ballyhoo

Let us introduce ourselves...

We're Ballyhoo...

Work with us to discover technical solutions and deliver on creative strategy.

Digital Agency | Established 2009

Innovation Centre
One Devon Way
Longbridge Technology Park
Birmingham, UK
B31 2TS

hello@ballyhoo.co.uk
0121 295 5352

ballyhoo.co.uk

Introduction

Hello. We're Ballyhoo.

We're your digital agency. Work with us to discover technical solutions and deliver on creative strategy.

Our services are built for your business, and they work. We achieve this by drawing on over a decade of experience, knowing our industry inside out and paying attention to emerging trends and technologies.

At our core, we are a team of people who are passionate about technology and the endless possibilities of the Internet. As a family-run business, we've strived to make Ballyhoo inclusive and supportive, winning us loyal staff and clients, many of whom we've been working with since day one.

We are immensely proud (and a little amazed at how quickly the time has gone) to say that we've been in business for over a decade.

Such a milestone is hard-won, and we've certainly faced our share of challenges over the years. Therefore, it's with a lot of satisfaction that we can say that we're still here; still making websites, still helping our clients succeed with their online ventures.

Let's get to know each other and see what we can achieve.

"We're always really happy with the work that Ballyhoo do for us — their expertise and experience are a great help on projects, and their ability to create beautiful and functional websites means we can get on with running the business."

**David Hubbleday,
snowcompare.com**

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About Us

Director Statement

Ballyhoo /balɪ'hu: / noun: extravagant publicity or fuss

We're often asked what Ballyhoo means. Not a word you hear every day, is it? Ballyhoo is defined as "extravagant publicity or fuss", and it was chosen because we believe that our approach to web design and digital marketing will get your products and services in front of people.

Our Mission

Uh oh, not another generic mission statement. We're only half-joking... these things often get glossed over. But truthfully, if we delve deep and really think about why Ballyhoo exists, it's quite simple; we're here to help you find success online.

What does success look like? Well, that's unique to you and we'll work with you to establish how we'll be able to measure it. It could be transforming the digital face of your organisation or perhaps it's amplifying your conversion rate by 250%.

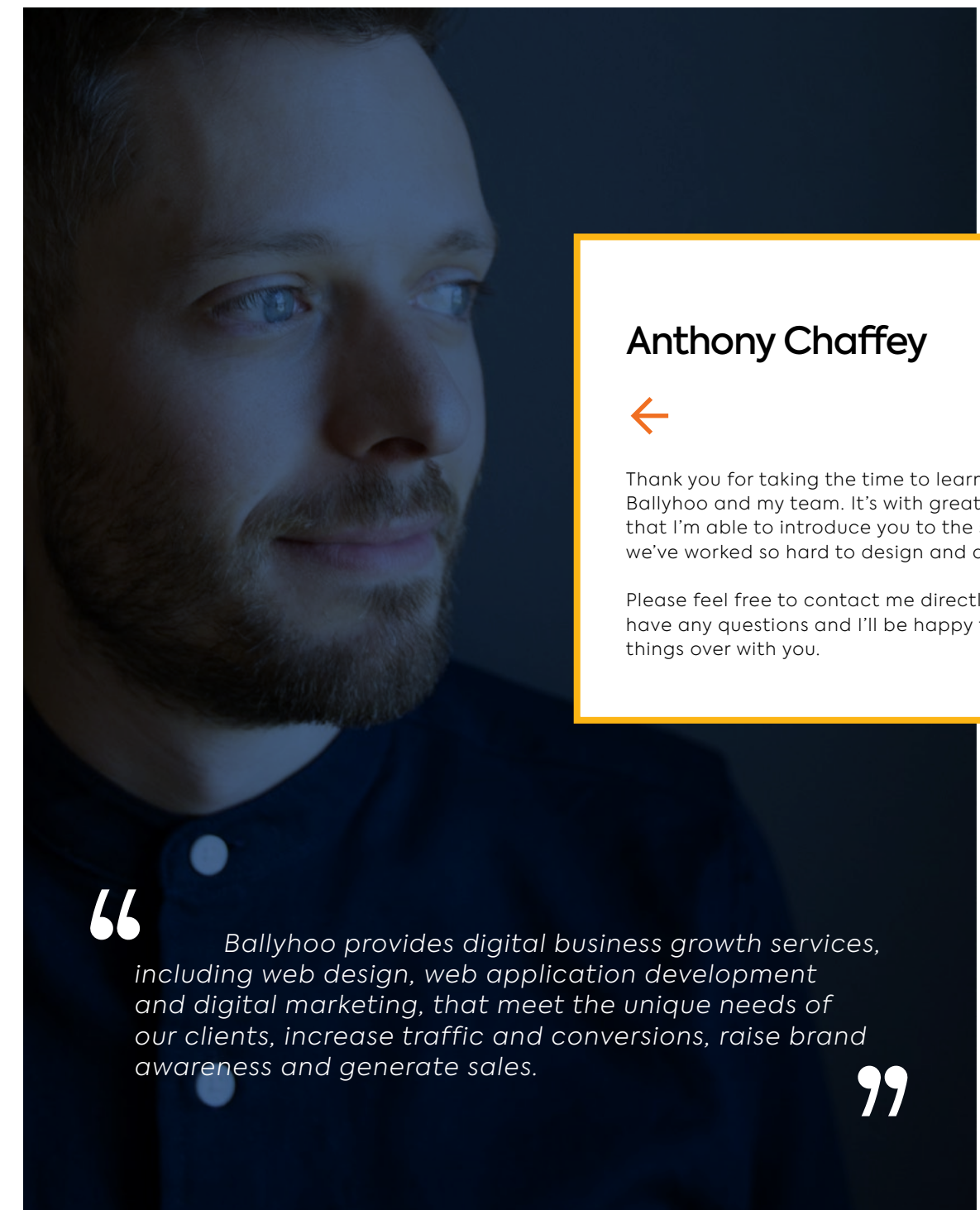We're here to innovate, collaborate, and stand by your side as your digital partner.

Our Vision

After over a decade in the industry, believe us when we say we've seen it all. Trends come and go, but the rise and rise of digital is here to stay. Surprisingly, there are still many organisations who fail to see the value in digital investment. We're glad to see you're not one of them - after all, you are reading this brochure.

We've always seen ourselves as more than just a digital agency; we help businesses to transform, achieving change through web technologies that streamline workflows and allow you to focus on what really matters. We want to work side-by-side with our clients and help them to evolve with the technologies of the day, not play catch-up.

Proud to be based in Longbridge

←

In the information age, we believe that location isn't a barrier to collaboration and communication.

Nevertheless, home for Ballyhoo is the Innovation Centre, part of Longbridge Technology Park in South Birmingham.

We'd love to welcome you to our HQ.

Anthony Chaffey

←

Thank you for taking the time to learn about Ballyhoo and my team. It's with great pride that I'm able to introduce you to the services we've worked so hard to design and develop.

Please feel free to contact me directly if you have any questions and I'll be happy to talk things over with you.

" *Ballyhoo provides digital business growth services, including web design, web application development and digital marketing, that meet the unique needs of our clients, increase traffic and conversions, raise brand awareness and generate sales.* "

Our History

2009

Ballyhoo Limited is established

2013

A new home: the Innovation Centre

2019

Ballyhoo celebrates 10 years in business

2021

Rising to the challenge...

Ballyhoo was founded in May 2009 by Anthony Chaffey, a web developer from Birmingham, England. Prior to this, Anthony was co-director of Web Media Works, a successful small web agency based in Swansea, Wales. While exploring a career as a freelance web developer, Anthony decided to set up his own company with the support of his soon-to-be wife, Alison, whose role had rapidly grown from helping out with admin once a week to working alongside Anthony full-time.

→ **MAY 2009** Ballyhoo Limited is incorporated.

→ **JUN 2009** Alison joins Ballyhoo full-time.

→ **AUG 2011** VAT registration.

→ **AUG 2012** Our first hire; as SEO dominates, Sam Bispham joins us as Online Marketing Manager.

→ **OCT 2012** Alison & Anthony marry, officially making Ballyhoo a family business.

Following the appointment of Sam Bispham as our in-house online marketing expert, in early 2013 Ballyhoo took new offices in the Innovation Centre. Located in Longbridge Technology Park in South Birmingham, the Centre is part of a multi-million pound regeneration of the area over the past decade, creating thousands of local jobs and bringing opportunities to our doorstep which we wouldn't have elsewhere. The Innovation Centre has become our home, and we're proud to work as digital partners to several of our neighbours.

→ **AUG 2013** Specialist web developers hired, Anthony moves into project management.

→ **DEC 2014** We establish Longbridge Device Lab, a free-to-access community project.

→ **APR 2015** Anthony features in TV & press coverage about the regeneration of Longbridge.

→ **2016–2018** Anthony & Alison start a family, welcoming a son and daughter. These years are a sleep-deprived blur.

In 2019 we celebrated a decade in business, a milestone that brings us great satisfaction; to be able to say we are still here, still creating and innovating ten years on. Since 2009, we have expanded to offer a full-service digital agency provision, where online marketing and reliable hosting infrastructure complement expertly crafted UX. In addition, we have moved into creating progressive web applications to meet the complex needs of organisations who require a bespoke solution.

→ **OCT 2019** A rebranding exercise commences to bring Ballyhoo boldly into the next decade, reflecting our experience and premium service.

→ **NOV 2019** We upgrade our premises within the Innovation Centre and refit them to match our new branding.

→ **MAR 2020** The global coronavirus pandemic hits, forcing our team to work remotely.

After the upheaval (to put it mildly) that was 2020, we are incredibly thankful to have had a stable 2021 and be able to write about the future, in no small part due to the determination of our team and the loyalty of our clients.

We are fortunate that the majority of our work can be carried out remotely; the team adapted brilliantly to home-working, with no loss of quality or productivity, and we are happy to say remote flexibility is now the norm at Ballyhoo.

We have, however, been delighted to bring everyone back to the office in latter half of the year, and that we are now able to welcome you to Ballyhoo HQ for face-to-face meetings too.

The year ahead holds a number of exciting new projects and website launches for us, and we are keen to continue supporting our clients in their online ventures.

What does 2022 hold for you?

Directors

We're a family business.

Ballyhoo is more than just a business, it's our livelihood and passion. When you work with us, you are joining our family, and we hope we'll establish a working relationship built on trust that will last for years to come.

Anthony Chaffey

Managing Director

Experience:

→ 20 Years Experience
→ 12 Years at Ballyhoo
→ BSc Computer Science
→ Full Stack Web Developer
→ Project Manager

Anthony's role is to manage your project and get the most out of his team. More likely than not, Anthony will meet with you and be your main contact during your time with Ballyhoo.

Anthony's vast experience is vital to the success of the projects we take on. He has a holistic approach to working with clients and looks at what is best long-term for your business when recommending which approach to adopt.

Alison Chaffey

Creative Director

Experience:

→ 12 Years at Ballyhoo
→ Web/UI/UX Designer
→ Strategy & Research
→ Quality Assurance & Testing

Alison has been working alongside Anthony to build the business since it was founded in 2009. Her passion is design and UX, and she has a laser eye-for-detail. In other words, she's a web developer's worst nightmare.

In addition, Alison keeps Ballyhoo running smoothly and moving forwards. On a daily basis her tasks might also encompass strategy, HR and accounts.

Meet the Team

Our experts can pivot and innovate at the drop of a hat.

We make the most of being a small team. Beyond the people you see on this page, we bring in freelancers, like UX designers, photographers and specialist web developers, depending on the specification of your project.

Sam Bispham

Online Marketing Manager

Experience:

→ 9 Years at Ballyhoo
→ Google Ads & Analytics Certifications
→ Strategy/Support/ CSS/HTML

Sam manages digital marketing strategies - identifying areas for improvement and making informed decisions. This can range from full management of your strategy, to purely providing consultancy and reporting. Put simply, his skills turn an online presence into an online success.

James Holt

Backend Web Developer

Experience:

→ 7 Years at Ballyhoo
→ BSc Computer Science
→ JavaScript/React/ Node/PHP/MySQL

James has the coding skills to help us create reliable and efficient back-end systems that do all the hard work behind a website's interface. His logical approach and extensive programming knowledge mean he is an asset to any project where innovation and ingenuity is required.

Rebecca Page

Marketing & Support Officer

Experience:

→ 5 Years Experience
→ Diploma in Digital Marketing
→ Social Media/Content Marketing/Support

Rebecca helps to keep the Ballyhoo team organised and supports all of our clients with day to day activities. She also runs Ballyhoo's in-house marketing strategy, aiming to raise our online profile and keep our followers and clients up-to-date with the latest news.

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Core Services

Web Design ↗

Outstanding web design engages users before they've even read one word. We communicate your values and achieve your goals through considered, bespoke web design.

Beyond aesthetics and trends, we ensure that every design choice is backed up by in-depth UX considerations, from target audience analysis and intuitive UI to consistency across your brand identity.

Let's create something with form *and* function.
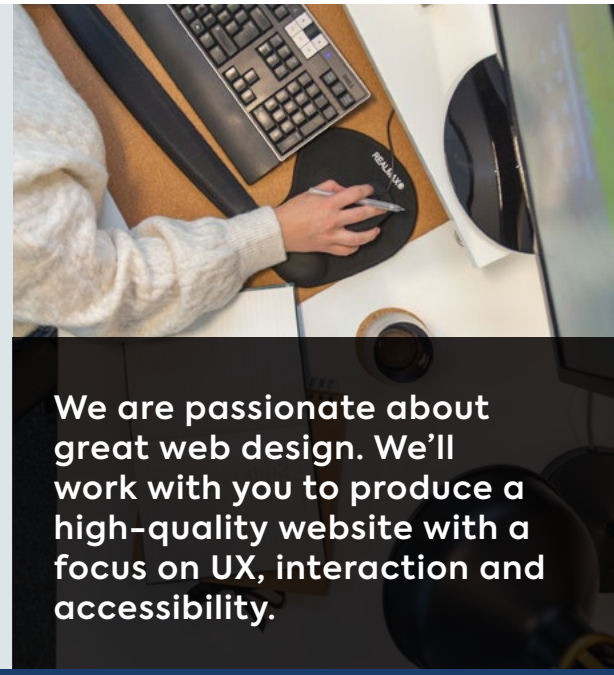
We are passionate about great web design. We'll work with you to produce a high-quality website with a focus on UX, interaction and accessibility.

Web Applications ↗

We love apps. But did you know there are times when a *web* application better suits the project requirements?

We've refined our process and toolset to create smart and reliable web apps that can be built and deployed rapidly.

Operating cross-platform from a single codebase, web applications can behave like native iOS and Android apps, albeit with a more streamlined development process (which is therefore more cost-effective, winner).
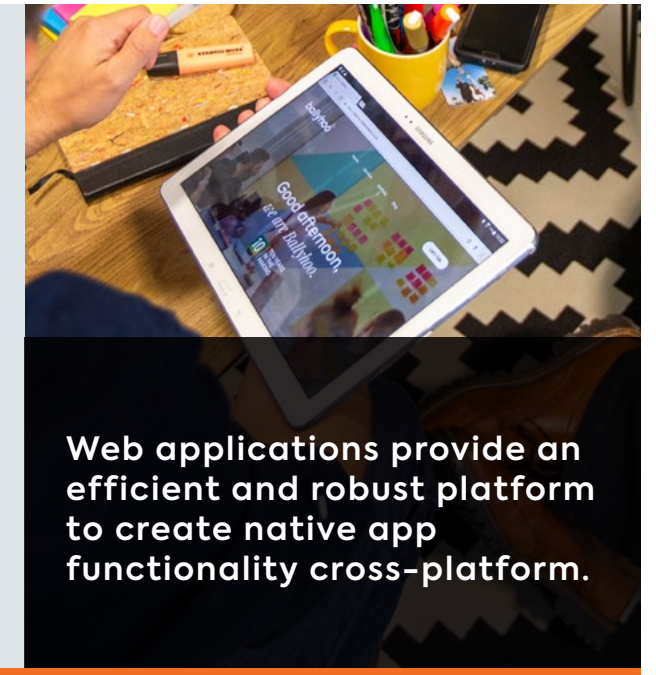
Web applications provide an efficient and robust platform to create native app functionality cross-platform.

Web Development ↗

From simple corporate sites to complex e-commerce systems and database-driven dynamic models that generate content on the fly; we've done it all.

At Ballyhoo we use a wide range of languages and technologies, which are used interchangeably depending on the specification at hand.

There's no one-size fits all approach, we look to innovate wherever possible to increase capability and efficiency.

Project interfaces are built using HTML, CSS & REACT. Server-side technologies include Node and PHP.

Digital Marketing ↗

We understand that you and your business are unique so we'll tailor an online marketing package based on a number of tried and tested methods.

We take a flexible approach that allows us to explore which marketing activities work best to achieve your ultimate goals. Together, we can:

• increase visitor numbers
• improve bounce & conversion rates
• increase user engagement
• strategise for the future, & more
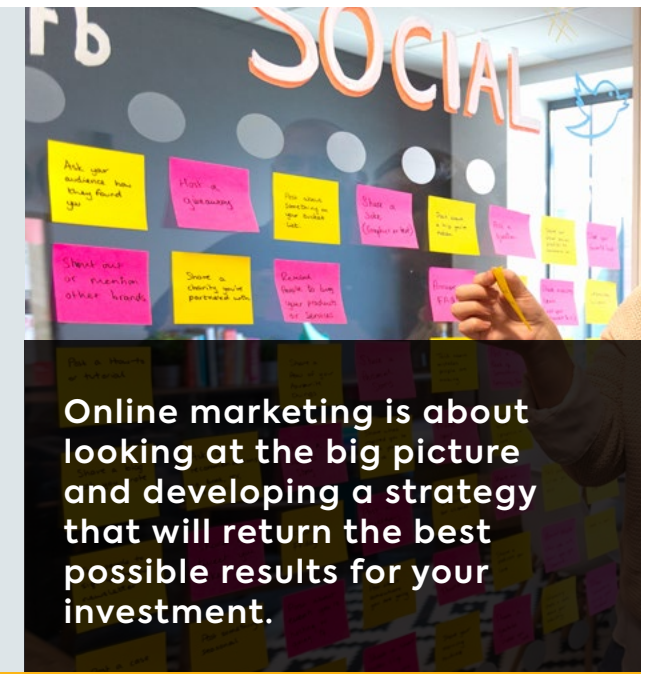
Online marketing is about looking at the big picture and developing a strategy that will return the best possible results for your investment.

hello@ballyhoo.co.uk | 0121 295 5352   hello@ballyhoo.co.uk | 0121 295 5352

Ongoing Services

Consultancy

Sourcing guidance from a third party could be crucial to ensuring a fruitful return on your investment.

Scale and complexity are often key drivers, though sometimes you're just not sure where to start or which direction to take. That's where we come in.

Ballyhoo can provide specifications, feedback and direction, working alongside your team to maximise their potential and deliver on your goals.


Collaborate with Ballyhoo to guide you in the right direction. Draw on our vast experience, but use your own resources to action key strategies.

Service Level Agreements

For clients with critical systems, high traffic volumes and significant transaction levels, we offer service level agreements to support your websites and applications.

You'll receive priority attention, guaranteed response times, and we'll ensure that issues are dealt with promptly so any downtime is kept to a minimum.

We'll also set up monitoring and automated alerts so that we can deal with potential issues before they arise.
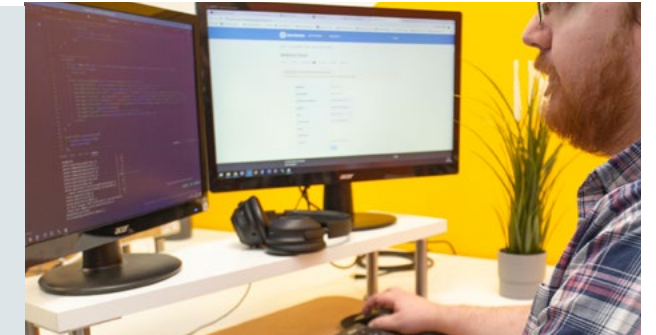
Trust our team to respond with professionalism, accuracy and efficiency; you'll soon consider us an essential part of your organisation.

Hosting

Our hosting service keeps your website fast, secure and available to your customers 24/7.

We pride ourselves on providing a hassle-free, seamless service where the only thing you need to worry about is running your business.

→ **Domain Name Management**
→ **Back Up & Disaster Recovery**
→ **SSL Certificate Security**
→ **Google Workspace** for organisation communication & collaboration

High-grade infrastructure and cloud tools provide everything you need to keep your site online, secure and running smoothly.

Support & Maintenance

Support and maintenance contracts are a cost-efficient way of keeping your website up-to-date, whether you are short on time or lacking the relevant knowledge or experience.

Whatever your situation, the team at Ballyhoo can assist you with a range of services, including system upgrades and adding new content, images and files.

Just email support@ballyhoo.co.uk to add a ticket to our support system.
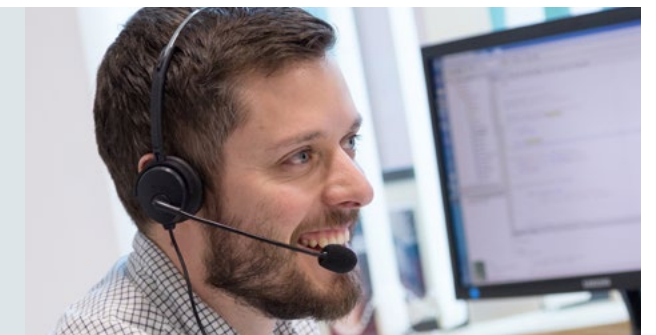
Our help, advice and experience is only ever a phone call or email away. We'll carry out your instructions to the highest possible standard.

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How We Work

The design & development process

So you're thinking about embarking on a new project, but what exactly does this entail? While we realise that every job is unique, we think the following steps demonstrate the typical web and application design and development process.

Our project methodologies have been honed over a decade to ensure that every project runs as smoothly as possible. We work with you from concept to the finished product and beyond to create a website that produces a return on your investment. Our core web design, development and marketing services along with ongoing services like hosting mean we're the only company you need to work with – and we hope that we'll be working with you for many years to come.

Design

Our designers will create a design concept – a realistic mock-up of how your website or application will look and feel for our developers to work from.

This may run to several page designs, outlining how each part of the site or system will work. Wireframes may be required for some projects as a prior step to ensure we've considered every possible scenario.

We'll carefully consider UX & UI, working closely with your brand guidelines or design system to ensure that consistency is maintained across all your media and online channels.

→
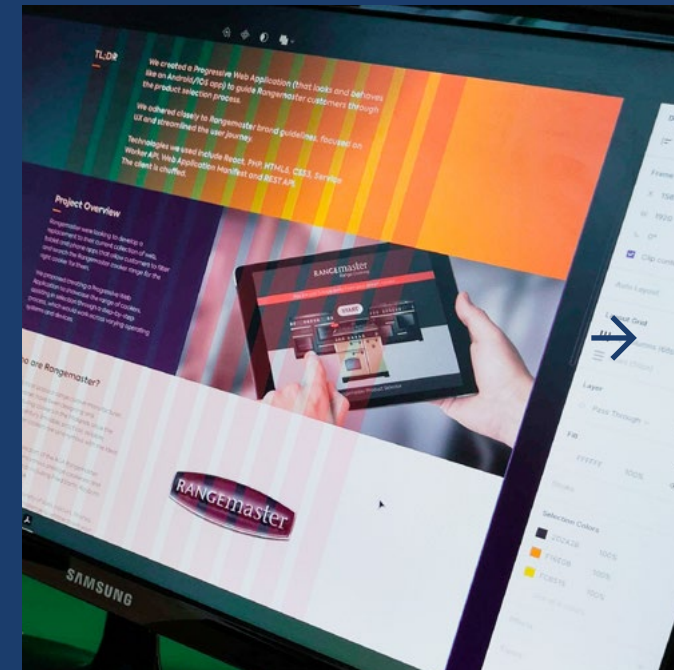
Development

With your approval of the design, we can begin development. We now need your content, including all images, text and media.

Our developers will build your project in a secure online environment (which you can access) where we will complete thorough testing to ensure universal accessibility and performance.

↓

First Steps   →

We discuss your objectives, target audience, design preferences and more. We get to know you and your business so we can produce a product that performs.

Specification   ↑

We'll produce a proposal outlining your requirements, our ideas and itemised costs.

40%*
deposit

If your project is complex, we may develop the project proposal into a full specification for your approval before we proceed further, detailing architecture, key elements and UI.

An endless cycle...

We're here to guide your digital decisions and work with you to grow online.

Your relationship with Ballyhoo hasn't reached the end of the line once your website has launched.

We're with you for the long-haul, and, as technologies advance and design trends come and go, we hope you'll continue to pursue digital transformation with Ballyhoo.

←

Launch

Once you've completed user acceptance testing, we'll carry out your launch procedure. Congratulations!

←
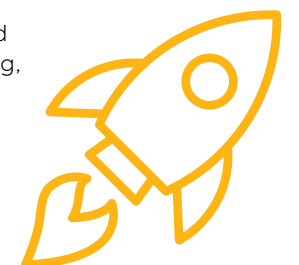
Time to let everyone know you've got a new website. We'll show you how to manage your site; if you lack time you might consider taking advantage of our support and maintenance service. An SLA is highly recommended if your website performs critical functions.

*Typically, we request a 40% deposit of the total proposed costs before work commences. Custom terms can be agreed.

We don't want to restrict you if your idea changes but extra costs may be incurred if you request anything outside of the original brief or modify the project parameters after we have your signed approval of the proposal/specification.

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Case Study

Birmingham Museums Membership System

→

Birmingham Museums

We built a cutting edge membership system for Birmingham Museums Trust, making it easy for new members to sign up and benefit from their many fantastic locations.

The system includes automatic renewals to improve customer retention, and a secure and intuitive console for staff to manage members and payments.
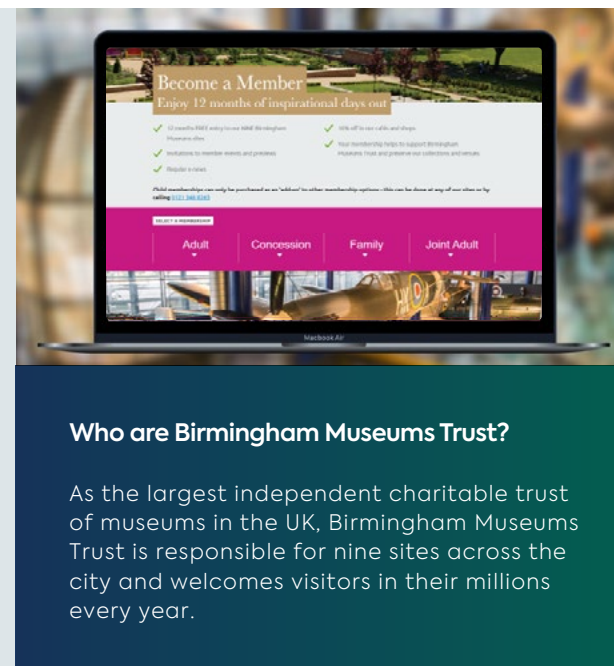
Who are Birmingham Museums Trust?

As the largest independent charitable trust of museums in the UK, Birmingham Museums Trust is responsible for nine sites across the city and welcomes visitors in their millions every year.

Project Brief

The Trust was using a ticket purchasing system, originally used for the sale of individual tickets for special events, to power memberships.

Our brief was to develop a bespoke membership system to provide a streamlined, purpose-built online interface for members to buy memberships.

Our Proposal

Our intention was to build something intuitive, attractive and secure, encouraging as many members as possible to complete their purchase, while automatically renewing memberships by processing future payments to increase customer retention.

In order to meet these requirements, we made two deliverables; a customer facing front-end user interface design, and a bespoke back-end membership management system.

→ The front-end needed to look and feel like part of the existing website but there was still work to be done to make sure it was clean, simple and intuitive.

→ Users would be able to choose from a number of different membership options (individual membership, family membership etc) and also have the option to purchase membership as a gift for someone else; a feature that wasn't really possible with the existing system.

→ Payment needed to be quick and easy so we decided to integrate with Stripe to give us a reliable and slick payment experience, again maximising conversions.

→ We would use OAuth to create an integrated experience for museum staff to manage members and payments and also push system data to the internal CRM to keep all membership information centralised.

User Interface Design

When designing an "add-on" to an existing website, like this membership system, there are further constraints to consider to ensure that we create a seamless and cohesive user experience.

In addition to maintaining brand consistency, our main focus was to create a logical user journey to ensure that prospective members follow the sign-up and purchase journey without abandoning the process.
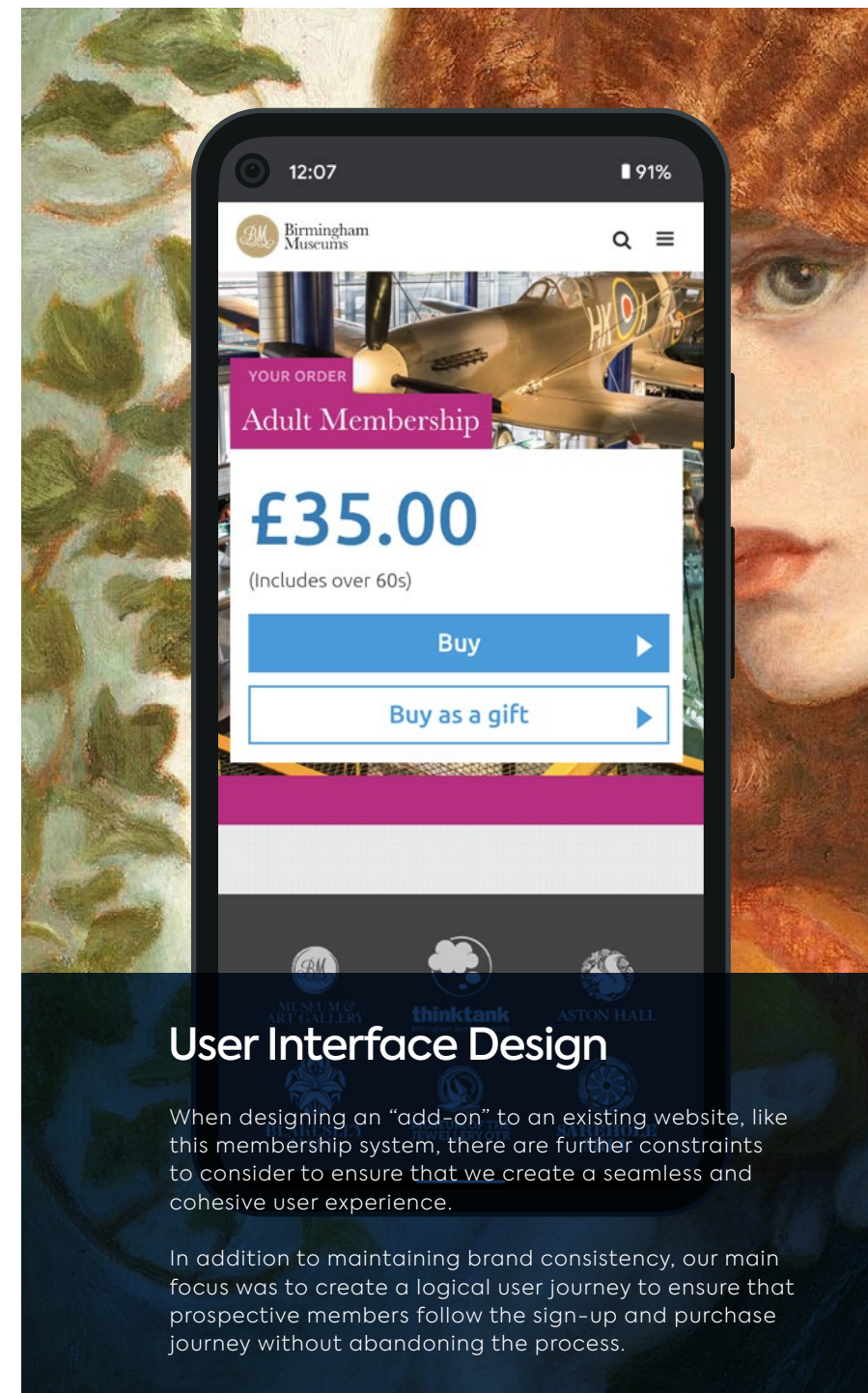
Membership Management

Birmingham Museums Trust uses Office 365 internally, so rather than build a separate user management and authentication system we built the backend using OAuth. This means staff can log in to the membership management system using the same account they already use on a daily basis for managing emails or accessing and sharing documents, etc. No need to set and remember a separate username and password.

In the backend, we aimed to keep a minimal UI (user interface) so that the focus is on form interaction to improve UX when entering and managing data. We used Material Design, a design language developed by Google, to provide users with an intuitive interface with components they might recognise from other systems (like Android tablets and smartphones). This minimises the time needed to train staff and reduces ongoing support requirements.

Beyond the membership system, the Trust uses Microsoft Dynamics 365 to store and manage their membership data. Our membership system therefore integrates with Dynamics, pushing the details of new members into the Trust's data set, managing renewal dates and handling cancellations.

With this data, museum sites can continue to produce the reports they need from Dynamics and deliver highly customised marketing campaigns (for example, delivering an email to all current family membership owners about exclusive school holiday events).

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Case Study

Rangemaster Product Selector →

AGA RANGEmaster

We created a Progressive Web Application (which looks and behaves like an Android/iOS app) to guide Rangemaster customers through the product selection process.

We adhered closely to Rangemaster brand guidelines, focused on UX, and streamlined the user journey. Technologies we've used include React, PHP, HTML5, CSS3, Service Worker API, Web Application Manifest and REST API.
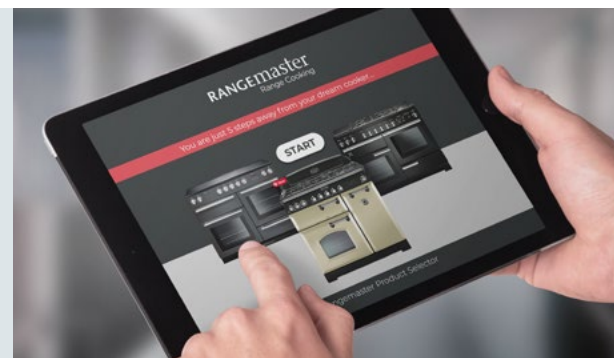
Who are Rangemaster?

As Britain's most popular range cooker manufacturer, Rangemaster have been designing and manufacturing cookers since the early 19th century. Rangemaster are part of AGA Rangemaster group.

Project Brief

Rangemaster wanted to develop a modern replacement to their collection of product selection apps across web, tablet and mobile. These apps allow would-be customers to filter and search the Rangemaster catalogue for their ideal range cooker.

Our Proposal

We proposed creating a Progressive Web Application to showcase the range of cookers.

The app would consolidate the existing suite into a single solution, working seamlessly across varying operating systems and devices.

Customers would ultimately be able to narrow down their requirements and personal preferences in a web environment that looks and behaves like a native app but is actually centrally managed and updated, with full brand and UX consistency across the gamut of available systems and screens, including those yet to be released.

→ The application must be of the same quality AGA Rangemaster puts into their products, and represent their brand correctly.

→ The application must make it easy for AGA Rangemaster to manage their catalogue of products to display to customers.

→ The application must be capable of working in an environment where it is unable to reliably communicate with a server, such as on the shop floor of a distributor.

→ The application should be developed and documented in a way that makes maintenance of the code (separate from the product catalogue) easy and well understood for future development.

Deliverables

In order to meet these requirements, we made two deliverables; a customer facing front-end JavaScript Progressive Web Application, and a back-end PHP Web Application.

Progressive Web Application (Front-End)

The application was developed using React/Vue. This library provides a solid base for development of JavaScript Single Page Applications, which allowed us to quickly develop the application in a consistent manner that will be maintainable should new functionality be required later.

The main audience of this application was expected to be sales staff in a retail environment, working with prospective customers to narrow down selections. We provided offline capabilities using several web technologies which we felt could accomplish the same goal as a native app while also benefiting from a faster update cycle and a consistent codebase across web, Android and iOS.

PHP Web Application (Back-End)

The backend is a fairly standard CRUD (Create, Read, Update, Delete) application. Once logged in, an authenticated user is able to view and modify a list of cookers.

This list of cookers records a collection of attributes about a cooker such as size, ovens, product code etc., stored in a database for ease of management. The application allows a user to upload images related to a cooker, with images then processed on upload to match the dimensions required by the application and to help with filesize. This information is accessible by a REST API, encoded using JSON, with URLs pointing to attached images.

User Interface Design

Both the backend and frontend of the Rangemaster product selector web application have been designed to match the brand identity supplied by AGA Rangemaster. Brand guidelines outline usage of the logo, fonts and colours, with useful examples of proper placement, alignment and scaling.

In the backend we aimed to keep a minimal user interface (UI), so that focus is put on form interaction to improve UX when entering and managing data.

The frontend retained much of the same structure and layout as their previous application to ensure that sales representatives would be able to navigate the application with continued ease and familiarity.
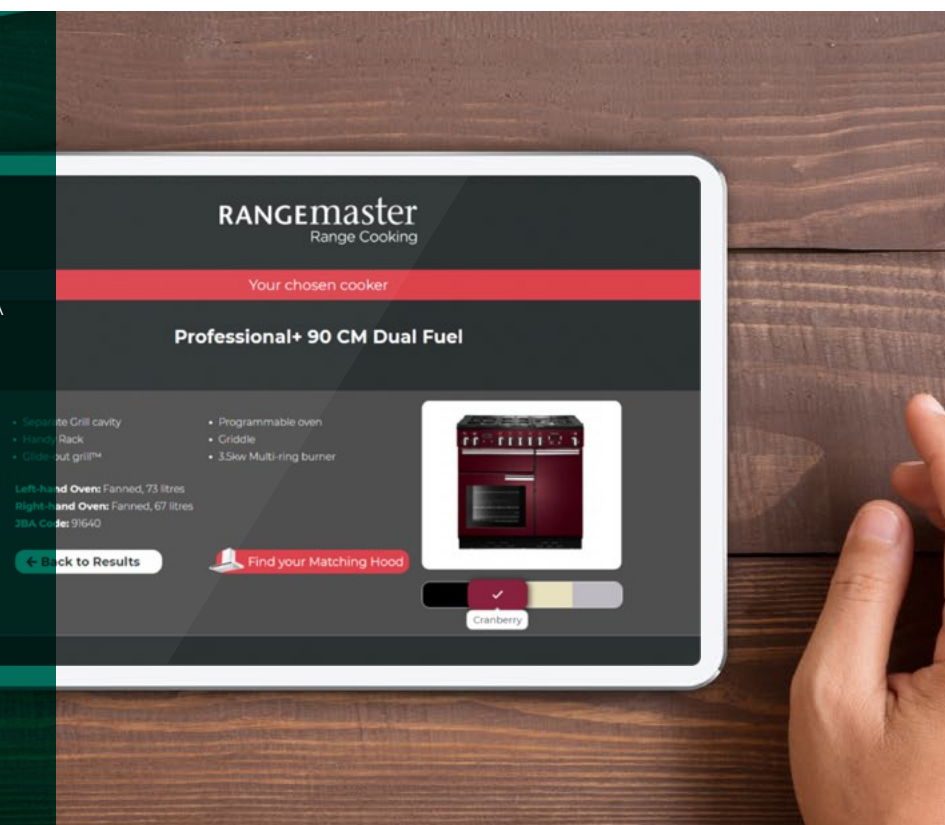
Our Clients

We keep good company.

Just a few of the organisations we're proud to work with. We enjoy working on a broad range of projects, from the private sector to charities and local Police Federations.

Client Reviews

We score 4.9 stars out of 5 on Google Reviews

Feedback from our clients is essential; it helps us improve our services and make sure we're moving in the right direction. It also lets you see what other people think of us! We currently collect reviews on Google, you'll find a selection of them below; to see all of our reviews, just search for 'ballyhoo' and you'll be able to see them as part of our company listing.

Shannon O'Boyle, CultureIQ ★ ★ ★ ★ ★

"Would recommend Ballyhoo anyday! Ballyhoo has been an incredible partner through our organizational rebrand and beyond. They were able to execute an entire site development under extremely tight deadlines all while keeping our best interests in mind."

Tariq El-Hoss, Discount Fire Supplies ★ ★ ★ ★ ★

"Ballyhoo have developed and supported our ecommerce websites for the last 10 years and have been a key part of why we have grown year on year. Would highly recommend as we always do."

Angela Griffin, Shire UK ★ ★ ★ ★ ★

"Ballyhoo have been great to work with, a good team with a strong set of skills. They've made the process painless, they delivered to the brief, added ideas from their own experience & expertise and more."

Dave Hubbleday, SnowCompare.com ★ ★ ★ ★ ★

"Nothing is too much trouble, they are very good value for money in this sector, and the finished product always exceeds expectations."

We look forward to working with you...

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