

The Digital Shop Window

Russell Welch
Head of Search

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clear

About us

Creative digital agency

Based in Shrewsbury and Birmingham

Established for over 17 years

In-house team of 22

Branding, websites, e-commerce & full marketing service

Our team

MD & Technical

Gavin

Sales & Account Management

Emer, Sherridan, Lewis, Katie
and Phoebe

Digital Marketing Director

Peter

Design

James, Kev, Chris and George

Search

Russell, Greg, Richard and Annabel

Technical

Darren, John, Tim, Tom, Jason, Mike

Accounts

Sandra

Who we've worked with



Who we've worked with



Pockets



Gilbert & Bailey



opro



LOMa
LIVING



Lampshade Shop
HANDMADE FOR YOU IN THE UK



THE
English Interiors
COMPANY

What We Do

Creative

Branding

Web Design

Print Design

Packaging

Digital

Ecommerce

Strategy

Hosting

Support

Marketing

SEO

Google Ads

Bing Ads

Paid Social

Email Marketing

Awards and accreditations

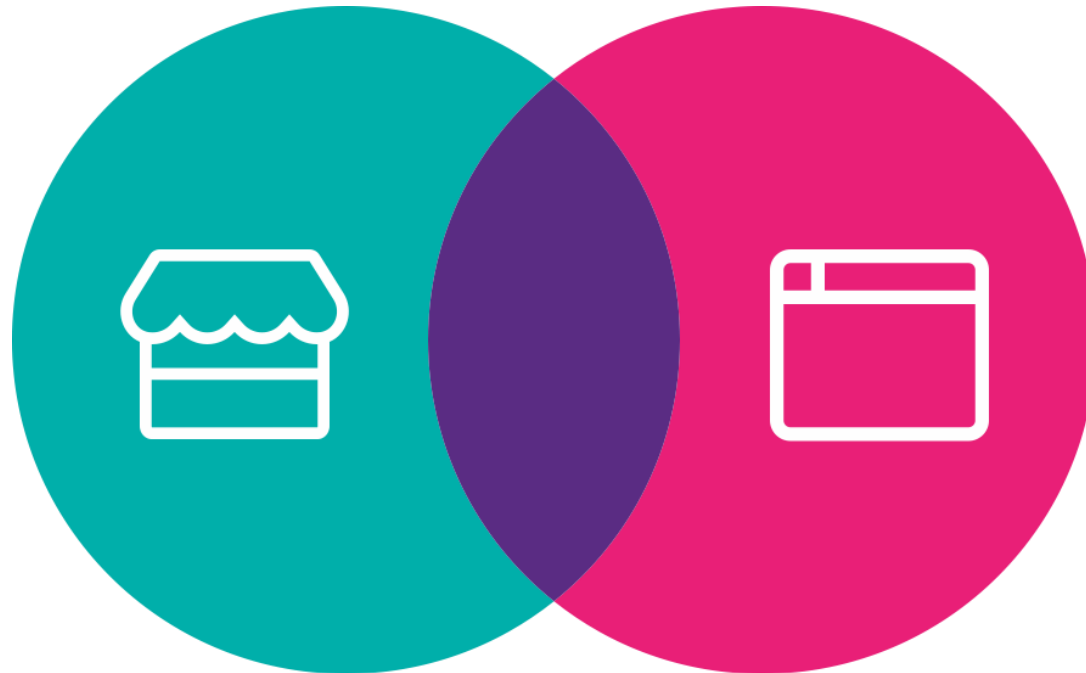


A bricks and clicks strategy

clear

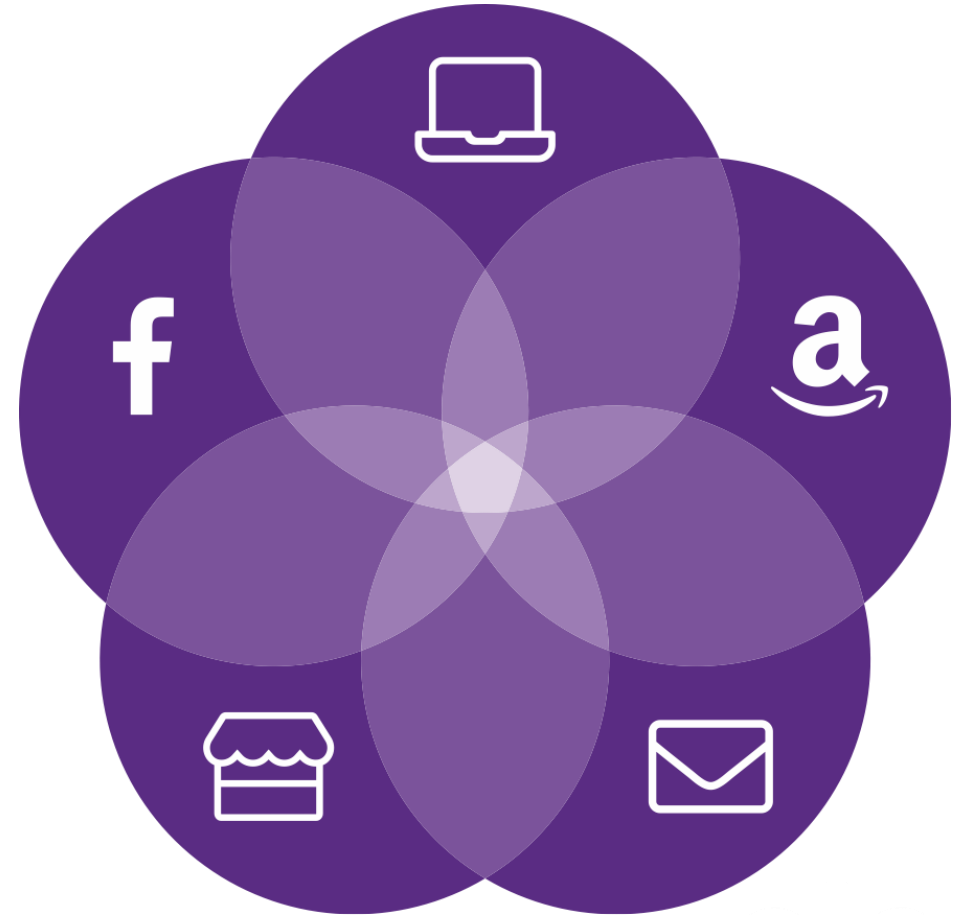
It boils down to...

- Promote your physical store online
- Promote your online presence in store



All channels working together

- Bricks and mortar store(s)
- Website
- SEO / Google Ads
- Google My Business / Maps
- Social media
- Amazon / Etsy / other platforms
- Email marketing
- Print marketing





Your website

clear



-MESSAGE-

CAN'T FIND WHAT YOU
ARE LOOKING FOR?

JUST BECAUSE WE DON'T STOCK IT, DOESN'T MEAN
WE CAN'T GET IT FOR YOU!

SPECIAL OFFERS

All of our latest deals, in one place

FEATURED PRODUCTS

Unapologetic favouritism!

BEST SELLERS






You're in good company with these



About us

MOONSHINE *and* FUGGLES If you need any help... ☎ 01952 433 626 LOG IN | 🛒 0

ABOUT US WHISKY GIN OTHER SPIRITS BEER & CIDER WINE & PORT CONTACT 🐦 📺 🍷
🔍 Search entire store here...



WHO WE ARE

Moonshine and Fuggles is a family run business based in the picturesque world heritage site of Ironbridge, Shropshire, founded on a true love of Real Ale, Malt Whisky and all other small batch artisan spirits and alcoholic drinks.

Our ethos is to provide you with truly excellent service and product choice. Our incredible product knowledge means that we can help you to purchase something that we know you will thoroughly enjoy drinking!

If you are looking for something special or are on the hunt for a rare item that isn't in our product range, we bet we can find it for you! Just send us an enquiry using the contact form and we will respond to you shortly.

~~~~~





# STONE ISLAND

RESEARCH, EXPERIMENTATION & FUNCTION

SHOP NOW

✉ Contact an expert.

# Store pages / contact page

SHIPPING TO:  
UNITED KINGDOM

**Pockets**  
Established 1996

£ | 👤 | 🛒

SUMMER STYLE | WHAT'S NEW | SHOP | BRANDS | STORES | CONTACT US | SALE

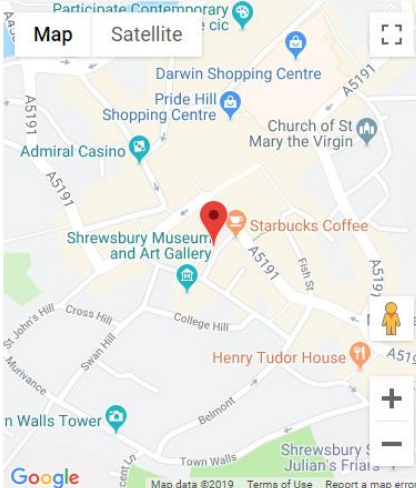
Pockets Home / Our Stores / Shrewsbury

## SHREWSBURY

Located in the heart of the historic market town of Shrewsbury, our flagship store can be found in the beautiful Square. With five floors to explore, we offer a wide selection of designer apparel.

|                                                                   |                            |
|-------------------------------------------------------------------|----------------------------|
| <b>POCKETS SHREWSBURY</b>                                         | <b>OPENING HOURS</b>       |
| 7A The Square                                                     | Monday: 9:00am - 5:15pm    |
| Shrewsbury                                                        | Tuesday: 9:00am - 5:15pm   |
| Shropshire                                                        | Wednesday: 9:00am - 5:15pm |
| SY1 1LA                                                           | Thursday: 9:00am - 5:15pm  |
|                                                                   | Friday: 9:00am - 5:15pm    |
| Tel: (01743) 353 993                                              | Saturday: 9:00am - 5:30pm  |
| Email: <a href="mailto:shop@pockets.co.uk">shop@pockets.co.uk</a> | Sunday: 11:00am - 3:00pm   |

For phone or in store products please call (01743) 353 993 or email [shop@pockets.co.uk](mailto:shop@pockets.co.uk) to order or arrange a fitting.





Free delivery on all orders over £30



Shop ▾

Our Story

Benefits ▾

FAQs

Blog

Talk to us

Login

GET STARTED



# Changing the world, One dog at a time.

Healthier food, Happier dogs

GET STARTED



Chat with us



# Stockists / store finder

[Shop](#) ▾[Our Story](#)[Benefits](#) ▾[FAQs](#)[Blog](#)[Talk to us](#)[Login](#)[GET STARTED](#)

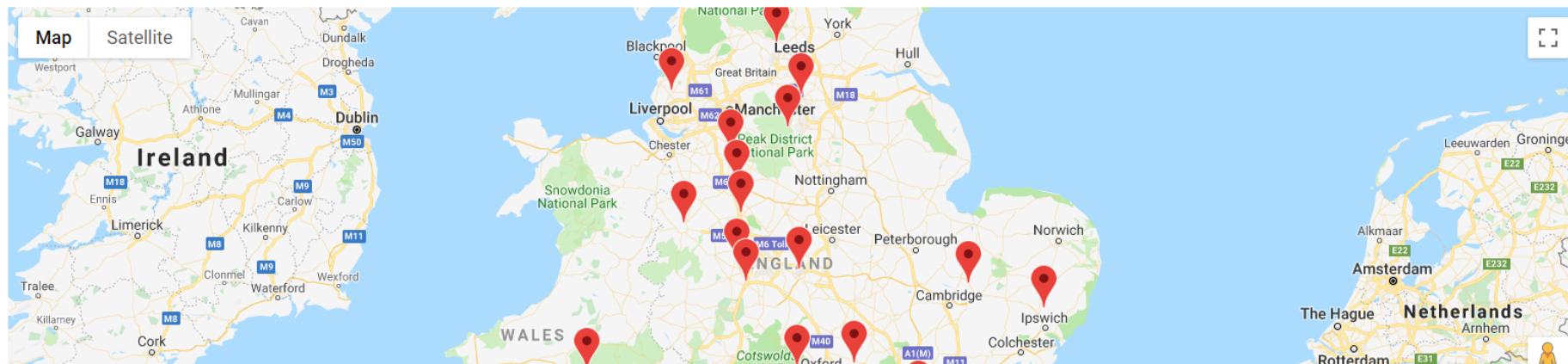
## In Stores

Different Dog is now available in many of the nations leading pet stores, as shown on the map below. Just enter your postcode to find your nearest stockist. If you have a fantastic local pet shop that doesn't stock Different Dog yet, just [let us know](#) and we'll get in touch with them!

## Become a stockist

If you are a pet store that cares passionately about nutrition and likes to recommend fresh, natural products, then let's talk! Please [contact us](#) and we'll be in touch.

## Find your nearest stockist





# Gilbert & Bailey

BESPOKE FOOTWEAR  
MADE IN NORTHAMPTON



MY ACCOUNT



CHECKOUT

[HOW IT WORKS](#)

[CRAFTSMANSHIP](#)

[CUSTOMISE YOUR SHOES](#)

[INSPIRATION AND SHOP](#)

[ACCESSORIES](#)

[GIFT CERTIFICATES](#)

 [WE SHIP WORLDWIDE](#)

BECAUSE IT DOESN'T GET ANY BETTER THAN THIS...

[DESIGN WITH US](#)



# Customer service information

[f](#) [t](#) [p](#) [i](#)

*Gilbert & Bailey*  
BESPOKE FOOTWEAR  
MADE IN NORTHAMPTON

[MY ACCOUNT](#) [CHECKOUT](#)

[HOW IT WORKS](#) [CRAFTSMANSHIP](#) [CUSTOMISE YOUR SHOES](#) [INSPIRATION AND SHOP](#) [ACCESSORIES](#) [GIFT CERTIFICATES](#)

[✈ WE SHIP WORLDWIDE](#)

[Home](#) > [Delivery & Returns](#)

## Shipping and Returns

### SHIPPING & DELIVERY

Products will be put into production upon receipt of the order and full payment.  
Prices shown are inclusive of any VAT or other taxes applicable at the time in the UK, prices will therefore be amended for shipping outside of the EU.  
All shoes are handmade to your specific request  
All orders are shipped with delivery confirmation.  
We endeavour to ship all items within 13 weeks from placement of order.  
Shipping fees are not refundable under any circumstance.  
Other shipping methods maybe available upon request, however whichever shipping method is chosen we will not be held responsible for loss or damage nor delay of your purchase reaching you.  
International Shipping Information is available upon request and will be specific to destination country.

### POSTAGE

Postage within the UK is chargeable at a set fee of £5.95.

International postage is charged based on what is ordered upto a maximum of £65.00 this represents our courier's charges and will only cover the costs incurred.

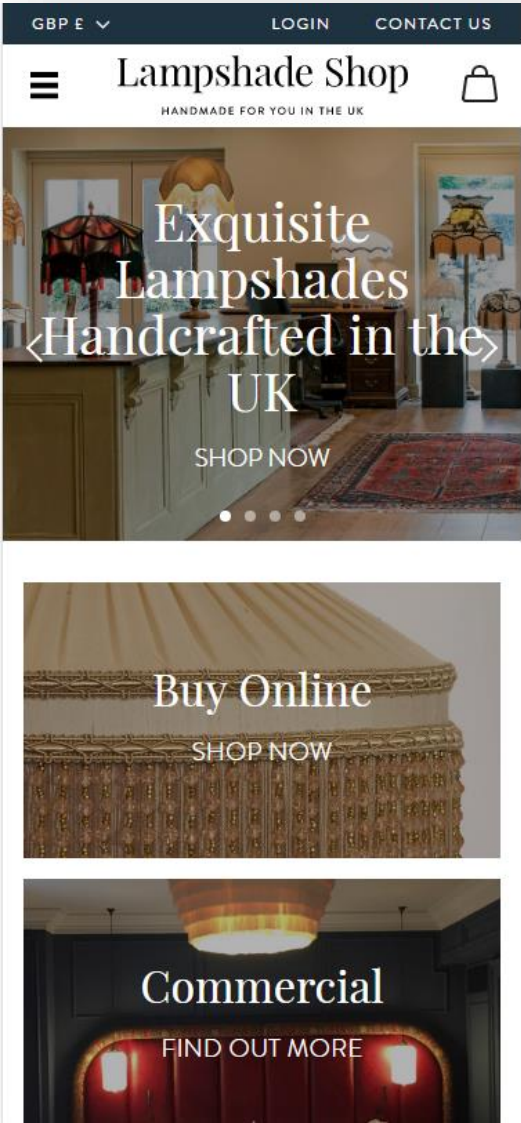
Depending on the ultimate destination we will always endeavour to require a signature prior to release of your items.

Please contacts us for more information: [hello@gilbertandbailey.com](mailto:hello@gilbertandbailey.com)

### RETURNS & REFUND POLICY

Any perceived faults must be notified in writing to us within 7 days of the delivery date to your address.

# Mobile





# Blog



## What Can You Do With Our Sustainable Packaging?

At Different Dog, we're not only passionate about dogs, but the environment too, which is why being kind to the planet is part of every decision we make. Read our blog on our sustainable packaging.



## How to Make Your Own Dog Food with Different

We all know the saying at Different Dog, like s country, we believe the members of the family



## 'HUB MEETS' JOHN POWER

Being born in the early 80's was pretty cool. By the time I was old enough to own a Sony...



## HUB MEETS 'POTTERS' OF RAMSGATE

Perched on the High Street in the salty seaside town of Ramsgate is a newly opened, (and impeccably fitted) independent...



## GANNI PRE-FALL 19' - CULTURE CLASH COLLECTION

PRE - FALL GANNI - THE HUB EDIT (featuring Ganni gingham, florals and leopard.) 'GANNI's creative director Ditte Reffstrup grew up in...

# Trust Signals

## Trust builder bars:



FREE SHIPPING ON ALL ORDERS!



EXPERT ADVICE. WE'RE HERE TO HELP



SECURE CHECKOUT

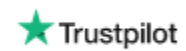
## Reviews and/or testimonials:

Our customers say

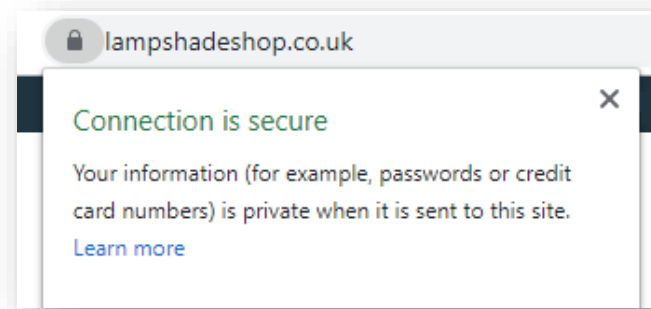
Great



8.4 out of 10 based on 236 reviews

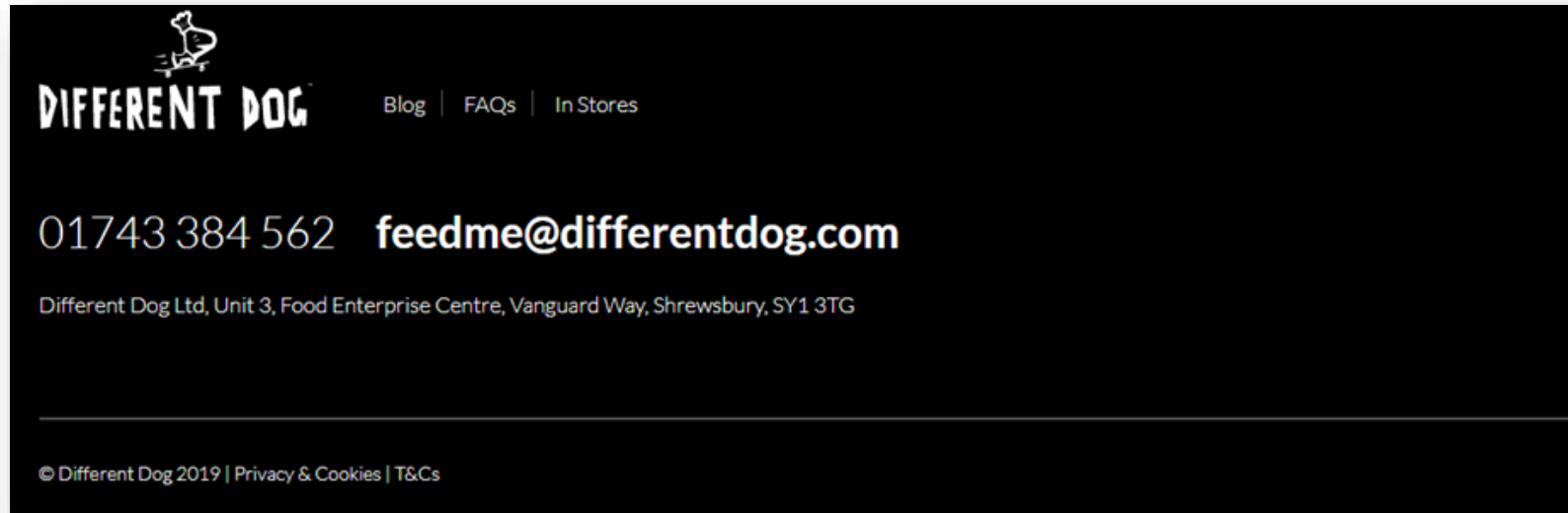


## HTTPS / SSL certificates:



# Trust Signals

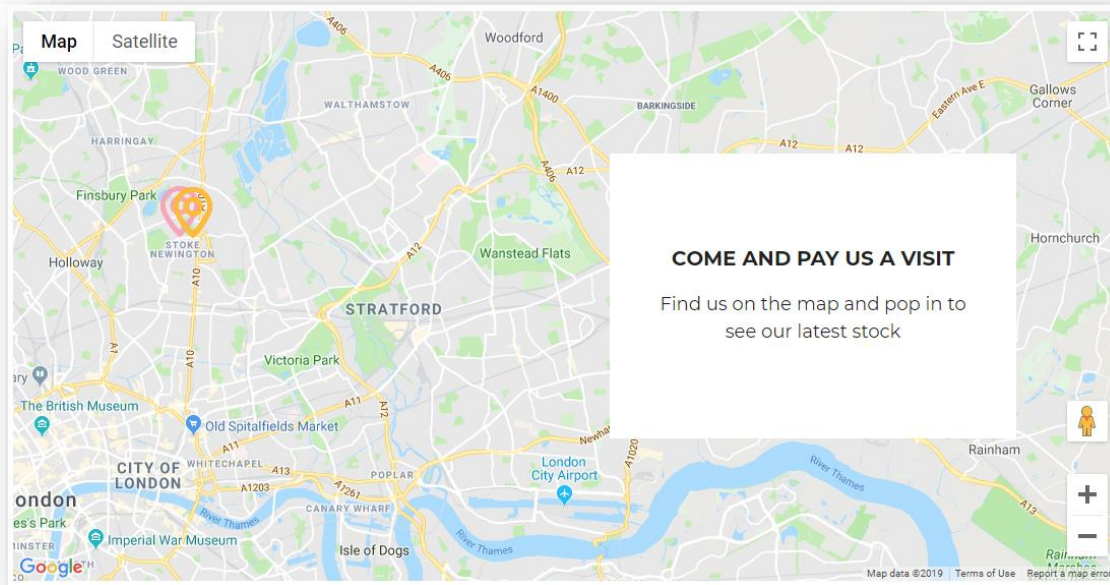
Footer details – show you're a real company:



# Calls to Action

## Sale

YOUR LAST CHANCE TO BUY WITH UP TO 20% OFF



VISIT US AT  
**THE OLD CHAPEL, WHITEHURST,  
CHIRK LL14 5AS**



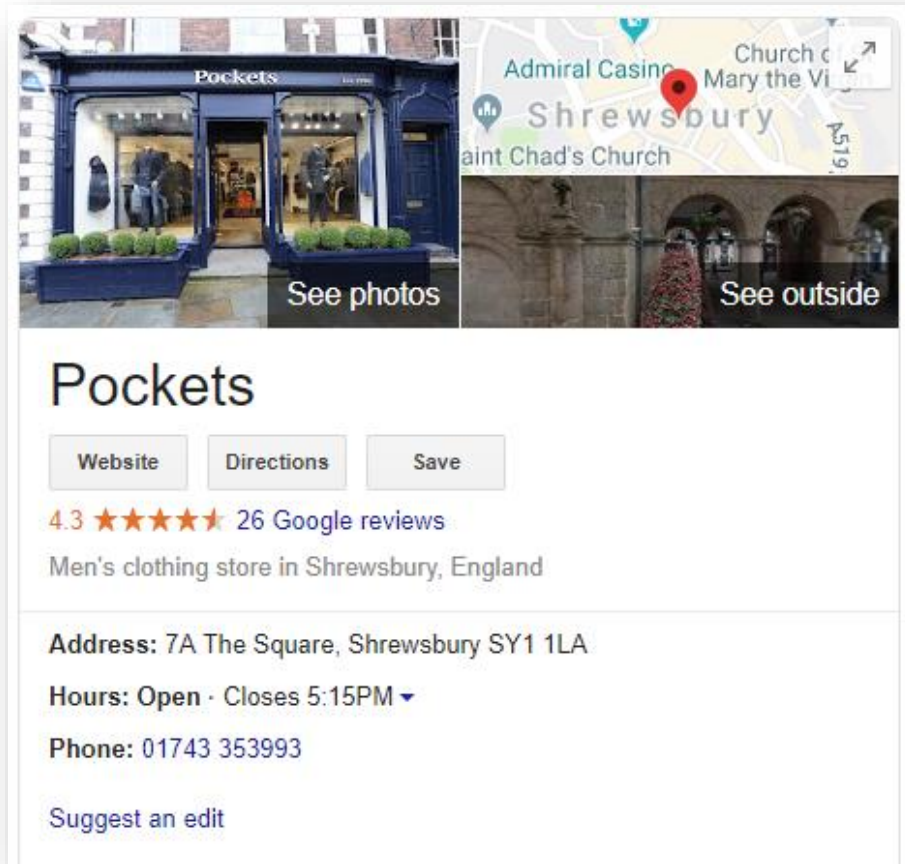
**Chat with us**



# Google My Business / Maps

clear

# Google Knowledge Graph



The image shows a Google Knowledge Graph card for 'Pockets'. At the top, there are two images: a storefront of the Pockets store and a map of Shrewsbury, England, with a red pin marking the location. Below the images are two buttons: 'See photos' and 'See outside'. The main title 'Pockets' is prominently displayed. Underneath the title are three buttons: 'Website', 'Directions', and 'Save'. Below these buttons, the card shows a rating of 4.3 stars based on 26 Google reviews, followed by the text 'Men's clothing store in Shrewsbury, England'. Further down, the address '7A The Square, Shrewsbury SY1 1LA', hours 'Open · Closes 5:15PM', and phone number '01743 353993' are listed. At the bottom, there is a link to 'Suggest an edit'.

**Pockets**

Website Directions Save

4.3 ★★★★★ 26 Google reviews

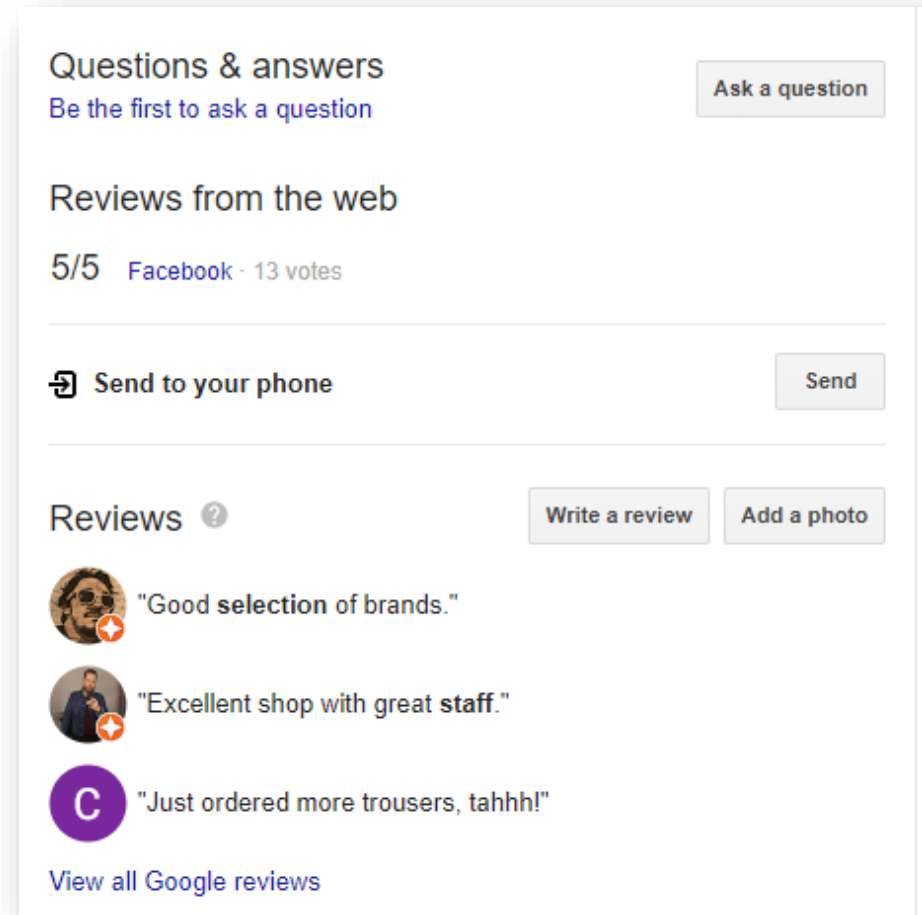
Men's clothing store in Shrewsbury, England

**Address:** 7A The Square, Shrewsbury SY1 1LA

**Hours:** Open · Closes 5:15PM ▾

**Phone:** 01743 353993

[Suggest an edit](#)



The image shows the right-hand side of a Google Knowledge Graph card for 'Pockets'. It features three main sections: 'Questions & answers', 'Reviews from the web', and 'Reviews'. The 'Questions & answers' section has a link 'Be the first to ask a question' and a button 'Ask a question'. The 'Reviews from the web' section shows a rating of 5/5 from Facebook with 13 votes and a button 'Send to your phone' with a 'Send' button. The 'Reviews' section has a link 'Write a review' and a button 'Add a photo'. Below this, there are three review snippets, each with a profile picture and a plus sign icon: 'Good selection of brands.', 'Excellent shop with great staff.', and 'Just ordered more trousers, tahhh!'. At the bottom, there is a link 'View all Google reviews'.

**Questions & answers** [Ask a question](#)


[Be the first to ask a question](#)


**Reviews from the web**


5/5 [Facebook](#) · 13 votes

[Send to your phone](#) [Send](#)

**Reviews** [Write a review](#) [Add a photo](#)

 "Good selection of brands."

 "Excellent shop with great **staff**."

 "Just ordered more trousers, tahhh!"



[View all Google reviews](#)

# Google Maps

The screenshot displays the Google Maps interface. On the left, a vertical panel shows the business listing for 'Pockets'. At the top of this panel is a thumbnail image of the store's exterior. Below the image, the business name 'Pockets' is followed by a 4.3-star rating and '(26)' reviews. The category is listed as 'Men's Clothes Shop'. A row of five circular icons provides navigation options: Directions, Save, Nearby, Send to your phone, and Share. Below these icons, the address '7A The Square, Shrewsbury SY1 1LA' is shown, along with the postcode 'P65W+24 Shrewsbury', the website 'pockets.co.uk', and the phone number '01743 353993'. The current status is 'Open now: 9am-5:15pm'. At the bottom of the listing panel is a 'Suggest an edit' button and a 'Photos' section with three thumbnails and a '68+ Photos' link.


The map on the right shows a portion of Shrewsbury, England, with the River Sever winding through it. The area is divided into neighborhoods: Frankwell to the north, Coleham to the east, and Kingsland to the south. The 'Pockets' business is marked with a red pin at its location. Other labeled points of interest include St Michael's Clinic, Greenhouse West Mid Showground, Severn Way Plant Hire, Shrewsbury Folk Festival, Frankwell Car Park, Laura's Tower, Jailhouse Tours, William Majors, Saint Chad's Church, The Dingle, The Quarry, Town Walls Tower, Shrewsbury School, Shrewsbury School Maidment Building, Shrewsbury High Prep School, The Red Barn, Marysville Medical Practice, and Asda Shrewsbury Superstore. The map also shows various streets, parks, and the River Sever.

# Local search results




Google   

[All](#) [Shopping](#) [Maps](#) [Images](#) [News](#) [More](#) [Settings](#) [Tools](#)

About 61 results (0.57 seconds)




Rating  Hours

|                                                                                                                                                                             |                                                                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| <b>Inocencia</b><br>4.6 ★★★★★ (18) - Designer Clothing Shop<br>13A Castle St · 01743 289400<br>Open · Closes 5:30PM<br><a href="#">Their website mentions mens designer</a> |   |
| <b>Pockets</b><br>4.3 ★★★★★ (26) - Men's Clothes Shop<br>7A The Square · 01743 353993<br>Open · Closes 5:15PM                                                               |  |
| <b>Chequers Menswear Ltd</b><br>4.9 ★★★★★ (8) - Men's Clothes Shop<br>3 Butcher Row · 01743 350714                                                                          |  |

# Google Ads location extensions

Amherst Ice Cream Parlour – Artisan soft serve

 [www.example.com](http://www.example.com)

Pistachio and brown butter raisin on tap. Fresh-baked biscuits.

 [100 King's Rd, Brighton](#)



# Social media

clear

# All the details. Again!

The image shows a screenshot of a Facebook business page for 'Hub Shop'. The page layout includes a left-hand navigation menu, a top action bar, and a main content area with a map and detailed information.

**Navigation Menu (Left):**

- Home
- About**
- Photos
- Reviews
- Videos
- Posts
- Events
- Shop
- Community
- WIN: SANDQVIST & LA...

**Profile Header (Top Left):**

- Hub Shop ✓
- @hubshop.online
- EST. 1998

**Top Action Bar:**

- Like
- Follow
- Share
- Shop Now
- Send Message

**Main Content Area:**

- About** (with 'Suggest Edits' link)
- FIND US** (with 'Get Directions' button)
- Address: 49 Stoke Newington Church St, London, United Kingdom
- Website: m.me/hubshop.online
- Phone: Call 020 7254 4494
- HOURS**: Open now 10:30 - 18:00
- ADDITIONAL CONTACT DETAILS**: info@hubshop.co.uk, http://www.hubshop.co.uk
- MORE INFO**:
  - About: A multi-brand store with British, European and international labels showcased online and in relaxed and friendly shops in Hackney, London.
  - Additional locations at: Womenswear... See more
  - Founding date: 1998
  - Clothes shop

# Social media tips


- Social posts and profiles should match the style and tone of the physical store / website
- Link back to the website and/or encourage people to visit the store
- Share voucher codes to use in store
- Show off new ranges
- Promote sales and events
- Show off the personality of your staff
- Don't be afraid to use boosted posts or ads
- Quality not quantity (to some extent)



# Email marketing

clear

# Signup online



Sign up to the HUB newsletter and get 10% OFF YOUR FIRST PURCHASE.

Email Address

First Name

Last Name

Choose an option

- Mens Newsletter
- Womens Newsletter
- Both

**SIGN UP**

# Signup in store



# ~~Social media~~ **Email tips**

- ~~• Social posts and profiles~~ Emails should match the style and tone of the physical store / website
- Link back to the website and/or encourage people to visit the store
- Share voucher codes to use in store
- Show off new ranges
- Promote sales and events
- Show off the personality of your staff
- Quality not quantity (to some extent)
- ~~• Don't be afraid to use boosted posts or ads~~

# In-store marketing materials

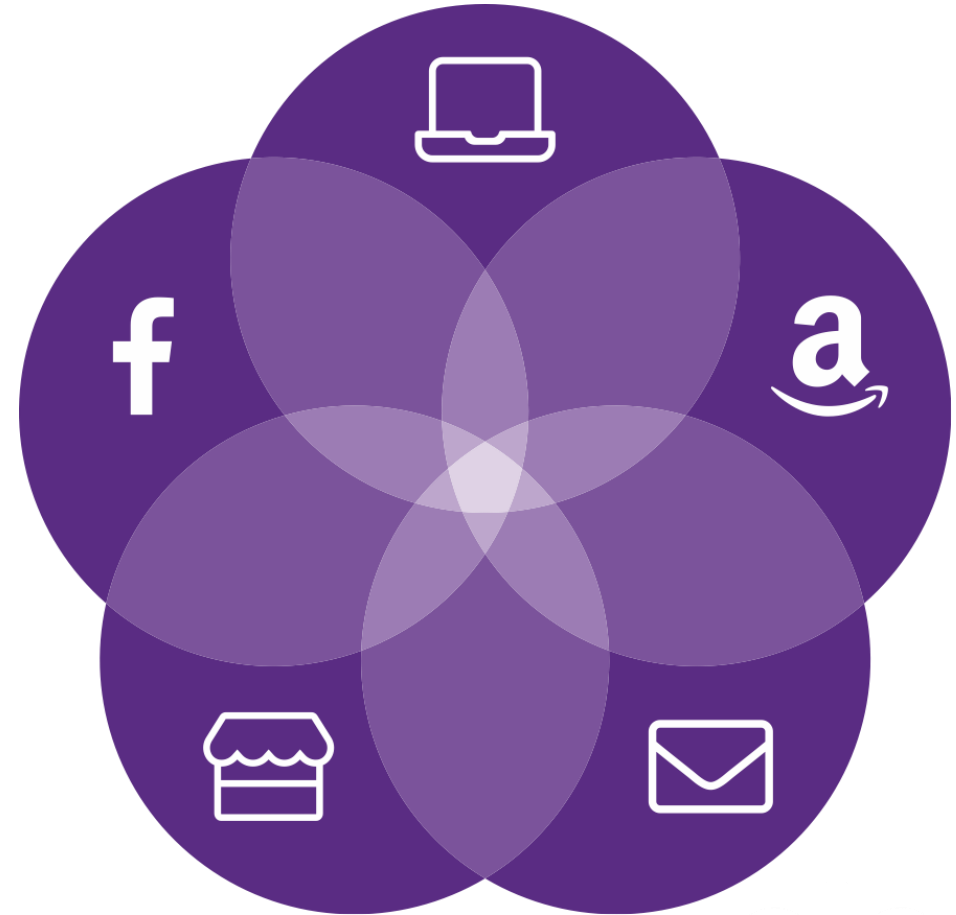
clear

# Consistency



# All channels working together

- Bricks and mortar store(s)
- Website
- SEO / Google Ads
- Google My Business / Maps
- Social media
- Amazon / Etsy / other platforms
- Email marketing
- Print marketing



# Tips

- Everything should match the style and tone of everything else
- Link to the website and social media profiles and/or encourage people to visit the store
- Share voucher codes to use in store
- Show off new ranges
- Promote sales and events
- Show off the personality of your staff



Questions and thank you

**clear**

The creative digital agency