



Work

From 2018 to 2022

This is the offline version of my portfolio. I strongly recommend visiting the most up to date version at www.scottcanevy.com. On my website you will find much more information about each project and whether I'm available for work.

You can email me at hello@scottcanevy.com
Virginia-based.

The Sir Arthur Conan Doyle Centre. (2020). Online Class Pass Edinburgh, Scotland

Brief

The Sir Arthur Conan Doyle Centre runs events, classes and workshops that offer personal growth and improved well-being. COVID forced them to close their doors and shut off their entire revenue stream. The task was to keep the Centre alive while people weren't allowed to attend in person.

Execution

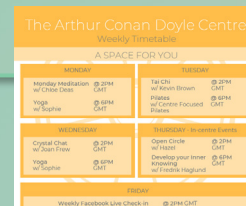
The Online Class Pass offers people the chance to attend the Centre's events from home via ZOOM. Attendees could attend for free or offer a donation. All donations were split between the event partners. Six months later, most events required a ticket fee.

Results

The Online Class Pass eventually generated more revenue than physical events did. Whilst lost revenue from venue hire still caused issues, the new revenue stream enabled the Centre to remain open and keep everyone employed. It added significant value to the community by providing a lifeline for our event partners and our audience.

Online Class Pass

- Events revenue more than doubled within a year and a half
- Our email database grew 500% vs 2019.
- Attendance was regularly at least 50 people per event.
- Our audience expanded and a 20% share was now in North America, Europe and Australia.
- Feedback was overwhelmingly positive.
- The platform continues to be an important revenue stream despite restrictions being lifted.



The Sir Arthur Conan Doyle Centre. (2020/21).

A Space For You

Edinburgh, Scotland

Brief

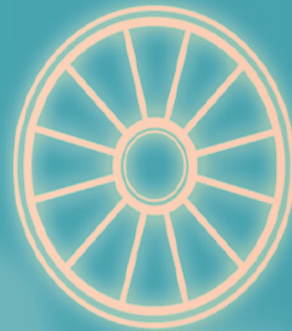
Wellbeing brand, The Sir Arthur Conan Doyle Centre wants to increase reach and event attendance and expand into new markets. The task was to discover more about their target market and identify a suitable marketing strategy.

Execution

The Centre serves four segments that share one common trait: a desire for space. The new strategy, A Space For You provides a marketing mix for each segment whilst maintaining a single proposition.

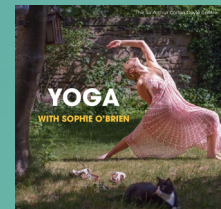
Results

Events revenue generated from the new strategy was more than 240% higher than the previous year.



A SPACE FOR YOU

- Audience numbers grew significantly (20/21) - Email (>100%); Web Traffic (>30%); Social (>25%).
- Email Open Rates improved to 35% and Email CTR to 3%. Conversions 11-15%.
- Improved workflow cross-functionally. For example, the Event Coordinator could now cater events to each segment.
- The Analytics process became significantly more frictionless.
- The value and growth of each segment could be measured more accurately.
- Branding became a lot more coherent due to having a focused position and messaging.



The Sir Arthur Conan Doyle Centre. (2020).

Tuesday Talks

Edinburgh, Scotland

Brief

Tuesday Talks is a lecture series that explores topics like consciousness, the nature of reality and the supernatural. It was attracting a pitiful audience and required an overhaul. The task was to attract bigger audiences and a higher calibre of speakers.

Execution

The new tagline, 'Open Minds, Open Minds' was the keystone of the new strategy. The message: Listen to highly respected scientists and philosophers discuss topics like the afterlife and have the chance to ask questions.

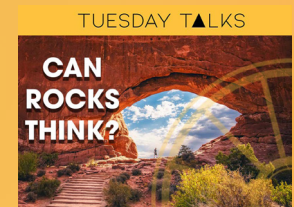
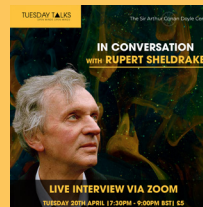
Results

Attendance increased at least 500% as did revenue. International audience expansion and increased positive feedback and brand reputation.

- Attendance rose from less than 10 people per month to 50 people per week.
- About a third of attendees became loyal supporters and bought season passes.
- Gained new audiences in America, Europe and Australia.
- Our new brand reputation led to influential speakers contacting the Centre for a speaking slot.
- Many speakers wished to return.
- Audience feedback was overwhelmingly positive.

TUESDAY TALKS

OPEN MINDS OPEN MINDS



Pauline Morgan. (2022).

Psychotherapy Website

Edinburgh, Scotland

Brief

Psychotherapist Pauline Morgan requires a website to attract new clients. The task was to design a website that would be more attractive than competitors and perform well on SERPs. Pauline wants to be able to edit and update the website herself.

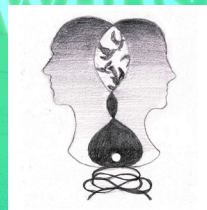
Execution

The new site was built using WordPress with consideration for the target market and optimised for lead generation. Target: Edinburgh residents seeking help with mental health issues.

Results

The client was given a new website optimised for SERP rank and lead generation. The design is unique.

- The site stands out over her local competitors which use generic templates.
- It is optimised for both local and standard SEO.
- It is responsive across devices.
- It is set up to generate regular analytics reports through GTM implementation.
- It is optimised for lead generation. The site has not yet gone live.



The Sir Arthur Conan Doyle Centre. (2021).

The Conan Doyle Case Book

Edinburgh, Scotland

Brief

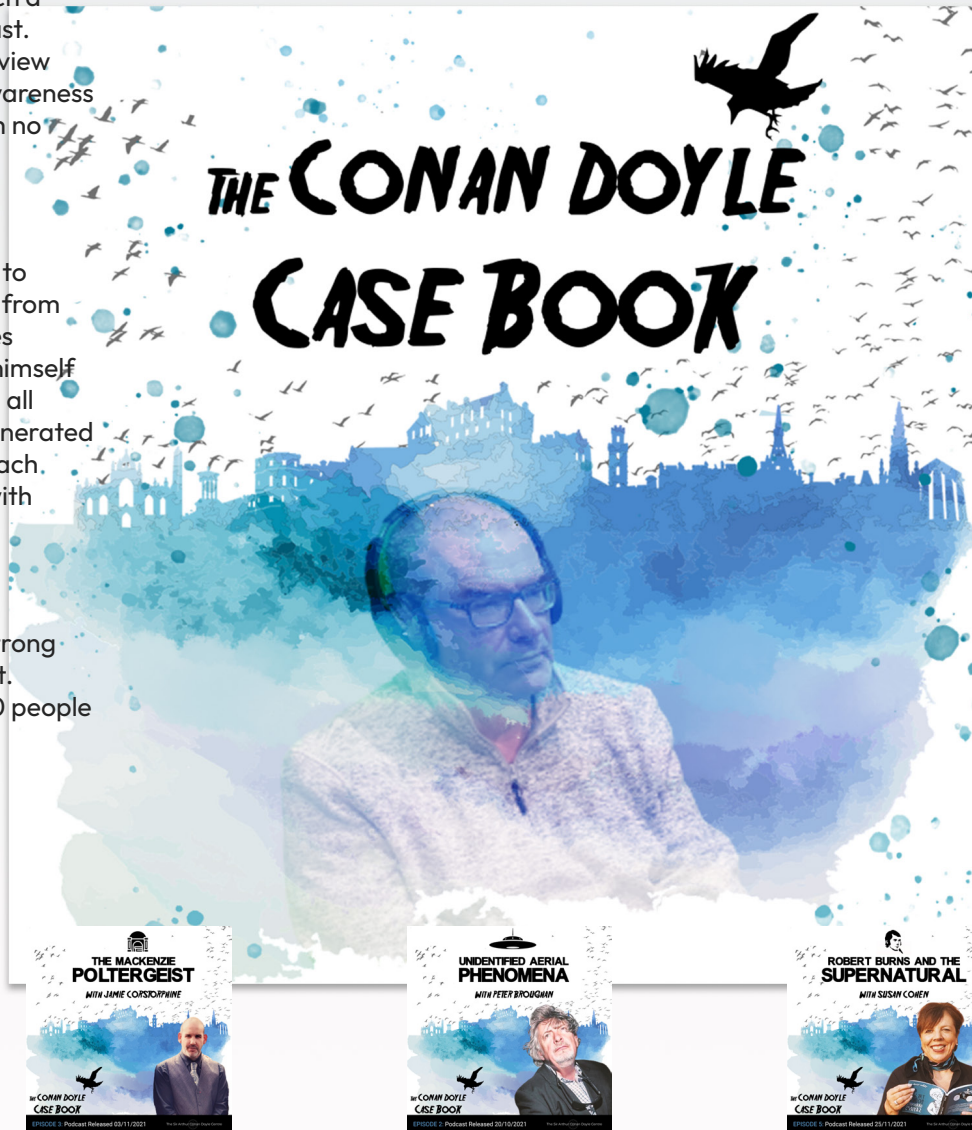
A Medium and Psychic wants to launch a new paranormal investigation podcast. The podcast is bi-weekly and in interview format. The task was to generate awareness and develop a loyal listener base with no budget.

Execution

The marketing strategy was created to support the main proposition; a man from Conan Doyle's hometown investigates paranormal stories as Conan Doyle himself did. Once the podcast was hosted on all major listing sites, awareness was generated through an email campaign, use of each guest's audience and review swaps with related podcasters.

Results

The Conan Doyle Case Book had a strong launch considering the lack of budget. Average listenership was around 200 people per new episode.



Listenership was on average 200 people on the launch day of each episode.

It reached the top 100 documentary podcasts in the UK and was number 8 in the German documentary charts.

Reviews so far have been positive.



The Sir Arthur Conan Doyle Centre. (2021). Wellness Website Redesign Edinburgh, Scotland

Brief

The Sir Arthur Conan Doyle Centre offers experiences to improve well-being. Their website was not converting traffic to leads or sales, did not represent the brand and was not encouraging repeat visitors. The task was to redesign their website to improve SERP rank, user retention, email lead capture and sales.

Execution

UX research revealed optimal ways to reorganise and optimise site content. Market research revealed a better direction for site copy and imagery. The new design is coherent, provides a better UX and reflects the brand proposition, A Space For You.

Results

The new site design significantly reduced bounce, increased repeat visitors and provided a vehicle for online sales.



- The bounce rate reduced from 98% to less than 1%.
- 80% of traffic returned.
- Popup generated 100% more leads than the old inline CTA.
- Online sales began.
- Customer feedback and sentiment was overwhelmingly positive.
- SEO score improved and revenue from organic search grew to around 37%.



Nil by Mouth (2018).

Sing Something Else

Glasgow, Scotland

Brief

Nil by Mouth is Scotland's leading anti-sectarian non-profit. They invited advertising students from various colleges to pitch awareness campaigns. The message had to be positive and provoke a response from the media and football fans. The controversial and emotionally charged subject matter required tact.

Execution

Sing Something Else suggests sectarian chants are mainly about riling up the rival team and not bigotry. It challenges people to consider that they can show passion without having to sing offensive songs. The message speaks through three shorts and a PR event. The shorts explore the consequences of sectarianism through the perspectives of a nurse, a police officer and a father. The event brings a catholic and a protestant school together to come up with a new song.

Results

The campaign reached hundreds of thousands of people and achieved the goal of raising awareness.



- Covered by several national news outlets.
- Endorsed by the Scottish Government - my partner and I spoke at a policy meeting in parliament.
- Endorsed by famous commentator Archie MacPherson (I introduced him and the campaign at a charity event).
- My partner was interviewed on Off The Ball a sports radio program with 10's of thousands of listeners.
- Provoked controversy on social media.

The Sir Arthur Conan Doyle Centre. (2020).

Arthur & Me

Edinburgh, Scotland

Brief

Ann Treherne is set to launch her first book, *Arthur and Me* through Amazon. The book describes spirit communication with Conan Doyle that led to the founding of a popular wellness Centre. The task is to design the cover and execute a low-budget awareness strategy. The cover must reflect the book's tone. The campaign had to penetrate an already saturated paranormal activity book market.

Execution

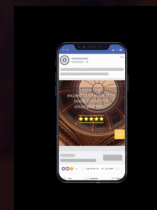
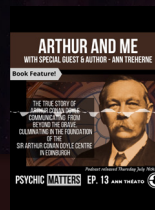
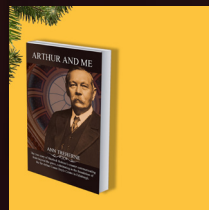
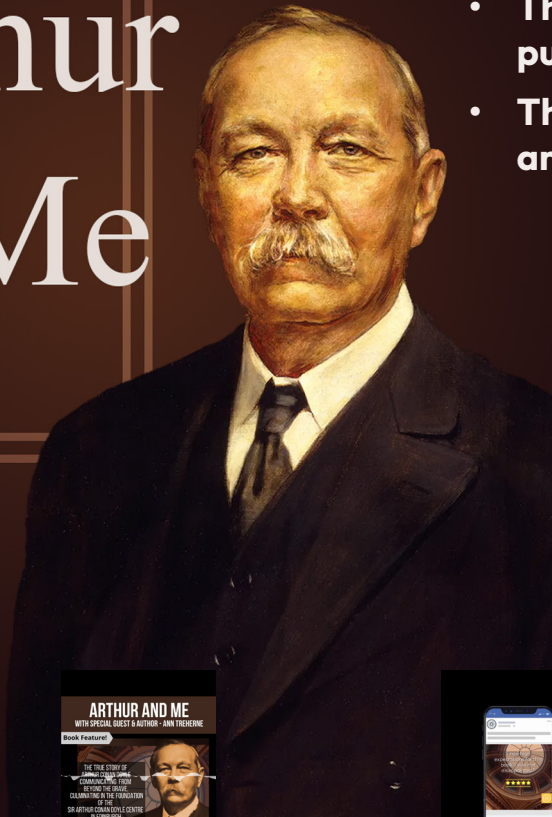
The book is positioned as the origin story for a spiritual centre in Arthur's name, in his hometown. This appeals to the interest of the centre's supporters, Edinburgh locals, Conan Doyle fans and those with interests in mediumship. The cover went through several iterations before the author was happy.

Results

The campaign reached hundreds of thousands of people and achieved the goal of raising awareness.

- Covered by 11 news outlets including 1 national and 3 international publications.
- Serialised in five full page parts by Edinburgh Evening News.
- The book sold a few hundred copies in 2020 and has an average review score of 4.5.
- The book is now set to be published in China.
- The landing page reached around 10k people in 4 countries.

Arthur & Me



The Sir Arthur Conan Doyle Centre. (2020).

Christmas with Alexander McCall Smith

Edinburgh, Scotland

Brief

Alexander McCall Smith is one of the world's best loved authors. He has sold over twenty million copies of books in his No.1 Ladies Detective Series. We invited him to read some of his favourite poetry with our Chairman as a light-hearted festive event that would generate income for the Centre during COVID. The task was to sell as many tickets as possible to maximise donations and increase the reputation of the Centre.

Execution

Releases were sent to several organisations along with free tickets in exchange for sharing our news. Organisations included book clubs, fan clubs, press and local politicians. An email and social media campaign leveraged Mr McCall Smith's fame and the fact that this event would be perhaps a one off chance to speak directly with such a well-known author.

Results

The event sold out and created a new beneficial partnership for the Centre.

- Releases were published by some local press and national magazines.
- The event sold out in that our ZOOM meeting capacity was full.
- The event was so successful, Mr McCall Smith decided to return to the Centre the following year to do another event with us.

Christmas with Alexander McCall Smith

