



Digital Mojito Ltd

Digital Marketing Firm of the Year – London

Innovative digital marketing

Digital Mojito strives to help clients find their creative voice through a variety of digital marketing services. They are thinkers and makers who bring ideas to life.

Digital Mojito Limited is where innovation meets impactful digital marketing.

Established in 2016, the company specialises in subscription-based products and partners with top-tier premium advertisers. Through performance-based strategies, they amplify products which enrich businesses with convenience and affordability.

Digital Mojito lends its services to customers across a variety of sectors. It crafts an unrivalled practice that helps the customer achieve a higher level of traffic for their products and services.

Co-founder, Josh Littler states, "We proudly specialise in subscription-based products and premium brands on a 100% performance based setup".

Digital Mojito optimises the customer experience by working closely with them to fine-tune their needs. It provides an unbiased and focused review of each customer's business, from the foundation of their structure to the overall presentation of their brand.

Following this review, Digital Mojito addresses opportunities for improvement and strives to develop the brand with the continued input of the customer.

Its affiliate marketing helps industry-leading, subscription-based and premium brands to expand their customer base and produce more revenue. Digital Mojito

tailors each marketing plan to a highly-focused level, tapping into a global network of fully compliant associates.

With the company's 'transparency promise' Digital Mojito are partnering up with everyone they work with in a way that has no blind strategies, hidden costs or surprises. They ensure clients know how, when and via which partner their product is being promoted.

Josh says, "Our advertisers don't pay expensive set-up fees, integration costs, monthly management costs or overrides etc. Instead, we take a margin from the standard CPA/CPL/CPS (cost-per-action/cost-per-lead/cost-per-sale)." This means Digital Mojito offer brand promotion and increased sales at a competitive rate, and allows customers to experience a high level of customer service and digital marketing skills that ultimately change the trajectory of their businesses and reputation.

Giving customers the opportunity to track the activity with its analytics and costs, Digital Mojito is taking its transparency to the next level.

"We don't believe in aggressive sales strategies or pitches to close new advertisers' business.

We use a simple, but meticulous approach to understand what the

client is looking for and we base our introduction on that."

Josh explains, "At Digital Mojito, we've needed to be exceptionally good listeners, but most importantly we have had to take a more agile approach regarding our advertisers' campaigns without compromising on quality of performance."

This has all led Digital Mojito to an increased revenue for themselves and the people it works with.

Digital Mojito has formed a link between the customer

and what they need. This has created a larger market for lots of online services that could otherwise be struggling to make the jump towards having a well-known status. Josh says, "The user's convenience combined with the fact that merchants are guaranteed a recurring purchase from their customers every single month is a no-brainer for all parties involved."

As a bonus, Digital Mojito offsets its carbon footprint by planting trees and collaborating with Ecologi - aiming to plant as many trees as possible through its partner The Eden Reforestation Projects. ■

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