

ORIGIN

In this infographic we will be outlining the strategies used by Origin Digital, to get them to where they are now. As well as analysis on a global scale their competitors, threats, and opportunities to make suggestions on how they can improve and accelerate their growth in the digital marketing industry.

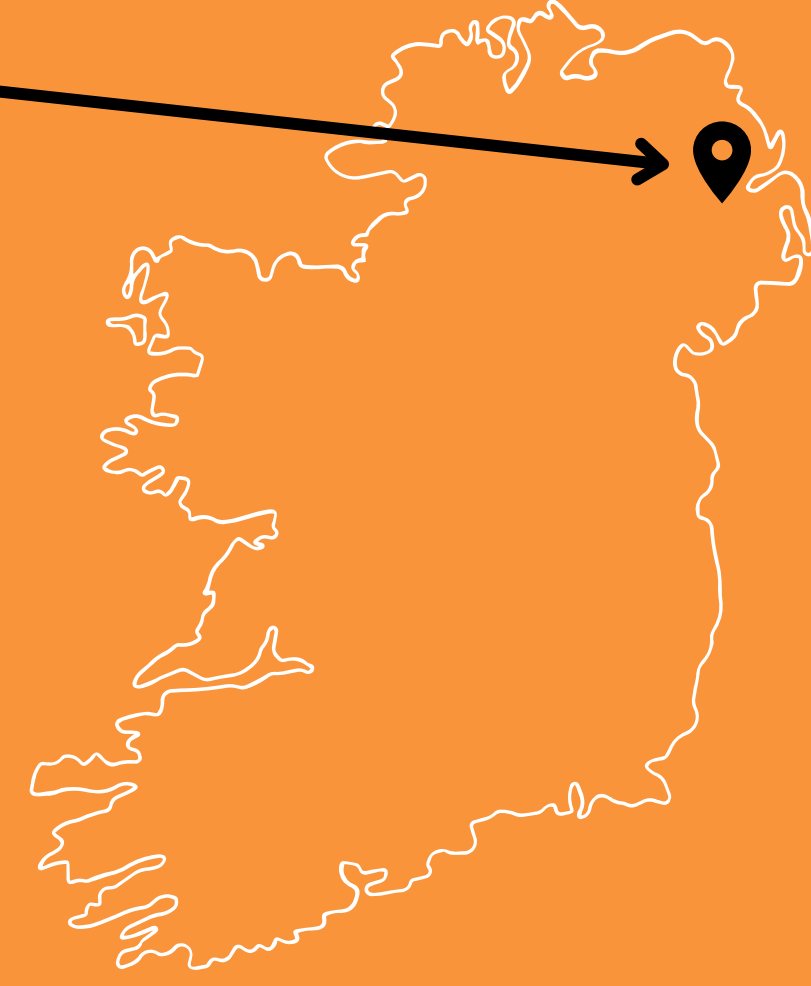
LET'S START WITH THE ORIGIN

Origin Digital is a Digital Marketing Agency founded in 2006 in Belfast, Northern Ireland. (Belfast Live, 2021).

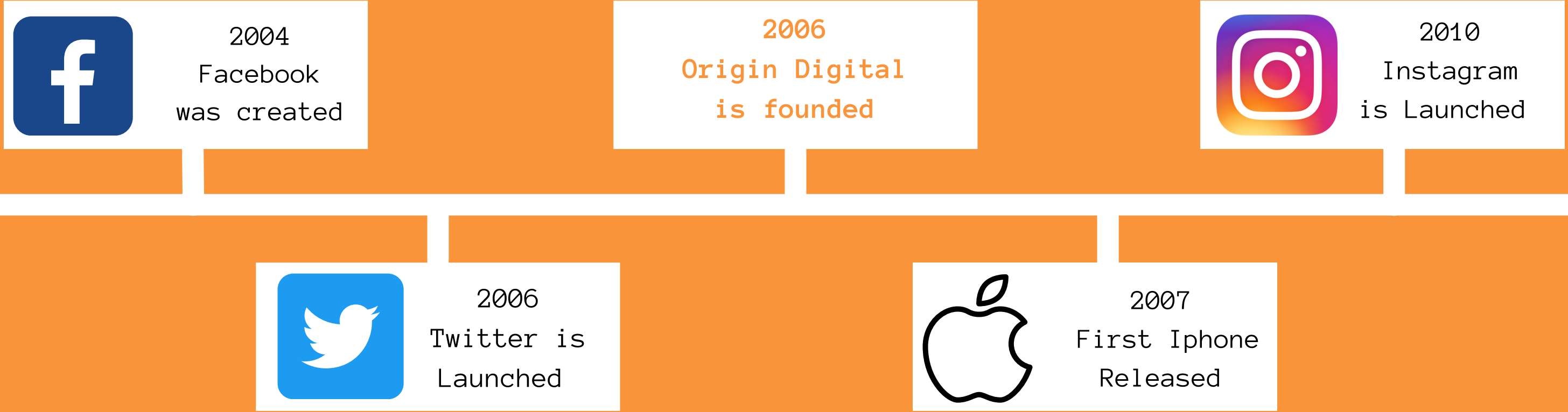
ORIGIN *noun*

"the point or place where something begins, arises or is derived"

(Oxford English Dictionary, 2nd ed)



Founder Jonathan Kelly and co-founder Jerry Staple, begin this company at the beginning of the Digital revolution. The below table shall help to put this into perspective. (Origin Digital, 2022)



Origin Digital has grown with the purpose of helping their customers create valuable connections with their Audience. Using two key components to fulfil this purpose;

EXPERIENCE

and

NARRATIVE

Origin value their employees and pin their success on the knowledge and experience of their employees. In order to help their clients shape their brand, find their voice, engage audiences and drive sales. Specialising in app development, SEO and Customer Relationship Management (Origin Digital, 2022)

This is achieved through the Internal environment the company has created. Through these four key components;

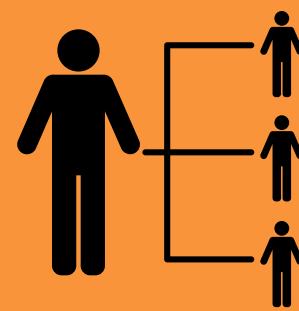
PHYSICAL RESOURCES



- Up to date IT hardware and software
- The office's to create a working environment for their staff.
- New Office in the USA to grow the business globally.

(Belfast Live, 2021) (Origin Digital, 2022)

HUMAN RESOURCES



- Total employees: 32
- Belfast employees: 18
- New York employees: 13

(Belfast Live, 2021) (Origin Digital, 2022)

FINANCIAL RESOURCES



Tangible Assets \$39,590
Net Current Assets: \$64,000
• Current Liabilities: \$100,163

Net Assets: \$3,961
(Companies House, 2021)

INTELLECTUAL RESOURCES



- Origin Digital, aim to hire only the best digital talent.
- Each employee has a in-depth knowledge in their chosen field.
- Plans to create an academy of design, marketing and communication professionals in Northern Ireland, in collaboration with a local university, to service the growing US arm and maintain a flow of creative talent. (Origin Digital, 2022)

SERVICE FOCUS



Campaigns and Digital transformation



Online Customer Experience



Branding

THEIR KEY AREAS OF SUCCESS ARE:

Customer Experience

Mobile Digital
SEO
Development Execution

App Campaign

Growth Strategy

Origin Digital effectively uses its Physical, Human, Intellectual, and Financial Resources.

They achieve this by hiring the best digital talent and creating a valued working environment. Keeping staff engaged by encouraging growth through rewards. As a result, the staff wants to work hard and create the best customer experience for Origin Digital clients.

They have been successful in creating a positive Internal Environment. A crucial factor because although they provide their customer with a digital product. The product would not exist without the Strategy, planning, design, and creation produced by their valued employees. These employees combined with advanced technology, good management skills, and 13 years of experience have allowed this company to excel in a competitive and fast-paced industry.

This has been recognised by the numerous awards they have both been nominated for and won. Including workplace of the providing evidence of the success of their internal environment.



2020

Category :
Workplace of the year

ORIGIN Customers

Insurance



Ar



Technology



Agriculture



Energy



Finance



- Origin Digital serves multiple customers from numerous different industries, ranging from Finance to Food.
- In addition, a majority of their customers are leaders in their industry. Such as Firmus Energy the leading gas supplier in Northern Ireland (Firmus Energy, 2022)
- This is positive for Origin, as it provides evidence that their strategy, branding, and technological developments truly are effective.
- In addition, serving a range of industries is beneficial as the environment changes, with trends and human desires.

Reviews



Emmet McEvoy

16 september 2020, 6:01 pm via Google
Great agency offering a full service across design, production and digital marketing.

Vicki Caddy

Excellent insights and strategic digital solutions – they're our perfect fit as a digital marketing partner for our integrated marketing clients

Unfortunately, it is quite difficult to find evidence of Origin Digitals' work. This is a potential area of improvement for Origin to bring in more future clients. Having evidence of the work they have produced.

However, many of Origin's clients have left 5 star Google reviews. This is positive as psychologically people trust the opinion of other real people. In comparison to what the company itself is telling us. (Burton & Khamash, 2010) . However the total number of google reviews is quite low and Origin should aim to improve this.

THE DIGITAL MARKETING INDUSTRY

- The Origin Digital exists in the marketing and advertising industry and serves as an inventive digital agent, improving campaigns, experiences, and strategies.
- Due to the increase in demand, many companies are now hiring dedicated The Digital Marketing Industry has become an over-digital marketing employees or even Rivalry Among saturated Industry.
- teams. (Indeed, 2022) Opposed to With it becoming the main form of marketing that
- outsourcing to separate companies. Existing Competitors industries are using This is perhaps due to the demand and Origin Digital has a large number of competitors which
- the importance of the digital industry they must ensure they maintain a competitive rivalry on business strategy and development. against.

Porter's Five Forces is the model published by Harvard Professor, Michael E. Porter (1980) in his book Competitive Strategy: Techniques for Analyzing Industries and Competitors. The model is the most effective way to analyze the five competitive forces that shape each industry. Using the model to determine the strengths and weaknesses will allow a business to create its corporate strategy.

- Businesses are now at a stage where they hold the power over digital industries.
- They have the choice of picking an agency that provides them with the best service at the best price for them.

Bargaining Power of Buyers

Threat of substitute

Industry Rivalry

INDUSTRY RIVALRY

Bargaining power of competitors

Threat of New Entrants

As the Digital Industry has reached a maturity stage in the market. Innovations are now being developed to allow for products or services easier access to these resources.

- Resources such as;
 - Wix, which allow entrepreneurs and small businesses to build a professional website without the cost.
 - Canva, which allows users to create digital imagery which previously would have required the skills of a trained graphic designer.
 - Shopify, which allows users to build an e-commerce website to sell their products from directly, at a low monthly cost.
- These services along with many more, in addition to the impact of social media has created a lot of substitutes in the digital industry

- As the amount of Bargaining Power of competitors increases, Origin Digital must ensure they keep ahead of trends to stand out against the rest and ensure they are not only offering the same services as their competitors but offering more.
- With many companies now hiring inhouse digital marketing employees, Origin Digital must ensure they are offering a service, which benefits their clients and potential clients something that may be too difficult, expensive or time consuming for inhouse teams to deliver.

- The rise in freelancers (Forbes, 2021) has had an impact on all industries. Particularly those which are creatively based.

- The introduction of the website Fiver, a platform for freelancers has aided in this increase. Which was estimated by Forbes to increase by 10 million in 2021.
- In addition due to the growth and development of the industry, it is now a globally taught subject in both schools and universities. For example, the University of Ulster, Masters in Marketing Programme now has a Digital Marketing Module. (Ulster University, 2022)
- This may be why Origin has decided to partner with universities to gain access to this new talent entering the workforce.

THE IMPACT OF INDUSTRY DEVELOPMENT ON ORIGIN DIGITAL

Figure 1

The Difficulty for Origin Digital maintaining their growth in what is now a saturated market in comparison to when they first began. It could be argued that what perhaps once was a core competency for Origin Digital, in being ahead and at the beginning of the digital era may result in their decline. This will happen if they fail to change their strategy to adapt to current market trends.

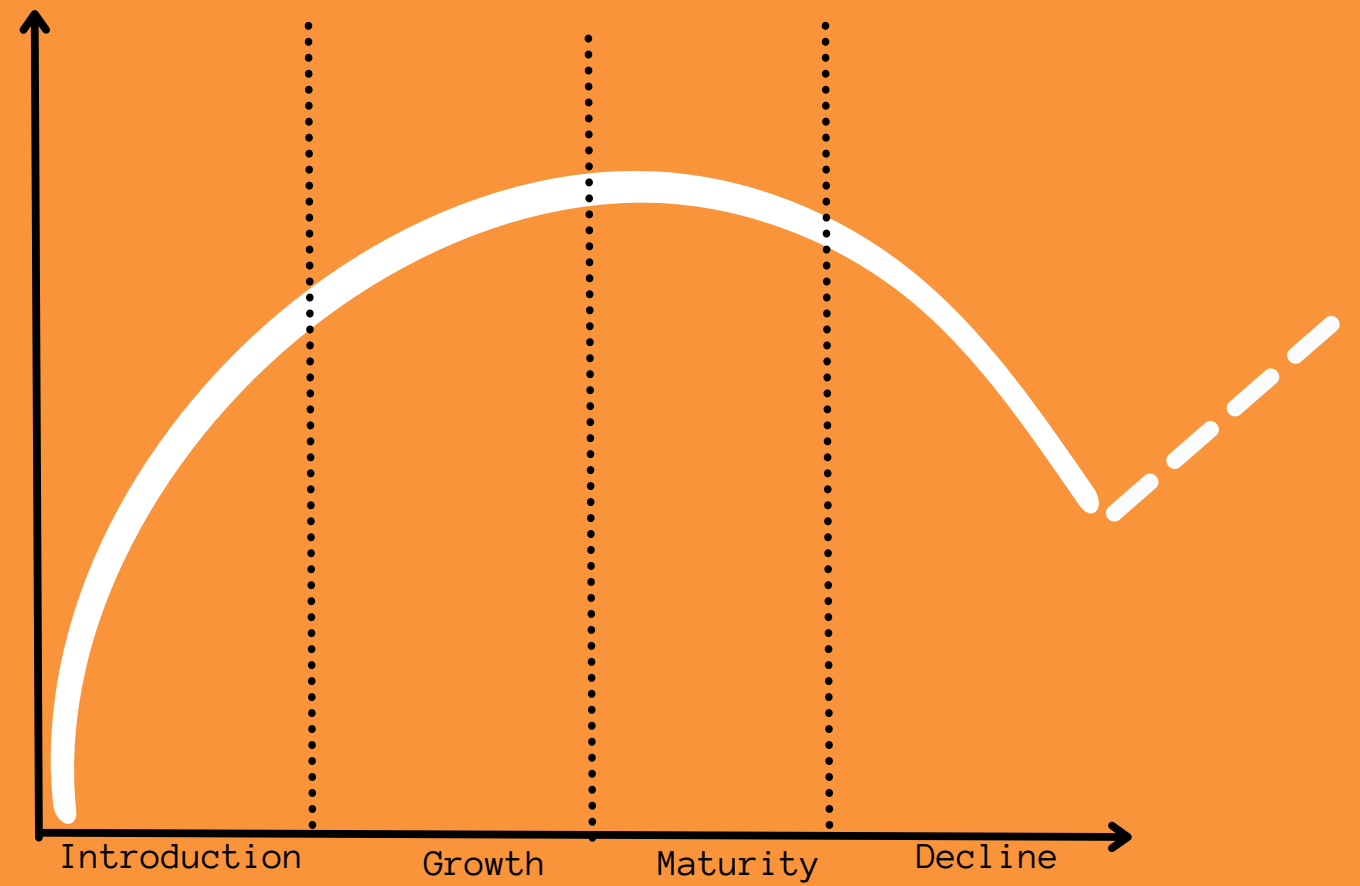


Figure 1 outlines the Product Life Cycle (Brouillat, 2014). When comparing this cycle to that of Origin Digital it is evident that they perhaps reached a stage of Maturity in 2020. To avoid decline Origin Digital saw the opportunities in America, particularly in the Fintech Industry, and decided to open an office in New York. Taking advantage of their years of experience in the Fintech Industry, accelerating their growth into a new environment, while hiring 7 new members of staff. (www.belfastlive.co.uk)



As Origin Digital has now entered a much larger environment stepping outside of their comfort zone of Northern Ireland. It is crucial to their success that they analyze this new Macro Environment, and that decisions are informed by industry data. They must ensure that all 7 new members of staff they have taken on due to this growth are held to the same standard with the same skills and values they have build their brand on.

KEY DRIVERS OF THE MACRO ENVIRONMENT

P While Origin Digital exists in Northern Ireland and will be expanding into the USA. The Digital Industry is one without borders. It is essential to be aware when creating content that it could be viewed from anywhere in the world and to be respectful of cultural differences in norms and values. A key political factor in recent years would have been Brexit. The separation of Britain from the Europe Union. Origin Digital holds a relatively unique and perhaps a beneficial position of being based in Northern Ireland, being a political part of the UK but also still holding many joint political rights with the entire Ireland of Ireland, which is still a member of the European Union may give them leverage against their UK based competitors.

S In the past 3 years the Covid-19 Pandemic has had the biggest social impact on our society. While it was the ruination for many industries. The digital industry is one which propelled as a result of peoples need to find new ways to connect, find products and recommendations and of course for entertainment in a time of isolation. Social trends are constantly changing and it is important to ensure to stay up to date in order to stay relevant in competitive environment.

L Similar to the political factor, It can be difficult to establish legal borders in the digital industry. However due to the nature of the product Origin is creating they are not faced with the same complicated legal implications as that of selling a physical product., in comparison to the food industry. Despite this, there are strict laws and regulations surrounding data and we can share or hold this data. In addition, many of the key social platforms such as Instagram, Facebook, and Tiktik have their community guidelines which Origin must be aware of to avoid any breach on a client's account which in severe cases can lead to having their account blocked and therefore unable to connect to their customers. For Example China, has significantly different Laws regarding Social Media. (Canaves, 2011)

E While in the beginning companies may have been reluctant to invest in digital branding and marketing. Now more than ever companies are investing into their digital image. Forbes details a record spend of online advertising in America in 2021, which has been predicted to continue to rise in 2022 (Adgate, 2022)

T Technology is the key contributing factor to the growth of the digital industry. With new innovations and platforms being introduced daily, origin must stay one step ahead at all times and use these technological innovations to their advantage.

E Every Industry is being faced with task of becoming more sustainable and environmentally conscious. Technology and the digital industry is no different. However they are at an advantage that they have a minor impact and perhaps in many ways are helping companies to become more sustainable.

These factors are all a minor percentage of which will impact Origin Digital in their Macro-Environment
These Factors are also constantly changing and Origin Digital must ensure they maintain high alert and adapt to these changes effectively.

ORIGIN DIGITAL- GROWTH ANALYSIS

A useful tool to develop a growth strategy is the STP Model, (Hanlon, 2022) (Segmentation, Targeting, Positioning). Figure 2 demonstrates where Origin Digital is currently situated in this model.

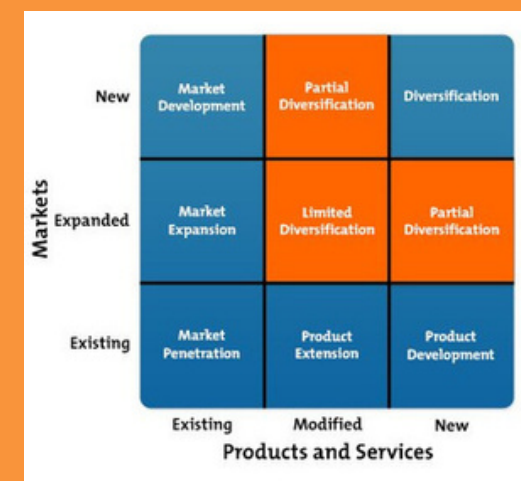


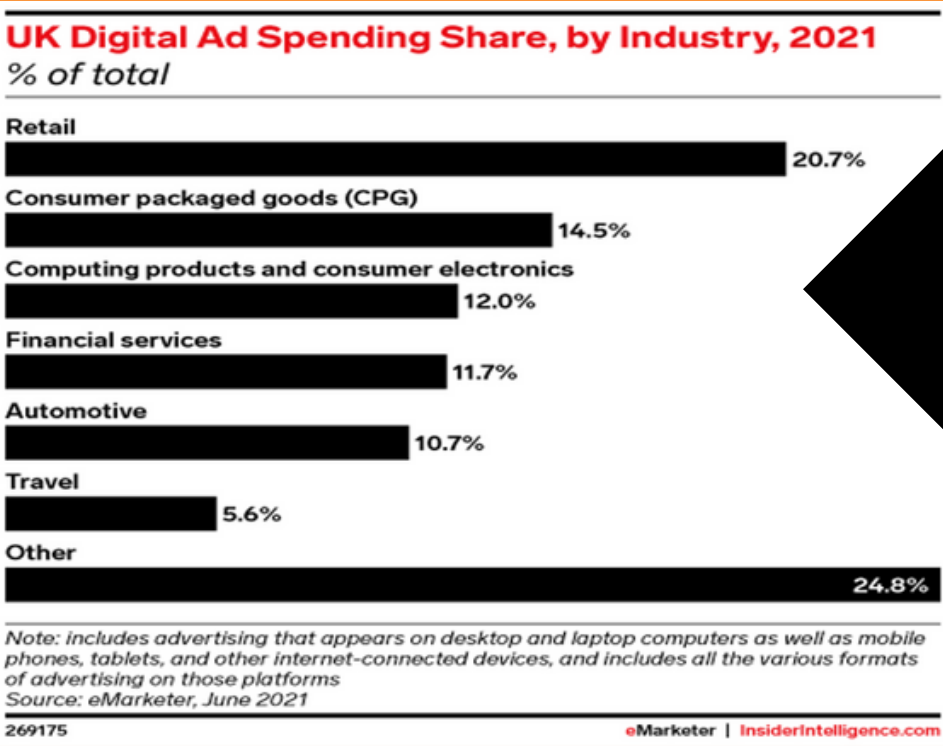
Figure 2

Origin Digital is situated in Product Extension section : (Existing x Modified)

APPROACH TO SEGMENTATION

Considering UK and US market's significant growth in digital ad spending across various industries, Origin Digital should focus on diversifying their client base with the mentioned markets where they are already operating.

Igor Ansoff Modified Strategy (Fisher and Cramer- Wood, 2021)



Origin Digital's client base is dominant in the Insurance, Investment, Fintech. It could be worth focusing on tapping into the potential market of Retail and CPG sectors which accounts upto 35% of total digital Ad spending in the UK.

	2019	2020	2021	2022	2023
2019-2023 % change					
Automotive	13.9%	-9.0%	20.5%	13.7%	11.3%
Computing products & consumer electronics	21.7%	30.5%	29.0%	15.3%	13.3%
CPG	14.8%	24.7%	31.7%	17.9%	15.7%
Entertainment	20.4%	12.7%	37.2%	16.5%	14.5%
Financial services	23.3%	20.3%	16.7%	12.8%	11.3%
Healthcare & pharma	17.3%	27.2%	11.6%	11.5%	10.1%
Media	20.8%	8.5%	21.1%	10.8%	7.6%
Retail	21.5%	23.1%	34.5%	20.2%	16.5%
Telecom	16.3%	17.0%	14.2%	11.0%	8.3%
Travel	26.8%	-51.0%	18.7%	14.2%	12.1%
Other	18.0%	15.8%	23.6%	11.3%	9.2%
Average	19.2%	14.9%	25.5%	15.6%	13.2%

While in the US market, Automotive, Computing products, CPG, and Entertainment lead the market share in Digital Ad Spending. With the resources in the US, Origin Digital could reach the players in these sectors.

Figure 3, has been developed to outline some key factors which can be used to help portray how to reposition and target to maintain growth

KEY FACTORS

Figure 3

FACTORS	ANALYSIS	EVALUATION	IMPACT (L/M/H)
Technological factor	Making sense of AI trends in the financial industry Most Fintech are utilising AI for data analysis	Origin Digital could benefit from this trend as they are experienced in areas of programming and data collection which are relative for AI development.	M
Technological Factor	Connected TV AI Operated New method of advertising which is growing at a fast pace in the US	Origin Digital can utilise connected TV to serve clients (and to create awareness of their brand and future advertising)	M
Economic Factor	US Digital ad spending forecasted to reach \$400 B by 2025	Which suggests there is more scope OD to expand their service offering in the market	H
Social/Economic Factor	Marketers (more than half want to quit their jobs) Location?? Higher levels of inflation and the organisation would need to meet those expenses	OD may have to spend more in areas of hiring and training. Increase working patterns (source on hybrid working patterns to support this)	H

A report suggests that 50 leading tech firms in Ireland generates 858 million euros in total annual revenues. Origin Digital is listed in the mention 50 leading firms and it leads to the claim that a featured firm must be turning over a revenue of 17 million euros. If Origin Digital could tap into the leading sectors by digital spending, growth of revenues could take a leap. (Northern Ireland Chamber, 2022)

Potential Clients

Most existing customers are active in the insurance and finance industries, so they can have more customers in the same industries such as :



Also, ORIGIN target new customers in retails, corporate organizations, start-ups. For example :



Figure 4, has been developed to identify potential new clients.

Gap 1

According to a study conducted by IAB UK & Middlesex Uni. (2020), there is the issue of finding up-to-date skills in the industry. About 88% of organization surveyed claims they find it difficult to hire qualified individuals for job roles

Solution

We undertake proper sensitization to show that the industry is valuable to work in.

Gap 2

65% of companies in the digital advertising industry claim a shortage in skills among intermediary or junior employees.

Solution

Schools and universities are worked closely with to show why digital skills will be a much-needed skill in the future

Gap 4

There exist significant gaps of highly skilled workers as they tend to look into other industries for opportunities

Solution

We carry out practical training of candidates to make them more fit for digital roles

Gap 3

46% of the companies surveyed believe new graduates are not qualified to take up careers in this industry

Solution

We focus on providing long-term career opportunities for our staff to give them inclusiveness in the evolving digital world

COMPETITOR ANALYSIS

CATEGORY	OUR COMPANY	COMPETING COMPANY 1	COMPETING COMPANY 2	COMPETING COMPANY 3
---	---	---	---	---
COMPANY NAME	ORIGIN DIGITAL	DESIGN PICKLE	THE FREE WEBSITE GUYS	SILVERBACK STRATEGIES
LOCATION	NEW YORK, USA	GREATER PHOENIX AREA, WESTERN US	USA	ALEXANDRIA, VIRGINIA, USA
TARGET CUSTOMER	RETAILERS, CORPORATE ORGANIZATIONS, AND START-UPS.	RETAILERS, CORPORATE ORGANIZATIONS, AND START-UPS.	BIGESTABLISHED ORGANIZATIONS, AND AGENCIES, START-UPS	BRANDS, GOVERNMENT ORGANIZATIONS, START-UPS
FOUNDED	2006	2005	N.D.	1997
SERVICES	HIGH-QUALITY DESIGN, WEB DESIGN, DIGITAL MARKETING, AND SCALABLE ILLUSTRATION CREATIVE CONTENT	HIGH-QUALITY DESIGN, DIGITAL MARKETING, AND SCALABLE ILLUSTRATION CREATIVE CONTENT	DESIGN OF PROFESSIONAL, MOBILE-FRIENDLY WORDPRESS WEBSITES	SEARCH ENGINE OPTIMISATION, WEB DESIGN, WEB DEVELOPMENT
EMPLOYEES	11 - 50	49	11 - 50	10

Figure 6, highlights some of Origins Key competitors along with their statistics. While it can difficult to compare things such as strategy, technology and price as these are factors usually kept private within businesses. Self-promotion and practicaly Social Media is something we are able to compare. While searching for competitors it became evident , that Origin requires particular improvement in their own SEO. An area which they boost to be one of their key areas of success. Origin Digital does not appear on the first nor second page of google results when looking for a digital marketing agency in Northern Ireland, nor New York/ USA.



259

Followers

(All data has been gathered from Origin Digital's, public Social media platforms, March 2022)



742

Followers



303

Followers



309

Followers

As per Forbes (2019) Digital Marketing Agencies need to promote themselves;

- Make yourself a client
- self- promote
- create a story of who you are
- Promote your clients
- Leverage Testimonials

This is a method that has been successfully executed by many of Origin Digitals Competitor's Some examples are;



Pretty Little Marketer (UK)
77.7k Followers
Posting at least once a day

We Are Komodo
(London, Sydney, LA, Bangkok)
37.1k Followers 962



TikTok has proven to be an extremley usefu marketing tool for many large companies: particularly Ryanair and DuoLingo. who have both used the method of optimising 'm



According to a recent survey, social media was among the three most popular digital marketing channels worldwide in 2020, with 83 percent of responding marketing specialists using it as part of their digital campaigns.

(Statista Research Department, Nov 15, 2021)



Origin Digital need to improve their strategy to optimise, on their use of social media. Practicular on LinkedIn as they are a B2B company. In addition with the increase in demand and popularity of video, they should look into using Tiktok as another stream, and offer this as a service.

MAKETING CONCEPTS

Robert Katai, provides the definition of a marketing concept: "A strategy that companies and marketing agencies design and implement in order to satisfy customers' needs, maximize profits, satisfy customer needs, and beat the competitors or outperform them.(Katai, 2021)

There are 5 Marketing concepts and while not all 5 are relevant to every business it is important for Origin Digital, to be aware of all five and understand how navigate each and apply when relevant.

1.The Production Concept



2. The Product Concept.

3.The Selling Concept.



4.The Societal Concept.

5.The Marketing Concept



Conclusion: Even though Origin Digital has a strong foothold in the UK market with a robust clientele, there is a huge opportunity within the UK to grow. With the right reach and approach, they could tap into the untapped market by increasing social media activities and PR releases in media and digital platforms. With the current scenarios, although firms have reduced their overall marketing budget, digital marketing spending share has increased. Having launched operations with an office and talented team in the US market, they would quickly witness substantial business from the region.

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All uncited images such as logos and creative design have been created using Canva, with permission by the Canva platform to make use of these images for this Infographic.

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