

Threefold Alliance

● ● ● NEXT-LEVEL
DIGITAL SERVICES

Are you looking to take your business to the next level online, and want to ensure you're getting expert help throughout?

Do you have an existing website or digital service that isn't achieving what you want it to?

Do you need a product that helps you interact better with your customers, understand their needs, reward their loyalty, and collect valuable data?

The power of three

Three Wellington, New Zealand-based businesses have joined forces to provide digital services that go to the next level:

- As a team, we're focused solely on your project and achieving your goals
- We listen acutely to you, and communicate with you in plain English
- By working together, we innovate to find digital solutions that give your business a competitive edge
- We strive to build websites, tools, and apps that produce a measurable return on your investment.

What we do that stands out

Expertise and commitment

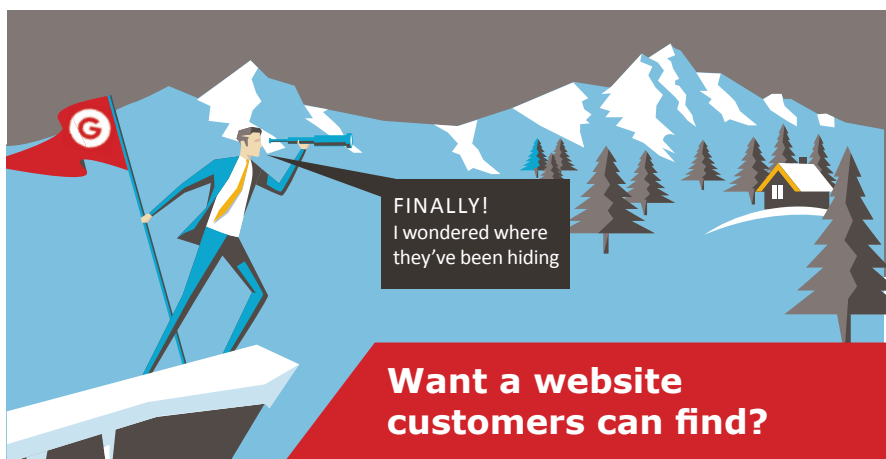
We understand the challenges businesses face in the digital environment, especially the need to create websites, tools, apps, and content that target audiences at the right time, in the right place, with the right information. There are 200 million active websites on the internet, so standing out from the crowd requires a team effort. We apply our considerable expertise to tailor digital services that help your business work better for you, and that promote the unique personality of your brand.

Communication and strategy

We listen to your requirements, challenges, expectations, and goals, as well as the needs of your customers, and deliver a tailored plan for your digital services based on best-practice approaches. Our plan will clearly establish responsibilities for undertaking your project, and we'll keep you well-informed during the work. We can also help you document a digital strategy that clarifies your investment and objectives. We want our clients to know what they are getting for their budget and what the finished product is going to achieve.

Coordinated, complete digital services

Building a website is a complex, multidisciplinary undertaking. A common misconception about the role of design and content in digital projects is that these are add-ons to web development that are dispensable in order to control cost. Our position is that design and content are crucial to achieving an effective online presence for your business. We achieve efficiencies for your project through coordination and expert practical knowledge of what is required.



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Our services:

- Tailored digital and content strategies
- Website design, development, content, and SEO
- Brand design, graphic design, and illustration
- Content marketing
- Content and website management
- Digital campaigns
- Bespoke web apps and tools
- Affordable, solid, secure NZ web hosting

Ongoing support

We won't disappear once your website, tool, or app is built. We'll be on hand to help with any follow-up issues, especially around functionality. We offer a monthly package that allows us to keep your website fully up to date. We're also advocates of content marketing – publishing fresh content on your site on a regular basis and distributing it wisely benefits your customers as well as your authority.

Cost effectiveness

A professionally designed and developed website is a worthwhile investment given the size of the online market for products and services. Consumers demand quality when they interact with businesses on the web. So, a website that is well-designed is easy to use on all devices, and enhances the visual appeal of your brand. A website that is efficiently developed meets all the demands of the current digital environment. A website with effectively planned, written, and optimised content will be found by your audience and provide immediate benefits. We compile reports that measure the value of the digital services you purchase from us against appropriate parameters.

Threefold Alliance is a digital services provider based in Wellington, New Zealand, combining the expertise of three businesses:

- **Freshfields Design** – *Lynn O'Shea*: digital strategist, graphic designer, website designer, brand designer
[See Freshfields website](#)
- **Sentence Case** – *Alex Staines*: content strategist, content writer, SEO specialist, content marketer
[See Sentence Case website](#)
- **ThreePoint** – *Kalpesh Bhula and John Veugelaers*: business analyst, digital strategist, developer of websites, apps and tools
[See ThreePoint website](#)

NEXT STEPS:

Get in touch with us to start a conversation about how we can help take your brand to the next level online.

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