



# udder

## CASE STUDY

DRIVING LEAD GENERATION AND SOCIAL GROWTH FOR A RAPIDLY  
GROWING PLATFORM CHAMPIONING LOCAL BUSINESS

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## CASE STUDY

# UDDR

Founded in November 2018, Uddr Ltd is a dynamic UK-based company specialising in web portal services. Operating from Cwmbran, Wales, Uddr offers innovative digital solutions, including platform development, website creation, and mobile applications. By focusing on low-code technologies, Uddr enhances customer experiences, making digital transformation more accessible and efficient.

## MARKETING CHALLENGES AND OPTIONS

Uddr, a fast-growing platform connecting local businesses and consumers, partnered with Torfaen Council to deliver the "Free Digital Support for Businesses" package. This innovative initiative offered 200 businesses a bespoke website, 12 months of digital support, social media assistance, and a year-long subscription to the Uddr app. The programme aimed to help local businesses thrive in the digital age.

Despite the promise of the package, Uddr faced significant hurdles in driving awareness and engagement among its target audience. With ambitious growth targets, the company required a marketing partner capable of amplifying its online presence, generating high-quality leads, and converting interest into measurable results.

"MiM has been instrumental in helping us achieve and surpass our marketing goals, providing us with invaluable insights and delivering outstanding results."

- David Smith, Founder & Directing Manager, UDDR

## EMPLOYING MIM

MiM collaborated with Uddr to implement a targeted, multi-channel marketing approach that promoted the launch of the "Free Digital Support for Businesses" initiative. By focusing on enhancing visibility, engaging audiences, and achieving measurable results, MiM tailored a strategy that resonated deeply with Uddr's target audience.

Key elements of their approach included:

- **Creative Content Creation:** Crafting compelling narratives that highlighted the benefits of the package, ensuring messaging aligned with the needs of local businesses.
- **Data-Driven Campaigns:** Leveraging audience insights to optimise campaigns for maximum impact, targeting businesses most likely to benefit from the programme.
- **Strategic Social Media Management:** Harnessing platforms such as LinkedIn and Instagram to connect with both professional and consumer audiences, driving awareness, building trust, and increasing engagement.

MiM's expertise ensured the campaign not only drove lead generation but also strengthened Uddr's online presence, delivering outstanding results aligned with their ambitious growth targets.

## OBJECTIVES AND OUTCOMES

"Partnering with MiM has transformed how we approach marketing. Their expertise and commitment to driving results have been key to our growth, particularly in generating high-quality leads and boosting our social media presence."

— David Smith, Founder & Directing Manager, UDDR

## BENEFITS

MiM's comprehensive marketing strategy, combining social media growth, content creation, and data-backed advertising, played a critical role in the success of the "Free Digital Support for Businesses" initiative. By leveraging key platforms to target both professional and consumer audiences, MiM amplified Uddr's online presence and delivered tangible outcomes.

- **Lead Generation:** Over 300 marketing-qualified leads were generated, with 153 converted into closed deals. Additionally, the initiative led to over 110 businesses signing up for the digital support package, many of whom cited the campaign as a decisive factor in their decision.
- **Social Media Growth:** On LinkedIn, impressions increased by 800%, likes by 980%, and website clicks by 1264% compared to the previous year. Instagram saw a 125% rise in impressions, a 275% boost in likes, and a 406% growth in comments, further enhancing Uddr's consumer reach.
- **Digital Engagement:** Businesses participating in the initiative experienced a 50% increase in online customer engagement on average, reflecting the success of both the digital support package and MiM's promotional efforts.

## RESULTS

MiM's standout feature was its ability to adapt and tailor marketing strategies to Uddr's unique needs. From crafting engaging social campaigns to optimising lead funnels, MiM provided hands-on support at every stage.

The team's dedication to tracking performance and iterating on campaigns meant that every effort was fine-tuned for maximum impact. MiM didn't just deliver numbers; they fostered a collaborative partnership that ensured Uddr felt supported and confident in their marketing journey.

## ABOUT MIM

We are dedicated to creating bespoke, high-quality solutions that resonate with your audience and exceed expectations. With a client-first approach, we ensure that every project combines precision, creativity, and impact- because your objectives are our priority.

From comprehensive marketing plans to campaign execution, MiM provides the expertise and resources you need to grow your brand.

**CONTACT US**  
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