



people buy on a mood.

If what you're selling doesn't land in a way that interests people, and suits the mood they're in, it doesn't sell.

We're mood co., a digital marketing agency based between Manchester and Poznań. We do paid media, content, email, tech and strategy, with more years' combined experience behind us than we want to say out loud.



nobody owes you their attention

01

You might have the best branding in your space and a product or service that's a hundred times better than anything else out there. You might even have the biggest budget in the world. None of it matters if it doesn't land with the right people.

Our job is to get you in front of the people most likely to care, make them care, **make them buy, then give them a reason to come back.**



everything between seen and sold

02

Most brands lose people somewhere between the first ad and the final click. We can look after the whole journey, so nobody slips through the gaps between channels.

Paid media puts you in front of the right people on Meta, TikTok and Google, with spend going where it's actually earning. Content and creative give them a reason to stop scrolling and a feel for what you're like. Your website, Shopify store or booking journey makes it easy to say yes. Email and retention turn a first purchase into a habit. Strategy ties it all together, so every pound has a job and every channel knows what the others are doing.

For teams who'd rather do it themselves, mood co. lab packages up the audits and strategic tools we use with our clients, ready to use in-house.



how we work

03

You speak to the people doing the work. No account managers passing messages along, no waiting on someone who's waiting on someone else.

We're leaner than a full-service agency, so there are no bloated overheads to cover. You pay for our time and knowledge, and that's it.

And if what you want isn't what's best, we'll tell you. We want the results as much as you do.



who we work with

04

There are very few industries we haven't worked in.

Hospitality, retail, beauty, wellness, food and drink, leisure. We work with businesses of every size, from global brands and household names to home-grown independents and self-funded start-ups.



about results

05

What some brands have achieved with us might be outside your current potential.

That's not a knock, it's just how it works. Results are relative to industry, timing and budget, so a list of our best numbers tells you very little about yours.

We'll tell you what you can realistically expect from the resources you have, get you results you're happy with, and report on them honestly.



say hello

06

If we can help, we will. If we can't, we'll tell you what needs to change so we can.

ruby@moodco.io { mollie@moodco.io } ryan@moodco.io