Online PR

Social media news

Influencer mapping & blogger outreach

Earned (non paid-for) partnerships

Social media monitoring

Digital marketing

Social media campaign strategy (short term)

Email marketing

Pay-per-click search

Community management

Offline PR integration

Digital mentoring & internal guidance

Digital engagement

Online display advertising

Paid partnerships

Mobile marketing

SEO

Social media engagement strategy (long term)

Agency briefing & management

Microsite integration

Social reporting

Digital project management

User acceptance testing

Resilience and disaster recovery planning

Social media channel management

Wireframing & visual design

Horizon-scanning

Publisher training & QA

Digital publishing

Online brand guidelines

Digital channel management

User experience research/design

Content strategy & commissioning

Web copywriting

IT project management

Accessibility

Legal compliance

Archiving & link management

Multimedia commissioning/ production

Hosting strategy & procurement

Web analytics

IT security & information assurance

Directgov franchise management

CMS strategy & procurement

Business Link theme management

Corporate channel management

Website convergence

Workforce channel management

Linked data publishing

Data visualisation

Open data

API creation & consumption

Freedom of Information & Parliamentary Question response

Cost, quality & usage reporting

Channel/efficiency strategy

Digital government