

Belfast Digital Agency ProfileTree Aims for Awards Success

A Belfast digital marketing agency could be celebrating an award win this month thanks to be named as a finalist in the Irish Content Marketing Awards.

BELFAST, COUNTY ANTRIM, NORTHERN IRELAND, September 6, 2018 /EINPresswire.com/ -- A Belfast digital marketing and content marketing [agency](#) could be celebrating an award win this month thanks to be named as a finalist in the Irish Content Marketing Awards.

[ProfileTree's ConnollyCove](#) project – which offers a one-stop resource for visitors to Ireland – impressed industry judges, leading to the company being named in a shortlist announced in the Irish Times Online.

The panel's final decision will be announced during a ceremony at the Ballsbridge Hotel, Dublin, on Thursday 20th September.

Described by organisers BusinessRiver as providing a platform “where the best work, by the best people for the best clients will be celebrated”, the awards boast a panel featuring leading Irish and international practitioners, academics and specialists.

Organisers hope to “raise standards and position content marketing as being of pivotal importance to all marketing and communications activity”.

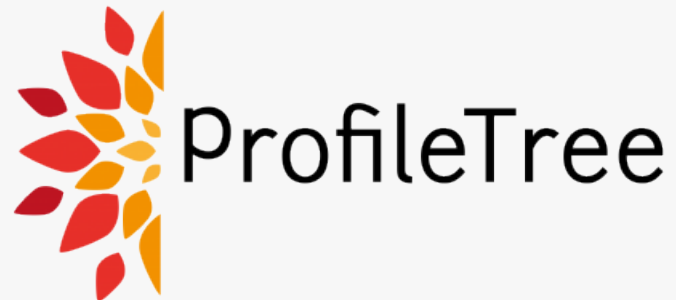
“

We put our heart and soul into content marketing because we built our own company on content!”

*Ciaran Connolly, ProfileTree
Belfast*

The Irish Content Marketing Awards are sponsored by recruitment company Cpl.

ProfileTree Director Ciaran Connolly – founder of ConnollyCove - said his team would have champagne at the ready regardless of the final result: “We put our heart and soul into content marketing because we built our own company on content!”



ProfileTree Digital Marketing and Content Agency, Belfast



ConnollyCove.com

“We moved to stunning new offices six months ago and have been welcoming a steady stream of

new and returning customers who appreciate the value of content for talking 'with' – rather than 'at' – your audience."

ConnollyCove offers a free guide for visitors to Ireland, north and south, including popular and 'hidden gem' locations, reviews and a 'must-see' guide to essentials for visiting Ireland.

Parent company ProfileTree is an innovative, Belfast-based business offering content marketing, SEO, video production, web design & development as well as digital marketing services to companies across Ireland and internationally.

Ciaran explained that ProfileTree offers a range of digital services...

Video Production: "We use years of video production expertise to bring your brand to life through superbly professional video capture and editing.

"While others stop there, our specialisms in SEO and marketing mean your customers won't just see engaging, quality video but can find and interact with your videos and your messaging."

Search Engine Optimisation: "A great brand, great content...even a great website...isn't enough. Being seen by potential customers means more chance for your audience to talk WITH your brand and become part of your story.

"We built ProfileTree on SEO and content marketing, meaning we can bring our big picture expertise together with your brand for great visibility and engagement."

Content Marketing: "If you haven't already seen the power of content marketing, we'll show you why there's a goldmine of audience engagement waiting for your brand.

"That's because a new generation of customers are prepared to give unprecedented loyalty to your business if you've used time and skill to maintain a worthwhile conversion. The good news? We can help."

Web Development & Website Design: "Why do our clients love working with ProfileTree? Because we create the right site for their business goals, for their marketing strategy and with one eye on digital changes in the present and future.

"This way, a customised website with its roots in the needs of your business can work hard, and react fast, for the benefit of your brand."

Artificial Intelligence: "Staying ahead of the latest technology online means being ready when your customers change how they want to engage with your brand.

"Not only do we help understand how tech like chatbots and voice search can boost your business, we'll continue to translate the big changes into results."

Digital Strategy: "Making sure your brand meets your customers online in the right way - with the results you need for your business - means making all the elements of your online world work with each other towards your goals.

"A piecemeal approach, without clear outcomes and your audience firmly in mind, is a world of missed opportunity. We'll help you grow online instead."

Digital Training: "We're a different kind of agency with a different kind of opportunity for your business. Why? We built our business on the digital methods we now pass on to our clients.

We'll even show you LIVE results from our own trials of our techniques. Ready to grow?"

Social Media Services: "While your competitors are simply 'doing' social media, your business could be wowing customers with content that truly engages and creates lasting relationships.

By unlocking the power of your audience being able to see - and react - the right message on the right channel, the reward of customer loyalty and even creating brand ambassadors awaits. We'll show you how."

ProfileTree can be contacted at hello@ProfileTree.com

Ciaran Connolly
ProfileTree Digital Marketing
(0044)28 95211736 / 028 95211736
[email us here](#)

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