not what you offer. What you are best at."

Junior Work, Senior Prices

Before (The Pitch):

Senior strategist presents credentials.
Creative director shares their vision.
Managing director shakes your hand.

After (The Reality):

Day to day contact has two years experience. Work delivered by people not in the pitch room. Creative director reviews occasionally.

Agencies sell on seniority but deliver on margin. Senior people are expensive. Juniors are cheap. The wider that gap, the more profit.

When hiring an agency ask:

"Who specifically will work on my account, how senior are they, and how many hours will each person spend?"

The Case Study Con

That award winning campaign? Might have had a £5 million budget. Yours is £50 thousand.

That 300% increase? Might have come from a site so broken any improvement looked dramatic.

That famous logo? They might have done one email campaign for a regional division six years ago.

Case studies tell you what an agency is capable of at their best. References tell you what they are like to work with every day.

When hiring an agency ask:

"Which of your case studies had similar budgets to mine?"

Why "100% of Budget Goes to Media" is a Lie

Agencies have staff. They have costs. They need to make money. If 100% went to media, they would work for free.

Where the margin hides:

Marked up CPMs.

Vaguely described platform fees.

Separate "management fee" not mentioned in the same breath.

The key is finding a partner that is transparent about where your money goes to build trust.

When hiring an agency ask:

"Where does the money go, please provide a breakdown of all costs and management fees"

The Retainer Trap Nobody Talks About

A retainer says "Pay us this amount every month and we will do stuff for you."

But what stuff exactly? For how many hours? With what outcomes?

Ambiguity benefits the agency. In quiet months, they can under deliver. In busy months, they claim they are going "above and beyond."

Better models for you as a client is a project based program, paid in installments like a retainer set against KPIs and targets.

If you do retainers ask for:

Monthly reports showing hours by person.
Clear deliverables each month. Quarterly reviews of whether the retainer level makes sense.

The Retention Rate Reality Check

What is there average client relationship length.

This number tells you more than any pitch ever will.

Short relationships mean something is wrong. Either the work is not good enough to keep clients, or the agency is not good enough at relationships to maintain them.

When hiring an agency ask:

"Why do clients typically leave when they do leave?"

"Who is your longest standing client and why have they stayed?"

"Can I speak to a client who has been with you more than two years?"

The Retention Rate Reality Check

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The Right Questions to Ask

Cut through the pitch with these specific questions

The One Question That Reveals Everything

"Who will actually work on my account, and how senior are they?"

Why it works:

Your experience with an agency depends almost entirely on the specific humans doing your work. Not the agency brand. Not the founder reputation.

What good answers sound like:

- Naming specific individuals
- Offering to introduce you before you sign
- Confidence about who would be great for your account

What bad answers sound like:

- "It depends on capacity"
- "We will assign the right people"
- Vague responses about "the team"

Ask This Before You Sign Anything

"What does success look like in month three, and how will we know?"

Thoughtful answer: "By month three, we expect to have completed the audit, launched the first campaign, and established baseline metrics. Success looks like X leads at Y cost per lead, and we will know because we will have tracking set up from day one."

Vague answer: "Building foundations" ...
"Gathering learnings" ... "Ramping up"

Insight: The first response shows they have done this before. The second shows they are making it up.

Why You Should Ask About Their Failures

The question: "Tell me about a client engagement that did not work out. What happened?"

Bad answers (blame and deflection): "It was not really our fault. The client changed direction. They did not give us the assets we needed."

Good answers (ownership and learning):

"We underestimated how long the approval process would take. We should have built more buffer. We have changed our onboarding process since then."

Insight: Agencies that discuss failure openly tend to learn from it. Agencies that cannot tend to repeat the same mistakes.

The Staffing Question That Saves You Money

The question: "How is your team structured, and what percentage of my fee goes to people who actually touch my work?"

What to look for:

Most efficient agencies: 70 to 80 percent to hands on work

Less efficient agencies: 40 to 50 percent covers overhead

What gets absorbed: Directors who oversee but do not do. Account managers who coordinate. Business development salaries. Office costs. Admin.

Ask Them to Explain Their Thinking, Not Just Their Work

What most clients do: Judge work on whether they like it. Nice logo. Good colours. Clever headline.

What smart clients do: "Why did you choose that approach? What alternatives did you consider? What was the strategic rationale?"

Why it matters: Any agency can make pretty things. Not every agency can explain why those things should work.

Key insight: Results come from thinking, not from decoration. The prettiest campaign that says the wrong thing will lose to an uglier campaign that says the right thing.

The Invoice Transparency Test

Simple question: "Will I see exactly how my money was spent each month?"

What transparency looks like:

- Itemised invoices by person and task
- Clear breakdown of hours spent
- Visible media spend with platform receipts
- No vague line items

What opacity looks like:

- Lump sum invoices
- "Management fee" without breakdown
- Resistance to detailed reporting

Understanding Agency Structures

How setup affects your experience and results

Why Agency Structure Matters More Than Agency Size

Agency A: Fifty people. Big office. Impressive client list. Layers of account directors, account managers, account executives between you and the work.

Agency B: Twelve people. All senior specialists. No dedicated account management layer. You talk directly to the strategist, designer, media buyer.

Result: Agency B consistently delivers better work, faster, at lower cost.

Mantra: Size is vanity. Structure is sanity.

The Remote Agency Advantage Nobody Talks About

The reality: Location is a cost that clients pay for. A London agency with a fancy office has dramatically higher overheads than a remote first agency.

Where does the saving go? Three possibilities:
Lower fees mean cost savings pass directly to you. Better talent means remote agencies hire the best regardless of location. Higher margins mean they pocket it as profit.

Best remote agencies combine lower fees with better talent.

They attract brilliant people who do not want to commute.

Specialists vs Generalists: Which Do You Actually Need?

When specialists win: Your primary challenge is narrow and specific. If SEO is your main growth lever, a dedicated SEO agency will outperform a generalist.

When generalists make sense: Your challenge requires integration across multiple channels. One team coordinating everything reduces friction.

Best approach for most growing businesses: One generalist for strategy and coordination. Multiple specialists for execution.

The generalist ensures everything connects. The specialists ensure each piece is excellent.

The Contractor Question You Should Always Ask

The question: "Do you use freelancers or contractors?"

Why it matters: Most agencies do. There is nothing wrong with it. The question is whether they are honest about it.

Good transparency: "Our core team is ten people. We also work with a network of trusted specialists. Here is who would work on your account and their employment relationship with us."

Red flag: Pretending everyone is full time when half are contractors. If they lie about that, what else will they lie about?

Why Smaller Agencies Often Deliver Bigger Results

Attention: In a big agency, your £50k account competes with million pound accounts for senior people and creative energy. In a smaller agency, you might be one of their largest clients.

Speed: Big agencies have process. Approval layers. Quality checks. Small agencies move in days rather than weeks.

Hunger: Big agencies have guaranteed revenue from retained clients. Small agencies fight for every piece of work.

That hunger translates into effort.

One partner for everything. Integrated thinking. Seamless delivery.

The hidden cost: Integration overhead. The strategy team briefs the creative team who briefs the media team who briefs the analytics team. Account managers keep everyone aligned.

All of that costs money. Your money.

The question: Do you actually need everything connected, or is that just what the agency wants you to believe?

Alternative: Unbundle and choose specialists for each piece. Yes, you need to coordinate them. But that coordination cost is often less than the integration premium.

What Good Agencies Actually Do

The behaviours that predict excellent results

Good Agencies Do This in the First Meeting

Bad agencies pitch: Talk about themselves. Their capabilities. Their awards. Their process. Show what they have done and imply they will do the same for you.

Good agencies diagnose: Ask questions. About your business. Your challenges. Your customers. Your competitive situation. Listen more than they talk.

The doctor analogy: Would you trust a doctor who prescribed medicine before examining you?

Simple test: Track the ratio of questions asked to statements made.

The Difference Between Activity and Results

Report A (Activity): "This month we published 12 blog posts, sent 8 emails, ran campaigns across 4 platforms, created 47 pieces of content."

Report B (Results): "This month we generated 847 leads at £23 per lead, 12% below target cost. 94 converted to sales calls, a 14% improvement on last month."

Key insight: Busy is not the same as effective. Activity reports make agencies look busy. Results reports make them accountable.

Demand the second kind.

Why a Great Agency Will Sometimes Tell You No

The insight: If your agency agrees with everything you suggest, you do not have an advisor. You have an order taker.

Real example: A brand wanted to completely reposition to chase a trend. The agency pushed back hard. Showed data the trend was peaking. Argued abandoning existing brand equity was risky. Proposed a smaller test first.

The client was annoyed initially. A year later, the trend had faded. Competitors who chased it looked foolish.

Ask in interviews: "How do you handle disagreement? Can you give me an example when you told a client no?"

The Sign of an Agency That Actually Cares

What it looks like: They bring you ideas you did not ask for. Not as part of a pitch. Not as an upsell. Just ideas. Observations. Opportunities.

Order takers wait for briefs. Partners are always thinking about your business.

Examples:

"We noticed your competitor launched this. Have you considered how to respond?"

"We saw some data in your analytics that suggests an opportunity."

"This is not in our scope, but we thought you should know about it."

Results Over Relationships: The Agency Test

The uncomfortable truth: Nice dinners and friendly emails do not mean your agency is doing good work.

It is easy to like people who are pleasant. And agencies know this. The charming account manager. The thoughtful birthday card.

All lovely. But it can mask underperformance.

The test: Pretend the work was delivered by someone you had never met. Look at the numbers. The outcomes. The impact.

Is that work actually performing?

Why Your Agency Should Care About Your Whole Business

Marketing does not exist in isolation.

It connects to product. To sales. To customer service. To operations.

Question to ask: How much does this agency want to know about your business beyond marketing?

Best marketing insights often come from outside marketing:

What are customers complaining about to support? That tells you what messaging to fix.

Why do sales lose deals? That tells you what objections to address.

What is operations struggling to deliver? That tells you what not to promise in ads.

Budget and Value

Understanding what you actually buy

What You Are Actually Buying When You Hire an Agency

The simplification:

When you hire an agency, you are buying time from people with specific skills.

That is it.

Everything else, the strategy deck, the campaign, the reports, those are outputs of that time.

The real question: When an agency quotes £10,000 per month, ask: Whose time am I getting? For how many hours? Are those people actually good at what they do?

Key insight: A hundred hours from someone mediocre at £100 per hour is worth less than fifty hours from someone exceptional at £200 per hour.

The Budget Conversation Most Founders Get Wrong

Wrong question: "How much does an agency cost?" This invites negotiation. Optimises for cost.

Right question: "What can we achieve with this budget?" This invites strategy. Focuses on outcomes.

Recommendation: Go in with a budget range.

Say: "Our budget is between X and Y. Within that range, what would you recommend and what results could we expect?"

This filters agencies, gives them constraints to think within, and shifts conversation from price to value.

Why Cheap Agencies Cost More in the Long Run

The maths: Agency A charges half the rate but delivers zero results. Cost: their fee plus six months of wasted time.

Agency B charges double the rate but delivers strong ROI. Cost: they made you money.

The first agency was cheaper. The second was better value.

Common mistake: Negotiating hard on fees. Choosing the cheapest proposal. Thinking you are being savvy.

Twelve months later: £50k spent with nothing to show for it.

The real question: "What return will I get on this investment?"

The Media Budget Myth

Two campaigns, same audience, same product:

Campaign A: £5,000 spend. Sharp messaging. Strong creative. Result: 200 leads at £25 each.

Campaign B: £50,000 spend. Generic messaging. Cluttered creative. Result: 800 leads at £62.50 each.

Campaign B generated more leads. Campaign A was dramatically more efficient.

Scaling Campaign A would have generated 2,000 leads instead of 800.

Key insight: Budget amplifies what is already there. The sharpest thinking often comes from constraints.

Retainer vs Project: Which is Actually Better?

Use retainers when: Work is ongoing and variable. You do not know exactly what you will need each month. Scope will evolve.

Use projects when: Scope is defined. Clear start, middle, and end. Specific deliverable.

Common mistake:

Using retainers for work that should be projects.

Paying for months of "maintenance" on work that is essentially complete.

The Hidden Costs Agencies Will Not Mention

Your agency fee is not your agency cost.

What else might you pay:

- Software fees and analytics platform licenses
- Stock imagery (sometimes marked up)
- Production costs for photography and video
- Third party services with agency margin on top
- Platform fees for managing ad accounts

Before signing:

"What costs exist beyond the quoted fee? What software licenses will I need? What is included and what is additional?"

Get it in writing.

The Selection Process

Running an effective pitch process

Why Pitching Five Agencies Wastes Everyone's Time

The problem: When you pitch five or six agencies, each knows they have low odds. So they invest less in understanding your business. Less in customising their proposal. You get worse pitches from all of them.

The solution: Three is the right number. Maybe two. Do the filtering work first. Research agencies. Have initial calls. Narrow down. Then invite two or three to pitch properly with enough information and time.

You will get better pitches.

More thoughtful responses.

The Brief Nobody Writes Properly

Too vague: "We need to increase brand awareness and drive growth."

Too prescriptive: "We need 12 Instagram posts, 3 blog articles, a video series, and a landing page redesign."

What a good brief includes:

- **The problem** | Not "we need marketing" but "we are losing market share to competitor X because of Y"
- **What success looks like** | Specific, measurable
- **Your budget range** | Do not make them guess
- **Your timeline** | When does this start? What are fixed milestones?
- **Context** | Who is your audience? What have you tried before?

Chemistry is Overrated

The trap: "We loved the chemistry with them."

Chemistry means you enjoyed the people. You could imagine grabbing a drink with them. That is pleasant. But it does not predict results.

The insight: Agencies that invest most in chemistry are often the ones with the least to offer elsewhere. They know their work is mediocre, so they compete on likeability.

Better approach:

Judge capability independently. Look at their work. Assess their thinking. Judge chemistry separately.

Can you communicate effectively?

Strong capability and decent chemistry beats weak capability and great chemistry.

Why You Should Meet the Actual Team, Not Just the New Business Person

The reality: The person selling you will not be doing the work. The strategist in the pitch might have done one slide then moved on.

What to do: Ask to meet the actual team. The people who will work on your account week in, week out.

Red flag responses: "The team is not finalised yet."
"They are busy on other clients." "We assign based on capacity."

Key Insight:

Good agencies know exactly who would work on your account.

They want you to meet them.

The Trial Project Approach

Before committing to a year long retainer, consider a trial project.

Pick something defined. A campaign. An audit. A strategy sprint. Two to three months.

What you will learn:

- How they handle feedback
- How their communication works
- What the actual work looks like (not pitch work)
- Whether they meet deadlines and stick to budget

Insight:

Agencies that welcome trials are confident in their ability to deliver.

Agencies that pressure you to skip to partnership might know something about their retention.

Reference Checks That Actually Matter

Most people do it wrong: Ask for references.
Agency provides three glowing testimonials.
Everyone says nice things. No new information.

Better approach:

- Ask for references with similar budgets to yours
- Ask for references in similar situations

Ask specific questions: "What do they do that frustrates you?"

Key insight:

The references the agency provides are curated.

If you really want to know, find references yourself.

Look at their website. Reach out directly.

The Relationship

Making partnerships work

The Client Behaviour That Ruins Agency Relationships

Uncomfortable truth:

Bad clients get bad work. Not because agencies are petty.

But because certain behaviours make good work almost impossible.

Behaviours that hurt:

- Changing direction constantly (nobody can build momentum)
- Going dark on feedback (progress stalls)
- Expecting miracles without information (incomplete work from incomplete data)
- Treating agencies as vendors instead of partners (transactional effort)

How to Give Feedback That Actually Helps

Unclear feedback:

"I do not like it" or "Make it pop" or "This is not quite right"

Clear feedback:

"The headline does not reflect our key differentiator. Can we lead with the time saving benefit instead?"

Better process:

- Be specific about what is not working
- Explain the underlying concern
- Stay open to alternative solutions
- Consolidate feedback before sending

Your feedback quality directly affects your output quality.

Why You Should Share More Than You Think

What you should share that you probably do not:

- Sales data (what is selling, what is not, where deals fall apart)
- Customer feedback (support tickets, reviews, NPS comments)
- Internal strategy (where the business is heading)
- What has failed before
- Competitor intelligence

The insight:

The more your agency understands, the sharper their work becomes.

Think of them as an extension of your team, not an external supplier.

The Monthly Meeting That Actually Matters

Standard format (waste of time): Agency presents what they did. Client nods along. Everyone agrees to continue. Nothing is learned.

Better format: Skip the activity update (send in writing beforehand)

20 minutes:

Results. What moved? What did not?
Start with bad news. 20 minutes:
Learning. What did we learn this month?
20 minutes: Adaptations. What changes next month?

This turns status update into strategic conversation.

When to Fire Your Agency

Signals it is time to move on:

- **Defensive about feedback** | They explain why it is not their fault
- **Reactive instead of proactive** | You always push for ideas
- **Cannot show results** | After six months, zero evidence of impact
- **The people changed** | Junior replaced senior, your account is not the priority
- **You are dreading the calls** | Every interaction feels difficult

Before firing:

Have a direct conversation. Name the problem.

See if they respond. If nothing changes, move on.

The Exit Clause You Need in Every Contract

Check before signing: Long notice periods protect the agency, not you.

Recommended terms:

- 90 days maximum notice period (ideally 60)
- Clear termination terms (exactly what is owed if you exit)
- IP ownership defined (who owns the creative, data, strategy documents)
- Handover requirements (campaign data, logins, documentation)

Good agencies do not need contract handcuffs.

They retain clients through results.

Contrarian Takes

The uncomfortable truths

You Probably Do Not Need a Marketing Agency

The uncomfortable truth: If your product is not right, no amount of marketing will fix it.

A brilliant campaign for a mediocre product will accelerate your failure.

More people try something that disappoints them. More bad reviews. More refunds.

Before hiring an agency, ask: Is my product ready for more customers?

If not, invest in the product first. Fix the onboarding. Improve the experience.

Sometimes the best advice an agency can give is: not yet.

The Best Agencies Do Not Want Every Client

Red flags for desperation:

- They pitch before understanding your needs
- They agree to every demand without pushback
- They discount heavily without being asked
- They promise unrealistic results

Green flags for confidence:

- They ask as many questions as they answer
- They are honest about what they are not good at
- They recommend competitors when appropriate
- They price fairly without flinching

Selectivity is a signal of quality.

Why I Do Not Believe in Agency of Record

The old logic: Thirty years ago, coordinating agencies meant phone calls, faxes, endless meetings. One agency for everything reduced complexity.

Today: Shared documents. Video calls. Project management tools. Multiple agencies can work together without enormous overhead.

The case against exclusivity:

- Specialists usually outperform generalists
- Competition keeps everyone sharp
- Flexibility lets you adapt when channels are not working

Design structure around your needs, not industry convention.

The Agency Award That Means Nothing

The secret: Many awards are bought, not earned. Award shows sell tables. Buying tables improves your odds.

Questions to ask:

- What kind of award? (Creative awards vs effectiveness awards)
- Who was the client? (Well funded brand with massive budget?)
- How recent? (Awards from five years ago reflect a different team)

Awards I pay attention to: IPA Effectiveness Awards. The Effies. WARC. These require evidence of business impact.

A Cannes Lion means creatives thought it was clever. An effectiveness award means it actually worked.

What to Remember

The core principles:

- Ask who will actually do the work
- Demand results reporting, not activity reporting
- Structure matters more than size
- Good agencies diagnose before they prescribe
- Chemistry is nice but capability is essential
- Trial before commitment
- Share more context, get sharper work
- Know when to move on

Agency Hiring Checklist

Before You Sign Ask

- Who specifically will work on my account?
- How senior are they and how many hours will they spend?
- What does success look like in month three?
- Tell me about a client engagement that did not work out
- What percentage of my fee goes to people who touch my work?
- What costs exist beyond the quoted fee?
- What is your client retention rate?
- Can I meet the actual team before signing?

Three stage framework

Questions by Stage

Before the pitch:

- What are you genuinely best at?
- Do you use freelancers or contractors?
- What is your client retention rate?

During evaluation:

- Who will actually work on my account?
- What does success look like in month three?
- Can you explain the thinking behind this work?

Before signing:

- What costs exist beyond the quoted fee?
- What are the exit terms?
- Can I do a trial project first?

If you need help, get in touch with Teylu

Enterprise grade thinking, without the overhead.



A word from our Founder

"After a decade working with agencies like Ogilvy, BBDO, Grey, and Wild Card, with more than a hundred brand projects under my belt, I knew the large scale agency model was challenged in today's market. Too much overhead. Too many layers. Too little accountability in many cases. Teylu exists to prove there's another way: senior strategists who stay, technology that earns its place, and marketing that compounds return over time. We built this agency for clients who'd rather have a partner than a vendor."

Sam Shrimpton
Founder & Managing Director

TEYLU

£31M+

Client revenue
growth supported

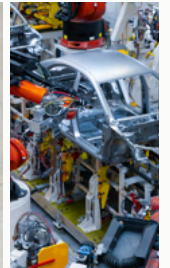
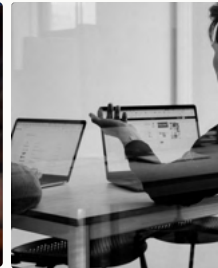
350+

Product and brands
supported

3.2

Year average client
partnership time

Marketing Strategy that endures.
Technology that performs.



General enquiries

hello@teyluandpartners.com

New business

nb@teyluandpartners.com

Call

0330 133 0924

Purpose

We're compound marketing problem solvers.

We're a partner that delivers results this quarter and for years to come. From SMEs to global organisations turning over £200M+ we provide impactful marketing solutions.

Reputation

Teylu; pronounced Tay-loo, means 'family' in Celtic.

★★★★★

"Complete dedication to our brand mission by Teylu. They worked within our limitations and made our marketing profitable on first purchase."



Ken Price
CEO, Blake Mill Menswear

★★★★★

"Teylu delivered rapid activation, delivered immediate sales uplift. Assisted in delivering a business exit and increased valuation."



Katie Dixon
Founder, Evellier Luxury Intimates

★★★★★

"Will and have recommended Teylu. They delivered full 'plug and play' marketing delivery across all our brands."



Steve Phelps
Founder, Fresh Coffee Shop

★★★★★

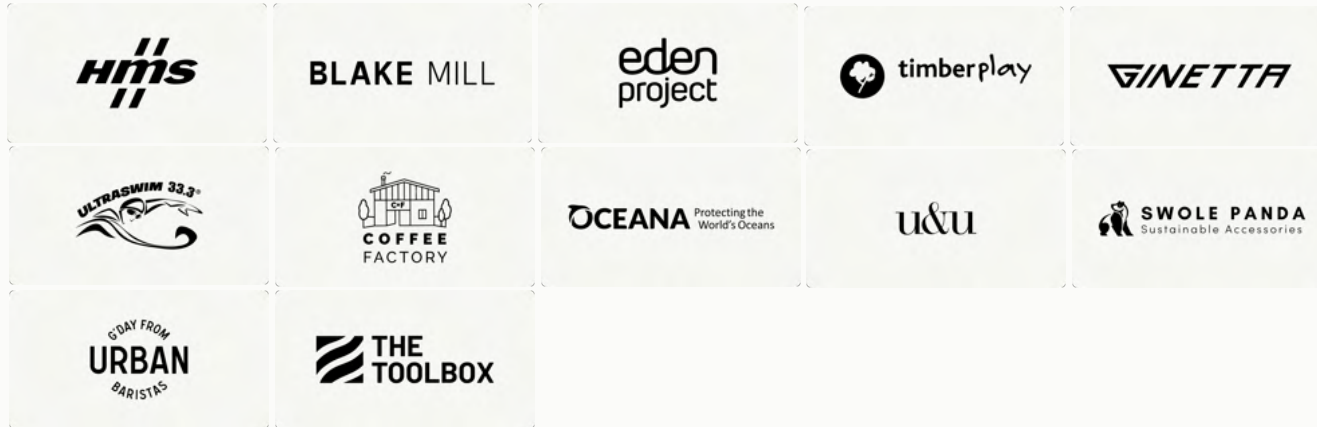
"Its a pleasure to work with the whole Teylu team. They delivered our exact brief quickly to great effect. What more can you ask for?"



Sophie Fresson
Head of Digital, Oceana UK

Recent clients

We work with challenger brands who need diverse marketing solutions.



Approach

We find the insight that changes everything to deliver undeniable value via mixed marketing programs.

£31M+

Client revenue
growth supported

350+

Product and brands
supported

3.2

Year average client
partnership time

Ethos

The best brands don't need the biggest budgets. Just the sharpest thinking. A £10 insight that drives £1m in revenue is what we look for.

We don't own fancy offices, ping pong tables or fly around the world all the time. We focus on the work. A dedicated and experienced team. We make our costs small and our impact big. That's our mission.

Capabilities

Timeless methodology. Technology forward execution.

Teylu works with growth brands across B2B technology and industrial manufacturing, ecommerce fashion and homewares, FMCG challengers, and sports and tourism. Our recent client portfolio spans international lead generation for industrial automation, conversion rate optimisation for premium DTC retailers, and performance marketing for challenger beverage brands. We bring the same strategic rigour whether supporting a £200K test budget or a multi million pound market expansion programme.

Foundational Marketing

Brand strategy, market intelligence services, value proposition design and strategic marketing planning to support product launches, brand launches or market expansion.

Growth Marketing

Integrated campaigns, marketing automation, paid media, creative advertising, conversion rate optimisation that transforms strategy into sustainable revenue.

Innovative Marketing

AI-powered optimisation and custom implementations, predictive analytics, emerging channel tests and MarTech consulting, custom sales / shopping / commerce experiences.

Marketing Training

Digital Master Class series' including materials and training guides, marketing director consultancy and team development to maximise marketing returns.

About

We champion challengers. Always have.

Founded in 2017, Teylu exists to prove there's another way. Senior strategists who stay on your business, technology that earns its place, and marketing that compounds return over time. A dedicated team of 15+ across our marketing agency and creative studio, delivering across 48+ countries with 350+ products and brands launched to date.

Recent results

Marketing directors come to us when they need results their board will actually care about.



Case Study

We generated £1.1 million in confirmed revenue for a bespoke playground manufacturer.

12:1

ROI on every £1 spent with Teylu



Case Study

We delivered record breaking audience growth for an ocean conservation charity.

278%

Increase in impact and reach year on year

Recent results

Marketing directors
come to us when
they need results
their board will
actually care about.



Case Study

We generated £300K+ revenue from
premium endurance swimming experience
marketing.

3:1+

ROI on investment with Teylu

B2B Technology / Industrial Automation

72%

reduction in cost per lead



Team

Senior specialists who do the work. A mix of in-house, specialist contractors and trusted partners.



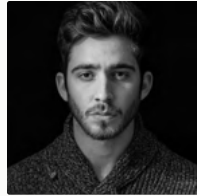
Sam Shrimpton
Founder, Managing Director & CRO Lead



Hollie Brooks
Content Marketing Manager



Dorothy Maccala
Paid Media Manager



Imran Ul Haq
Development & Technology Lead



Muhammad Saad
Digital Graphic Designer



Orestes Montenegro
SEO & GEO Specialist



Joe Shrimpton
Brand & Editorial Designer



Jonny Pickup
Documentary Filmmaker & Journalist



Jessica Tweesley
Brand Illustration and Product Specialist



Harry Kenney-Herbert
Multi-media Lead



Anthony Bliss
Website Design & Development Lead



Erin Riggers
Analytics, API and Technology Specialist



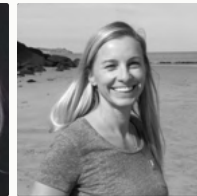
Sam Fack
Director of Photography & Filmmaker



Shane Holley
Art Director



Caitlin Mogridge
Photographer & Videographer



George Upton
Public Relations Managing Director Wild Card

Team

Expertise That Runs Deep

We hire specialists, not generalists who dabble. Whether someone's craft is performance marketing, brand strategy, creative direction, or technology implementation, we choose to work with people who have genuinely mastered their discipline. The kind of expertise that comes from years of deliberate practice, continuous learning, and solving problems that others walk away from. Surface level knowledge does not cut it here.

Results Over Rhetoric

Talk is cheap in this industry. We look for people who can point to tangible outcomes they have delivered: revenue generated, conversions improved, brands transformed, campaigns that actually moved the needle. We are less interested in the campaigns people worked on and far more interested in the difference they made. Evidence, not just experience.

Commercial Awareness

Marketing exists to drive business outcomes. We look for team members who understand the commercial context of their work, who think about client profitability as naturally as they think about creative excellence, and who can connect tactical execution to strategic objectives. If they cannot explain how their work delivers for clients, they don't fit at Teylu.

Ownership as Standard

We do not micromanage. We work with capable adults and trust them to deliver. That means we work with people who take complete ownership of their work, who chase problems rather than waiting for instructions, and who hold themselves accountable without being prompted. Autonomy at Teylu is earned through consistent delivery, not tenure.

Collaborative by Default

Remote first does not mean working in isolation. Our team actively seek out collaboration, share knowledge generously, and make their colleagues better through working with them. The best ideas emerge from friction between different perspectives. We work with people who contribute to that dynamic, rather than those who protect their corner.

Enterprise Thinking, Entrepreneurial Energy

Our clients are disruptors who need enterprise grade strategy without the enterprise bureaucracy. We work with people who understand how to operate at scale but move with the speed and creativity of a startup. Our team are often people who've worked in big agency or brand environments but felt constrained by their pace.

We improved efficiency of lead generation in the EMEA and North American regions dramatically

For HMS Networks, we engineered a multi market lead generation programme spanning the US, EMEA and Rest of World markets. The result is a precision targeted dual campaign architecture that transforms industrial engineers into qualified sales opportunities through protocol specific positioning and strategic localisation across UK, USA, Benelux, German, French, Spanish and Italian markets. We did this via Google Display, YouTube Advertising and LinkedIn advertising.

Capabilities Deployed

- Conversion Rate Optimisation
- Performance Marketing
- Paid Media Management
- Creative Production
- YouTube Advertising
- Google Search Advertising
- LinkedIn Advertising
- Reporting & Analytics
- Targeting and Audience Profiling

Summary

We developed an integrated dual campaign architecture combining awareness building through educational content with high intent lead generation for commercial conversion. Protocol specific positioning allowed us to speak directly to engineers in their technical language, whether targeting PROFINET troubleshooting in Stuttgart or EtherNet/IP monitoring in Detroit.

Results

- Improved paid media efficiency (cost per lead) by 73%
- Delivered MQLs at 221% lower cost
- Delivered SRLs at 109% lower cost
- Delivered a multi-channel, multi-region campaign working with multiple marketing managers across regions

B2B Technology / Industrial Automation

72%

reduction in cost per lead



Turning craftsmanship into commercial momentum and profitability

Blake Mill had built a distinctive position in luxury British menswear with bold, artistic shirts for confident men. But the website was failing to convert the brand's ambition into revenue. Conversion rates sat at 0.85% against an industry median of 2.4%. Marketing spend focused almost entirely on end of funnel activity with no structured approach to brand awareness or customer acquisition. Paid social had never delivered positive ROI, yet remained the primary traffic source. The store was leaving money on the table with every visitor.

Capabilities Deployed

- Marketing Director Consultancy
- Conversion Rate Optimisation
- SEO
- Performance Marketing
- Ecommerce Technology
- Store Optimisation

Summary

For Blake Mill, we delivered a complete ecommerce transformation programme combining conversion rate optimisation, marketing strategy restructure and performance marketing activation. The result is a luxury menswear brand now converting at nearly double its previous rate, with marketing investment finally delivering measurable returns.

Results

Reduced cost per customer acquisition by 537%

Increased conversion rate from 0.85% to 2.92% average annually

Improved ROI from Google Advertising to 420% from 105%

Generated £450K+ revenue from all activity achieving a 18:1 ROI on investment with Teylu

Fashion / Ecommerce

537%

reduction in customer acquisition cost



We generated £1.1 million in confirmed revenue for a bespoke playground manufacturer

TouchWood was founded in 2002 on the fundamental idea that play is essential to childhood, meaning old school outdoor imaginative play with mud pies, battles, hiding, stick bashing, pretending, listening, touching, experimenting, building, feeling and smelling. We were initially hired to assist with research into the UK and EU playground market in 2021, which blossomed into a three year project.

Capabilities Deployed

- PPC / Social Media
- SEO
- Email Marketing Automation
- Funnel Automation
- Landing Page Design
- UX Design
- Website Build and Development
- Call Tracking and Business
- Insight Analytics
- Custom Reporting
- PR / Media Placement
- Graphic Design
- Photography / Videography
- Market Research

Summary

After a six month research project we established a marketing budget based on competitors and growth targets to build national then EU awareness. We built a funnel via Meta Suite, Pinterest, Google PPC, physical event sign-ups, print and digital advertising and SEO strategies. We also built a new website, set up and developed their marketing tech stack and supported the sales team to begin tracking.

Results

- £1.1m confirmed revenue from marketing funnel
- £3.9m win rate on cold leads via digital funnel
- 31.8% increase in proposals linked to marketing funnel
- £927K tracked ROI on project costs of £135K

Leisure / Tourism / Hospitality

1200%

ROI on investment with Teylu



We helped an American sailing team achieve historic Ocean Race success with digital

11th Hour Racing Team's mission is building a high performance ocean racing team with sustainability at the core of all operations, inspiring positive action among sailing and coastal communities and global sports fans. They became the first American team to ever win The Ocean Race in its 50 year history.

Capabilities Deployed

- Digital Marketing Training
- Social Media Marketing
- Digital Media Placement
- Social Media Advertising
- Content Consultancy
- Audience Research

Summary

We researched the existing digital audience and worked up seven international customer profiles based on the event course. We identified groups of audiences in each region with similar sporting and technology interests that could relate to sailing, sustainability and the sailors themselves. We guided the sailing team's content and marketing team on creative needed to tell stories based on continual testing in each region.

Results

- 61 countries with engaged users
- 30% under ad budget while exceeding targets
- 80K+ engaged audience growth
- 81m people reached globally

International Sports Team

283.5%

average achievement over target KPIs



We generated £300K+ revenue from premium endurance swimming experience marketing

UltraSwim 33.3 delivers premium open water swimming experiences across Mediterranean locations, with individual experiences priced at £10,000 or more. They needed a marketing partner who could generate and nurture high value leads through an extended decision making journey.

Capabilities Deployed

- Meta Suite
- Pinterest
- Google PPC
- SEO
- Email Nurture
- Event Sign-ups
- Partnerships
- Landing Page Development

Summary

We built a comprehensive lead generation and nurturing system across Meta Suite, Pinterest, Google PPC and SEO, combined with email nurture sequences, event sign-ups and partnership development. Conversion optimised landing pages captured leads who were then nurtured through content designed to build the emotional connection required for such significant investment.

Results

- 13K leads generated over three years
- 4% lead to customer conversion rate
- £12.2K average sale value plus VAT
- Three year partnership and counting

Premium Events / Endurance Sports

£300K+

In revenue generated at a 3:1+ ROI



We helped a global lingerie marketplace scale revenue and prepare for acquisition.

Evellier was a global ecommerce marketplace connecting boutique lingerie producers from around the world with consumers in Australia, America and the UK. With strong products but struggling profit margins, the brand needed strategic repositioning, operational improvements and a comprehensive marketing overhaul to attract investors and prove growth capability ahead of sale.

Capabilities Deployed

- Brand Strategy
- PPC and Paid Media
- Social Media Posting and Advertising
- Email Marketing and Automation
- Digital Transformation
- Ecommerce Store Development and Optimisation
- SEO
- UX Analysis
- Financial Analysis
- Investor Deck Creation
- Preparation for Sale/Investment

Summary

Over five months we worked with Evellier to improve operational activity impacting customer experience, developed a full service marketing campaign creating content, copy, website development, email and brand guidelines. We then deployed all changes and supported the team to position the business for sale with PKF Finance in Australia.

Results

- 246% growth in product listings
- £22K monthly revenue, up from £9K
- 40% improvement in global shipping speed to customers
- 60% increase in trackable purchase actions

Ecommerce / Luxury Retail

144%

increase in monthly revenue



We scaled an independent coffee brand from £82K to £173K annual revenue.

Fresh Coffee Shop has been in the coffee business for over a decade, working with the best Rainforest Alliance producers around the world and the finest sustainable packaging companies. They needed to scale their ecommerce store to support their growing direct to consumer business during a critical period of market change.

Capabilities Deployed

- PPC
- SEO
- Amazon Optimisation
- Shopify Website Build and Maintenance
- PR
- Influencer Marketing
- Photography
- Videography
- Listings Optimisation
- B2B Outreach
- Social Media
- Email Marketing

Summary

We focused on three key areas: stunning visuals, improving sales channels and driving paid spend returns. We created engaging photography, social content, video ads, social ads and email marketing campaigns for their existing ecommerce store and Amazon storefront. The revenue generated allowed Fresh Coffee to invest in building a more sophisticated Shopify website with automation.

Results

- 4,967 orders generated from our activity
- 38.7% of daily revenue driven by Teylu campaign activity
- 31.75% increase in online revenue
- £173K annual online revenue achieved

FMCG / Coffee

111%

Increase in online revenue



We delivered strategic training to help an award winning brand identify growth opportunities.

Je Joue has been designing and crafting award winning adult toys since 2005, bringing intimate products into the mainstream focused around education, exploration, design and high quality materials. We were approached to work pro bono to analyse existing marketing activity and identify market opportunities for potential pivots.

Capabilities Deployed

- Digital Marketing Training
- Market Analysis
- Marketing Planning
- Analytics Training
- Ecommerce Optimisation
- Coaching

Summary

We explored all marketing revenue return data from 2017 to 2020 and created projections with the team of potential revenue streams and market opportunities. This covered everything from brand repositioning, suggested marketing strategies and product line recommendations. This package of research allowed the team to get a detailed external perspective on potential routes forwards.

Results

- 3x training sessions delivered
- 3 years of data analysed
- Multiple product lines recommended
- Next steps marketing strategy provided

Retail / Ecommerce

3+

years of data analysed



We helped a London coffee chain pivot from physical stores to thriving online sales.

Urban Baristas is a coffee shop chain in London that launched in 2016 with a mission to bring the Australian coffee experience to the capital. When physical stores had to close during lockdowns, they needed a partner to guide them through developing an ecommerce store, building online marketing strategies and engaging their physical store customers to enjoy coffee at home.

Capabilities Deployed

- PPC
- Social Media Posting and Advertising
- Influencer Marketing
- Email Marketing
- Website Optimisation
- SEO
- UX Analysis
- Content Creation
- Customer Data Platform

Summary

We developed an online marketing strategy using ads, organic content and email that re-engaged users based on wifi data usage to identify and target customers. We then worked on their website to improve conversion rates and the customer journey through website development, copywriting, brand positioning and customer journey design.

Results

- 34% increase in email engagement and sales
- 42% increase in traffic reaching checkout
- Provided training to enable in-house team to deliver new strategy ongoing

Hospitality / Ecommerce / Retail

147%

increase in conversions in first month



We re-launched a sustainable coffee range for one of Britain's most beloved charities.

The Eden Project is an educational charity exploring interconnections between all living things. They launched commercially viable, fully compostable coffee pods compatible with Nespresso Original machines. We partnered with the Eden Project commercial team and Fresh Coffee Shop to deliver marketing for their brand licensed coffee range.

Capabilities Deployed

- Creative
- Advertising
- Development
- Brand Strategy
- PPC
- Social Media
- Email Marketing
- Content Creation

Summary

We built a growth strategy centred around digital advertising to seed the product and its key attributes against sector leaders across PPC and social channels. Our content creation and brand strategy work built social proof on Amazon and Shopify storefronts. This allowed us to work with both teams to hone messaging and product offering to compete with sector leading products.

Results

- 194% increase in Amazon listing ranking
- 131% uplift in sales during the program
- Multi-region promotion program
- Sector leading sustainability messaging and marketing framework at the time

Charity / FMCG

151%

increase in conversions in first month



We developed a strategy to drive online growth when major advertising blocked the brand

Avalon Guns has been providing the highest quality service and country sporting goods to the Southwest of the UK since 1983. When a website development project and search engine policy changes dramatically reduced their online visibility, they needed a creative strategy to recover revenue without access to traditional digital advertising channels.

Capabilities Deployed

- Advertising Strategy
- Development
- Public Relations
- SEO
- Website Analysis
- Marketing Strategy
- Brand Development

Summary

We identified that lost sales mainly came from volume products that were accessories to firearms sold by the business. We devised a plan to build a subdomain and brand that purely sold accessories not breaching advertising guidelines. This allowed us to build a social media, PPC and website strategy to drive revenue increases and give the business an opportunity to retrieve revenue.

Results

- Full website SEO and marketing analysis
- Six month strategy for new website build
- Sub-brand was created to enable advertising of accessory products
- Trained the team for ongoing delivery of the strategy

Country Sports Retail

100%

of advertising restrictions overcome



We developed a marketing strategy to recover sales via B2B and B2C channels

Unique and Unity is an online home and lifestyle store for the design conscious, established in 2011 with over 35 years of design industry experience. After losing significant wholesale revenue when retailers like John Lewis reduced orders during Covid, they needed to rapidly build their direct to consumer and B2B trade capabilities from scratch.

Capabilities Deployed

- PPC
- Social Media Posting and Advertising
- Lead Funnel
- Email Marketing
- Website Optimisation
- SEO
- UX Analysis

Summary

We built a lead funnel integrated into the back of the ecommerce store and implemented social media advertising, email marketing and optimised the buying journey on the website to increase conversion rate from all marketing channels. An SEO led landing page was created to attract buyers looking for hand printed porcelain products made to order, with a journey to onboard customers.

Results

- 27% increase in email database size
- 13% improvement in website conversion rate
- Six months project timeline with rapid activation
- B2B/C dual sales funnel created

Homewares / Lifestyle / Retail

129%

uplift in sales from social advertising



We rescued and scaled a global sustainability education platform

The Sustainability Toolbox provides free guides, tools and templates to make sustainability strategy accessible for any organisation regardless of size or industry sector. After being left by a previous agency with critical technical issues, they needed urgent support to get the website functioning correctly and then scale its impact globally.

Capabilities Deployed

- Website Development
- Website Maintenance
- PPC
- SEO
- UX Optimisation
- Analytics and Automated Reporting
- CDP Implementation
- Digital Transformation

Summary

We provided 24/7 website monitoring and optimisation, website development for all features and optimisations, set up customised tracking in GA4 and via APIs tying into a Klaviyo CDP, created automated reporting via Google Data Studio to measure impact using Google Surveys and other features, and implemented a global SEO campaign partnered with PPC to deliver users of interest to the platform.

Results

- Five languages for multi-regional SEO setup implemented
- Fully automated CDP implemented
- 24/7 website monitoring provided
- Global PPC and SEO campaign deployed

Non-Profit / Education

15+

new features implemented



We scaled a subscription coffee brand with SEO, PPC and Shopify development

The Coffee Factory has been roasting fresh coffee using traditional high quality methods for over ten years from South Devon. As one of the first subscription businesses in the UK, they've supplied coffee to over 10,000 customers. They approached us to rejuvenate digital marketing strategies and embrace digital transformation to improve analysis and returns from marketing.

Capabilities Deployed

- PPC
- SEO
- UX Design
- Analytics
- Shopify Integrations
- Website Development
- PR
- Affiliate Marketing
- Email Automation

Summary

We built an affiliate program that drives 24/7 exposure and new to brand sales, an email automation system in Klaviyo to increase revenue per send and capture lost revenue, and developed a digital marketing strategy across PPC and SEO to scale the brand. This strategy allowed the brand to invest heavily in a new Shopify website moving away from an expensive custom application, invest in new product.

Results

Pg.1 Google ranking for critical keywords

107% increased return on SEO and PPC

New shopify website build

Affiliate program delivering 24/7 exposure

Food & Beverage / Ecommerce

3K

new subscription customers converted



We delivered digital transformation for a dual location adventure tourism business

Hangloose is the home of adrenaline activities offering experience days for kids, adults and groups. They began with a zipline site in Cornwall at the Eden Project, building out other activities like sky walks and high-G swings, then expanded to two UK locations. They needed complete digital transformation of their sales journey for online customers between both locations.

Capabilities Deployed

- PPC
- Social Media Posting and Advertising
- Email Marketing and Automation
- Booking and Order Upsell
- Digital Transformation
- Ecommerce Store Development and Optimisation
- SEO
- UX Analysis

Summary

Over eight months we built a fully integrated digital marketing suite across Klaviyo email, Google and Meta Suite, partnered with a fully bespoke website with custom design built from scratch and integrated with a custom API to a booking engine. We connected the email marketing system with 35+ marketing journey variations to upsell customers and increase post-visit gifting.

Results

- 35 step automation process delivered for upsell, cross sell and order process
- Six key transactional keywords taken to page one of Google
- 8x faster project delivery timeline
- 2x locations supported with unified marketing

Leisure and Tourism

139%

revenue increase per £1 spent



We generated a huge increase in digital revenue return from advertising

A love of peanut butter and a trip to New Zealand in a camper van called Freda were the inspiration behind this uniquely flavoured, deeply roasted brand with natural ingredients. They needed to scale D2C sales to enable investment in trade shows to grow B2B sales.

Capabilities Deployed

- PPC
- Social Media Posting and Advertising
- Influencer Marketing
- Email Marketing
- Website Optimisation
- SEO
- UX Analysis

Summary

After discovering issues with the existing WordPress website reducing conversion rates more than anticipated, we had a tough conversation about what success looked like. Because we approached Freda's and still believed they could succeed, we offered three months of pro-bono time to optimise the website. Following this, the campaign flourished to deliver very strong returns on digital marketing.

Results

3:1+ went from 3:1 ROAS to 12:1 during our program of optimisation and paid media

We invested 3 months of extra time with the client to work through snags from the project pro-bono

Trade show investment enabled by the D2C project

FMCG / Ecommerce

12:1

return on digital ad spend



We delivered record breaking audience growth for an ocean conservation charity

11th Hour Racing works to mobilise sports, maritime and coastal communities with an innovative approach to inspire solutions for the ocean. Since 2010 they have been promoting collaborative, systemic change through sponsorships, grantees and ambassadors. We were tasked with improving the impact of their communications via social media and Google Ads.

Capabilities Deployed

- Social Media Marketing
- Social Media Advertising
- Lead Funnel and Events
- Bookings
- Audience Research
- Content Optimisation
- Google Ads
- International Compliance

Summary

We approached this project from three angles: audience research to establish eleven core profiles for advertising across Google and social media, design and delivery of advertising campaigns to support regional events and drive attendance as well as initiative adoption, and optimising content and messaging within societal and environmental policy regulations globally.

Results

- 176% increased engagement year on year
- 502% increased website unique user year on year
- 391% increased website dwell time year on year
- 259% growth in net audience

Non-Profit / Ocean Conservation

278%

increased tracked impact year on year



Generating huge trackable impact from a social activation campaign

Oceana is the largest international advocacy organisation focused solely on ocean conservation. We partnered with Wild Card PR to deliver the Oil Field Files campaign, driving e-petition signatures against North Sea oil exploration with a modest £5,000 media budget.

Capabilities Deployed

Creative Advertising
Paid Media
Campaign Strategy
Video Production

Summary

We developed a creative advertising strategy combining compelling video production with precise audience targeting. Working in partnership with Wild Card PR for communications, we focused on reaching people most likely to take action rather than simply maximising reach. Every element of the campaign was optimised for conversion rather than vanity metrics.

Results

11% higher conversion rate than similar campaigns

£2-4 cost per action achieved

57% below UK average cost per action

£5K total media budget deployed

Non-Profit / Ocean Conservation

16.9%

e-action conversion rate



We created a docuseries generating over 100,000 organic views for a motorsport brand

Ginetta is a British sports car manufacturer and motorsport company. Their test days were undersubscribed, with existing marketing failing to convey the transformative experience of becoming a racing driver. We developed GT Race Fast Tracked, a documentary series telling authentic stories of people beginning their racing journey.

Capabilities Deployed

Creative Advertising
Documentary
Video Production
Content Strategy

Summary

We developed GT Race Fast Tracked, a documentary series following real people as they begin their racing journey with Ginetta. Rather than traditional advertising, we focused on authentic storytelling that captures the emotion, excitement and accessibility of getting into motorsport. The series is designed to run across six episodes through early 2026, building sustained engagement.

Results

18K+ engaged users clicking to investigate the GT Academy

Six episode series scheduled through 2026

Three episodes delivered in 2025 generating views during season

Organic reach without paid media spend

Motorsport and Automotive

100K+

organic views from 3x episodes



We improved conversion rate and reduced paid media costs for a sustainable fashion brand

Swole Panda creates sustainable fashion accessories from bamboo and other eco-friendly materials. Despite increasing traffic, their conversion rate was declining. They needed a comprehensive CRO audit and implementation alongside paid media optimisation to reverse this trend.

Capabilities Deployed

- CRO Audit
- CRO Implementation
- Paid Media Optimisation
- Analytics Review
- Conversion Funnel Analysis

Summary

We did a comprehensive CRO audit to identify friction points throughout the customer journey, then moved into implementation to address the issues identified. Alongside this, we audited their paid media channels and worked with their teams to optimise campaigns for better conversion efficiency. The combined approach addressed both the quality of traffic and the ability of the site to convert that traffic.

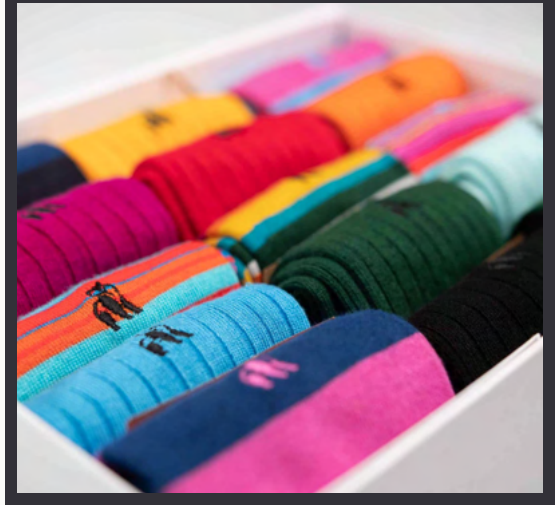
Results

- 18% reduction in cost per conversion on Meta and Google
- Full CRO audit and implementation delivered
- Paid media channels audited and optimised
- Onward improvements identified and implemented

Sustainable Fashion / Ecommerce

22%

Increase in conversion rate



We reversed a two year conversion rate decline for a food homewares brand

Babadoh creates homewares for Pizza making. Despite ongoing promotional changes and marketing investment, they had experienced a steady two year decline in conversion rates. They needed a partner to diagnose the root causes and implement solutions that would reverse the trend.

Capabilities Deployed

- CRO
- SEO
- PDP Implementation
- Checkout Optimisation
- Upsells
- Email Marketing
- PPC Optimisation

Summary

We implemented a comprehensive CRO program across 20 hours per month, combining new product page development, checkout optimisation, upsells, email marketing improvements and PPC optimisation. Rather than quick fixes, we took a systematic approach to identify and address friction at every stage of the customer journey over a six month engagement.

Results

- 1.7% first time customer CR (up from 0.9%)
- +21% increase in add to carts
- +48% AOC year on year to £78
- 4.1% CR on marketing (up from 1.37%)

Food Homewares / Ecommerce

+89%

First time customer conversion rate



We delivered strong Google PPC returns for a speciality food brand

Chimilove creates artisan chimichurri and speciality condiments for food lovers. They needed to establish profitable digital marketing channels to scale their direct to consumer business and build awareness of their products beyond their existing customer base.

Capabilities Deployed

- Google PPC
- Campaign Strategy
- Keyword Research
- Ad Copy Development
- Conversion Tracking

Summary

We developed a comprehensive Google PPC strategy targeting customers actively searching for speciality condiments and related products. By focusing on high intent keywords and creating compelling ad copy that communicated Chimilove's unique selling points, we built campaigns that delivered profitable customer acquisition from day one.

Results

- Three month campaign duration
- Profit generated from month one
- New customer acquisition at scale
- Onward optimisation and scaling is in place with the team to improve ongoing returns

FMCG / Ecommerce

320%

ROI achieved on Google PPC



We exceeded customer acquisition targets by 107% for a craft beer brand

We delivered a twelve month ecommerce marketing accelerator totalling 210 hours, combining a 27 email automation system, PPC, SEO, cart upsell, CRO and Shopify migration support. We also delivered an additional 53 hours for Shopify migration at no extra cost when the project scope expanded beyond original requirements.

Capabilities Deployed

- PPC
- SEO
- Email Marketing Automation
- Cart Upsell
- CRO
- Shopify Migration

Summary

We developed a strategy to improve performance from paid media, email marketing and organic SEO. This was partnered with a CRO program that enabled us to fund a Shopify migration. With it, we were able to implement new features, and increase AOV by a substantial margin enough to excite customers and increase conversion.

Results

- 295 new customers acquired
- £42.49 AOV achieved (up from £36.18)
- 12% revenue increase annually
- 104% increase in add to carts and checkout starts

Craft Beer / Ecommerce

142

New customers above target



We delivered consistent 350%+ ROI for a craft kombucha brand

Left Field Kombucha creates craft kombucha for health conscious consumers. They needed to scale their direct to consumer sales through paid media and email marketing while maintaining profitability as spend increased.

Capabilities Deployed

- Meta Advertising
- Google PPC
- Email Marketing
- Social Media
- Performance Optimisation

Summary

We implemented a multi-channel approach combining Meta advertising, Google PPC and email marketing. Through continuous testing and optimisation, we identified that Google Ads consistently outperformed Meta for customer acquisition, allowing us to reallocate budget for maximum efficiency. Email automation delivered strong additional returns by increasing customer lifetime value.

Results

- 400%+ consistent ROI on Google Ads, strong for FMCG
- Email automation returns at 9:1
- Multiple channels optimised and scaled
- Onward performance improvements post project from SEO

FMCG / Ecommerce

350%

ROI achieved across the campaign



We identified £37K in recoverable revenue through comprehensive CRO audit

MuckyNutz creates innovative mudguards and bike accessories for cyclists worldwide. Despite strong brand recognition and product reviews, their website was experiencing significant abandonment rates and low organic sales. They needed a comprehensive audit to identify issues and a clear plan to address them.

Capabilities Deployed

- CRO Audit
- SEO Implementation
- Technical SEO
- Website Optimisation
- Analytics Setup
- Tracking Implementation

Summary

We conducted a comprehensive CRO audit identifying specific issues at each stage of the funnel, combined with SEO analysis to understand ranking challenges. We delivered detailed implementation requirements including better collection page layouts, improved product tiles, clearer merchandising, new bundled product strategies, technical SEO fixes and tracking improvements.

Results

- 46% immediate abandonment rate identified
- 91% product page abandonment identified
- £90K+ revenue generated at 9:1 ROAS via paid media
- Abandonment rate fixing design implemented sitewide to recover conversion rate

Ecommerce / Cycling Accessories

£37K

Lost revenue identified and recaptured



We delivered 302% increased visibility for a playground design and manufacturing company

Timberplay designs and manufactures natural timber playgrounds for schools, parks and public spaces across the UK and internationally. Their keyword rankings had dropped significantly and 77.6% of traffic came from just eight branded keywords, with no international SEO infrastructure in place.

Capabilities Deployed

- SEO
- Content Strategy
- Marketing Director Consultancy
- CRO
- Website Optimisation

Summary

We pivoted from transactional to informational SEO, creating content hubs around Schools, Adventure and Inclusivity themes. This approach built topical authority rather than chasing competitive transactional keywords. Combined with technical SEO improvements and Marketing Director consultancy, we created sustainable growth in organic visibility.

Results

- 4,190 monthly searches captured from SEO implementation, up from 1,040
- R.71 average position in Google search improved from R.122
- Six months to SEO impact across different implementations
- Three content hubs created with 100+ new pages driving traffic

Playground Design and Manufacturing

302%

increased visibility for search



We rebuilt organic visibility and established lead generation for a landscape architecture firm

All Urban provides innovative landscape architecture solutions for public spaces. Their website had been generating virtually no traffic through Google since a significant decline in August 2024. They needed urgent SEO recovery combined with lead generation infrastructure to rebuild their digital presence.

Capabilities Deployed

- SEO
- PPC
- Landing Page Design
- Lead Generation
- Marketing Automation
- Integration

Summary

We conducted a comprehensive SEO audit to identify the causes of the traffic decline, then designed and implemented landing pages based on our successful Timberplay model. Alongside SEO recovery work, we set up PPC campaigns to provide immediate lead generation while organic visibility recovered, and integrated ACT and Klaviyo to enable proper lead nurturing.

Results

- SEO audit and technical/on-page recovery plan implemented
- Pages like landing pages were technically overhauled and contact form errors were fixed
- £108K in pipeline value generated from our PPC and SEO recovery campaign via 24 new leads

Landscape Architecture

92%

increase in organic search traffic



FAQs

Questions you should be asking before you engage an agency

What types of business do you work with?

We work best with growth companies and established businesses undergoing transformation, typically with annual revenues between £2 million and £50 million. Our clients are often too sophisticated for digital only agencies but too agile for the bureaucracy of large corporate agencies. They need both brand building and performance marketing, and value long term partnerships over transactional project work.

Where is Teylu based and do you work with international clients?

We are a UK registered company operating globally. Our remote first structure means we work with clients across the UK, Europe, Middle East, Africa, and North America. We have delivered campaigns in over 48 countries to date and have experience navigating international market entry, multi region campaign delivery, and cross border ecommerce expansion.

How long are typical client engagements with Teylu?

Our average client partnership lasts over three years, which reflects our focus on long term value creation rather than short term projects. Most engagements run between 12 and 36 months, long enough for genuine strategic impact but flexible enough to adapt as your business evolves. We build partnerships, not dependencies.

Is Teylu expensive compared to other agencies?

We understand the assumption that enterprise level expertise must come with enterprise level pricing. In reality, our hourly rates sit between what you would pay a highly experienced freelancer and what an enterprise agency charges. The difference is that our team members are genuinely world class specialists with backgrounds at global agencies and major brands, presented at a boutique agency price point. Our remote first model eliminates the overheads that inflate fees at traditional agencies, meaning clients receive immense value without compromising on quality or seniority.

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How does Teylu structure its payment terms and billing?

Our standard billing policy for retainer engagements is payment in advance on a monthly basis. This ensures clarity for both parties and allows us to allocate resources effectively from day one. For project based work, we offer tailored payment terms structured around key milestones and deliverables. We discuss payment structures during our initial conversations to find an arrangement that works for your business and cash flow requirements.

What industries does Teylu have experience in?

Our client experience spans retail and ecommerce, consumer goods, technology and SaaS, professional services, automotive, sports and entertainment, food and beverage, and financial services. Our team have worked with brands including Levi's, HMS Networks, Coca Cola, Red Bull, GoPro, Audi, and Seasalt Clothing, demonstrating capability across both B2B and B2C sectors.

Does Teylu specialise in B2B or B2C marketing?

We work across both B2B and B2C, with particular strength in ecommerce, retail, technology, and professional services. Our methodology applies regardless of audience type because we focus on fundamental principles of customer understanding, distinctive positioning, and measurable effectiveness. Many clients operate hybrid models selling direct to consumer alongside wholesale and marketplace channels.

What services does Teylu offer?

We operate across four service pillars. Foundational Marketing covers brand strategy, market intelligence, value proposition design, and strategic roadmapping. Growth Marketing includes performance marketing, conversion rate optimisation, creative advertising, and marketing automation. Innovative Marketing encompasses AI powered optimisation, predictive analytics, marketing technology consulting, and emerging channel testing. Marketing Training and Consultancy provides embedded marketing director services, team capability development, and knowledge transfer programmes.

FAQs

Questions you should be asking before you engage an agency

What creative services does Teylu offer?

Through Teylu Studio, we deliver integrated creative and advertising campaigns across digital, social, print, and out of home formats. This includes campaign concept development, video production, motion graphics, photography, display and social creative, copywriting, and brand identity design. Our creative collective model means we match the right specialists to each brief rather than forcing work through a fixed internal team.

What is Teylu's approach to AI and marketing technology?

We combine hands on knowledge of AI and predictive tools with experience building new products and entering new markets. Our Innovative Marketing services include AI powered optimisation, predictive analytics, marketing technology consulting, and emerging channel testing. We help clients gain competitive advantage through emerging technology before competitors catch on, avoiding the hype while capturing genuine value.

How quickly will we see results from working with Teylu?

Performance marketing can deliver measurable results within two to four weeks. CRO programmes typically show significant improvements within two to three months of testing. Brand strategy work creates foundations that compound value over years. We set realistic expectations based on your starting point and objectives, and we never promise overnight transformations that are not achievable.

How does Teylu measure marketing effectiveness?

We build measurement frameworks that reveal true campaign performance, accounting for cross channel interactions and assisted conversions. Proper attribution enables confident budget allocation and accurate ROI reporting. We track revenue impact, customer acquisition costs, lifetime value, brand metrics, and market share, focusing on commercial outcomes rather than vanity metrics.

Contact

Teylu and Partners

General enquiries

hello@teyluandpartners.com

New business

nb@teyluandpartners.com

Address

71-75 Shelton Street
Covent Garden, London,
WC2H 9JQ

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