

OUR MANUAL

World-class design, digital and creative thinking
to ignite brand growth.

SIXTH STORY

The Creative Growth Agency®

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GET TO KNOW US

‘Sup

Sixth Story is unusual.

We’d say different but everyone says that and besides it’s our personality that makes it special here. Once you get past the banter, the fun and games you’ll realise that we’re rather serious about our work.

When clients place their brand in our hands, it’s a responsibility we don’t take lightly - that’s why we have a set of guiding principles that we live by.

1. Team first, we face challenges head on together
2. Open, we collaborate inside and out
3. Responsibility, take it on (no questions)
4. We learn constantly and we never sit on our laurels
5. We’re not a ‘yes’ agency, we will speak up
6. Produce amazing work



WHY WORK WITH US?

Sixth Sense

We do have a little bit of a sixth sense. We often hear our clients say that we “just get it”. We think that comes from the principle that we begin every new project by understanding what you want to achieve and where you want to be. It’s in our discovery process and belief that ideas can come from anywhere that drives our strategic approach.

Collaboration

We believe growth starts with collaboration. Our processes are focused on winning together by working together and there’s no compromise. We like to talk about and treat our clients’ businesses as our own. It’s one of the reasons we’ll never knowingly sell an idea that we don’t believe will add value.

Diversity

We work with clients in a number of sectors, from aviation to software. We might not be ‘majors’ in one over another but that brings a huge advantage to our clients. Imagine if we can take what we learn from aviation to software... new voices and new perspectives leads to innovation (it also keeps us on our toes, we don’t get stale or stumped on one particular direction). And not only that, at the end of the day, all our customers’ customers all have one thing in common. They’re human. Just human to human, not any of that B2B and B2C jargon.

FREQUENTLY ASKED QUESTIONS

1.

Why should I use an outsourced marketing agency?

Have you read 'Think and Grow Rich' by Napoleon Hill? Hill mentions and talks about 'master mind' groups throughout the book, over and over again and I guess he does this to drive home its importance.

Think of us like an unrestrained master mind with access to different skills from graphic design to web development, strategy and copywriting. Whatever you might need, we've probably done it before and since we're not bogged down in the day to day, we can bring you a fresh perspective.

2.

What's the value in outsourcing?

Just like we pay our dentists, our clients pay us to do things they can't do by themselves. So we make it our mission to do them well. As much as clients need us, we need them too and we respect that.

3.

Why is it important to have custom work designed?

The one thing you won't find here are cookie cutters. Every project is 100% unique from the team to the discovery process to the design. Just like cookies, you can tell when they're mass produced or made with love.

Bad analogy, but let's put it this way, when something is custom designed to your brand and your ideal target audiences, what we can produce is fit for purpose today and as your business grows. It's like a little insurance policy for your investment.

4.

Is this a web agency?

Yes. No. Well, it's complicated. We started life out as a branding and web agency but we've evolved to be far more than that. We think up and make things that help clients to get closer to their customers, to automate processes, to save money, solve problems or maybe help map out operations so we can find ways of making brands more useful.

I guess we're the creative growth partner for ambitious businesses.

5.

Is this place a cult?

Kind of.

6.

If we go for a new website, why do you like Wordpress?

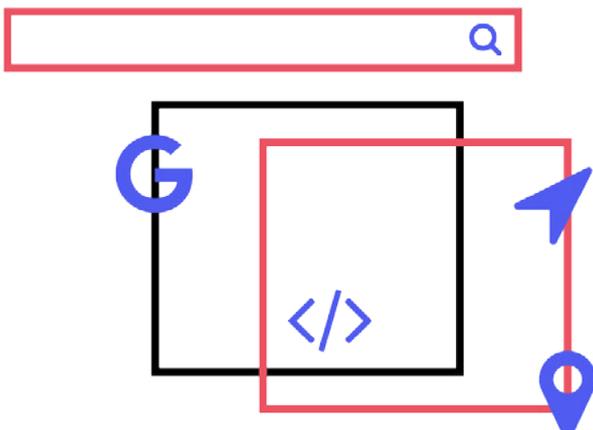
Because it's the internet's favourite CMS. On a serious note, although we use Wordpress for the backend, everything is custom designed and coded for your brand.

It just so happens that Wordpress is a great engine so that you can make changes without any coding knowledge, it's scalable and great for future search engine optimisation. No, it's not just for blogging, you don't need to use a lot of plug-ins and it is secure.

7.

What is search engine optimisation?

It's basically the process of getting traffic to your website from the 'search engine results page'. So, if one of your potential customers types a search term into Google, you want your website to be found.



8.

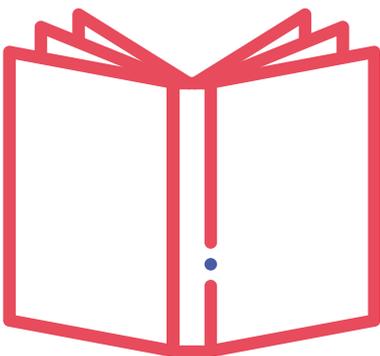
What if I want a social media or retainer package but don't want all of the elements?

That's fine. We're a small team so we're flexible. Our 'packages' are a way of showing you what's possible or how we can help and they're completely customisable to your needs. We can be involved as much or as little as you like.

9.

How did you get your name?

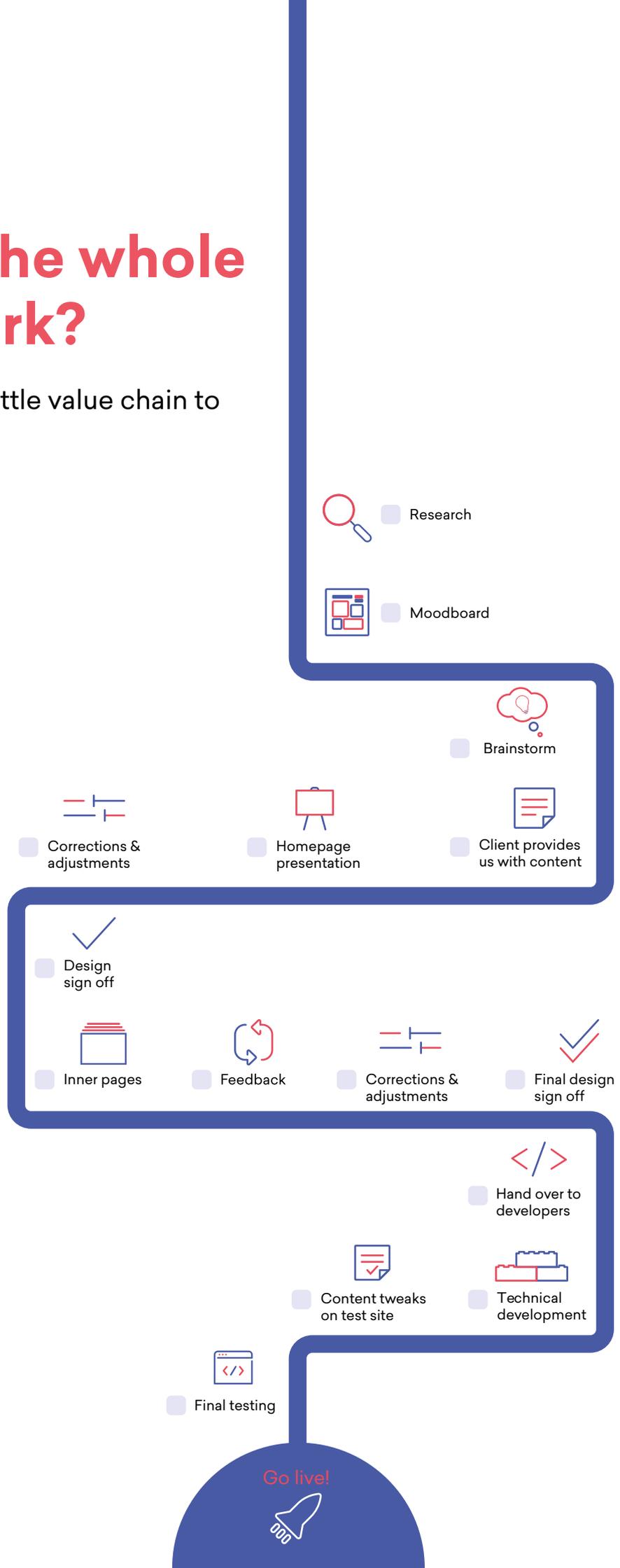
How long do you have? Basically six is Sian's lucky number and we're storytellers so Sixth Story was born.



10.

How does the whole process work?

We'll show you, here's a little value chain to visualise our workflow.



11.

How long have you been building websites / doing branding / marketing / visuals?

Sixth Story has been delivering for clients since 2009. Sian's been doing it a little longer than that but we don't bring it up, she doesn't like to talk about it.

12.

How much does a website cost?

Mmm, how much does a car cost?

You see all our projects are custom designed from scratch to make sure they are fit for purpose so we don't have a set price list.

13.

How long does it take to build a website?

Similar answer. It really depends largely on the spec and scope of your project. Anything from eight weeks to twelve weeks are the average timeframes for our projects.

14.

How does the payment process work?

Typically we ask for a deposit when you approve a quote and we do staged payments. You can pay online or by BACS. Some clients try to pay us with food, we do get tempted very easily.

15.

What kind of businesses do you work with?

It's probably easier to ask what kinds of businesses we don't work with. We have clients in automotive, charity sector, property and construction, services, software, retail, hospitality, manufacturing, transport and logistics to name a few.

16.

Who will I work with during the project?

It won't be a project manager. You'll be working directly with the designer and developer in charge of your project. This way you get an authentic design experience, they get to see and understand the business they are working with and we can find creative solutions together.

17.

Can you help me update my existing website?

Maybe, if you ask really nicely and give us food. On a serious note, picking up websites that we've not built may require a bit of work to make sure the code is clean and meets our standards before we can migrate it onto our servers.

18.

Can you help me to write content for my website?

Absolutely! And have you checked out our book, Content Pizza? It's all about our process for developing content and copy that will engage your ideal customers.

19.

Can you help me to source photos for my website?

Hell to the yes. We can source photos or we can do a photoshoot of your team, products, company and rainbows if that's what you want. Did we mention that we also do video production?

20.

Do I own my own website?

Once it's paid for, sure. If we have created any custom code that is unique, innovative or has any intellectual property associated with it, that is ours until agreed otherwise as per our terms.

21.

Why is a custom built website better than using a template?

Would you want to buy a website that's been designed by someone who's never seen your business or understands your customers and then try to shoe horn your brand and content into it? We wouldn't want that and if it's not good enough for us, it's not good enough for you.

22.

I don't live in Birmingham or London, can I still use your services?

Hell yeah! (That's American slang because we have a client or two in the States and not even the time difference stops us working together).

23.

What is a CMS?

A Content Management System. It's something that allows you to manage the content of your website, like adding blogs and editing pages. We use Wordpress as our main CMS of choice, it's also the internet's favourite CMS.

24.

Why is monthly maintenance on a website important?

You know that car analogy? We were teeing this one up. A website needs to be serviced, like a car. You got to check the oil, kick the tyres. You do need to keep the site secure and from time to time update to the latest Wordpress versions. Not only that but web browsers and devices are updated all the time and we need to make sure your site is working in tip top shape.

25.

Why would anyone hack my website?

Well, we don't think some kid sitting in his parent's basement would intentionally try to hack your site. There are however robots that crawl websites for weaknesses so they can spam them and put naughty backlinks to other sites for whatever reason.

23.

What is your Go-Live Checklist and what does it involve?

Our Go-Live! Checklist is a final quality assurance check. We go over all the finer details of the website that can often be missed if a QC is not completed. The list includes things such as making sure the website has a favicon, ensuring all website forms have custom styled validation errors/ messages, a quirky 404 error page is active, all redirects are in place and your Google Analytics code is added etc.

24.

Why does my website need security/wordpress updates?

Website vulnerability is evermore becoming a major issue for online platforms, especially with the introduction of GDPR. If your website is storing people's details of any kind (even just a name and email address) you are now legally obligated to ensure that you have taken every possible measure to ensure the safety of these details.

Aside from data protection, it is also vital to ensure that WordPress/ security measures are up-to-date to prevent malicious hacking. A hacked website could be completely taken down, visually broken or data leaked. If your website is compromised, you are also putting the other websites on the server at risk too. This is why cheaper shared hosting providers are less secure as you are sharing your web space with thousands of other websites, all of which you have no control over the level of security.

25.

What happens if my site does not get maintained regularly?

The first major flag will be the site being susceptible to hacking. Then as time goes on, new browsers and devices are released, if your website is not regularly maintained, it cannot be adjusted to meet the latest device specifications and requirements and your website will unfortunately start to look worse and worse as the new updates are released. Just like with a car/motorbike, you have to replace the tires when they run thin.

26.

What is copywriting and how does it work?

A website, a brochure, or an advert. Whatever it may be, copywriting is the wording that goes along with your marketing collateral and it can make a world of difference. You can provide us with your copy for us to edit or our wordsmiths can do the heavy lifting for you.

27.

Can I use my own hosting?

You can, but would you service your own car? Maybe you would but we'd be happy to host your investment and keep a close eye on things and be on hand should anything go wrong.

28.

Who owns my new branding post project?

You do, once it's paid for your brand is 100% yours.

29.

Is there a cost involved if I move away from using 6S as my agency?

We understand sometimes people move on. If you want to move away that's not a problem, we'll package up your site and there's a small administration cost for the time to do that.

30.

Can I make design changes during the development phase?

We won't say no if it's going to add value and make the project even better. But please understand it may impact your timeframes and budget.

31.

Do you do speculative design work?

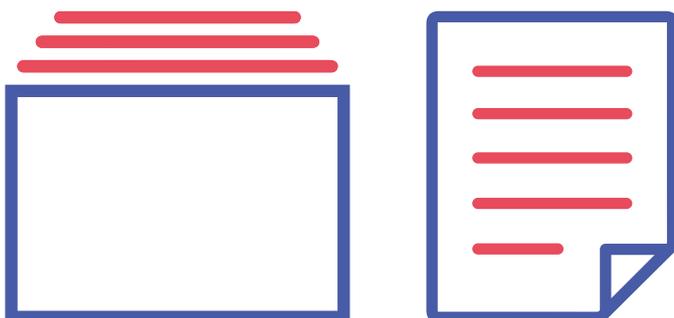
Nope, nadda, no chance. You see we've spent the best part of a decade developing our discovery process so that we can get it right. Until that's been done we don't open our paint boxes, sorry. Also, we base our work on our time 'cause we gotta pay the bills.

32.

Source files, do you give them to us?

The short answer is no. It's kind of like going to a restaurant, you pay for the end result - the meal on the plate. You don't get the chef to write out the recipe.

We also have to adhere to licensing rules by our software providers and font licensing so it's not as simple as that. But please do ask, we're always happy to look at your needs and find a solution.



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