



A bit more about what we do for our clients



LISTENING, MEASURING AND REPORTING

Set up site and social analytics and customer dashboards

- ▶ Ensure Google Analytics code has been implemented correctly.
- ▶ Define and set up goals/funnel visualisation.
- ▶ Create a series of dashboards for client reporting/easy analysis.
- ▶ Create codes for any required event tracking (client to implement).
- ▶ Ensure e-commerce tracking is set up correctly (if required).
- ▶ Add social profiles into social analytics software (Sprout Social).

Set up listening tools and feeds (social, news feeds, etc.)

- ▶ Set up Google Alerts for relevant keywords.
- ▶ Set up Moz Alerts for relevant keywords.
- ▶ Set up Feedly account for influencer RSS feeds.

Develop monthly report template

- ▶ Discuss reporting requirements with client.
- ▶ Develop reporting dashboard on Google Analytics/Sprout Social.
- ▶ Create reporting template.

Bi-annual review meeting

- ▶ Revisit strategy.
- ▶ Measure progress and success against set targets.
- ▶ Set goals and targets for continuation.

Analytics training

- ▶ Establish client's training requirements.
- ▶ Prepare client-focused training session.
- ▶ Run half day face-to-face training session at our offices or client premises.
- ▶ Create client dashboards.
- ▶ Produce handout summarising the key points of the training and provide follow up assistance, where required.

Monthly teleconference

- ▶ Monthly conference call to discuss the results from the previous month and agree plans for the month ahead.

Deliver monthly site performance and campaign reports

- ▶ Google and social analytics reporting
 - ⊙ Visitor quality scores and efficacy of all tracked marketing activity.
 - ⊙ Site metrics, goal achievement, visitor flows, etc.
 - ⊙ Social reporting, reach, impressions, CTRs linked through to site reporting.
 - ⊙ Narrative on SEO audit work.
 - ⊙ Link building work narrative and link performance.

Monthly planning meeting (Strategy), if required

- ▶ Identify key strategic direction, statements and timelines.
- ▶ Set goals and targets for coming month.
- ▶ Discuss and agree planned activities to achieve targets.

Researching the digital landscape for your product/service

- ▶ Identify the optimal digital routes to clients' target audiences.
- ▶ Identify key influencers/stakeholders/opinion formers and their digital activities.

Lead/sales source tracking

- ▶ Implementation and management of lead generation software across client website to track and identify site visitors.

Strategic review

- ▶ Establish how to translate client business strategy into actionable digital objectives.
- ▶ Evaluate performance across all client products and services.
- ▶ Re-visit market segmentation and create strategic objectives and timelines.

Production of strategy

- ▶ Develop digital strategy to support clients' wider growth objectives.
- ▶ Lay down the digital plan, KPIs, resources, budgets and timelines.



WEBSITE OPTIMISATION/MAINTENANCE

On-going on-site optimisation

- ▶ Monthly SEO audit:
 - ⊙ Page speed tests on three landing pages (homepage, one popular page and one deep page).
 - ⊙ Recommending fixes to improve website performance.
 - ⊙ Google ranking check on top keywords.
 - ⊙ Competitor Google ranking check on top keywords.
 - ⊙ Crawl error check.
 - ⊙ New link authority check.
- ▶ Monthly technical audit:
 - ⊙ Page speed tests on three landing pages (homepage, one popular page and one deep page) and fix recommendations.

User experience (UX) reviews and recommendations

- ▶ Revisit user stories and establish if site is fulfilling user expectations and requirements.
- ▶ Make recommendations for site changes (see CRO).

Monthly keyword review and recommendations

- ▶ Use Google Trends to identify shifts in search volumes for particular keywords.

Monthly link building opportunities report to include 'voice search', where appropriate

- ▶ Use Moz and Alerts for new link discovery based on driving improvements in clients' domain authority.

Ongoing competitor analysis

- ▶ Monitor competitor's backlinks.
- ▶ Competitor ranking in search.
- ▶ Any new competitors in search.

Conversion rate optimisation (A/B and multivariate)

- ▶ Identify goals of client website and assess the website's ability to drive the achievement of those goals (e.g. reviewing funnels and their completion).
- ▶ Understand traffic to the website (traffic volumes, device usage, etc.).
- ▶ Create hypotheses for testing.
- ▶ Use Google Experiments to test changes/variations to web pages.
- ▶ Work with clients to draw conclusions from the A/B testing and help to finalise design changes on the back of the results.

Develop inbound links

- ▶ Investigate opportunities for good quality and relevant inbound links to client websites.
- ▶ Generate ideas for relevant content to encourage the creation of inbound links.

Keyword research

- ▶ Identify good keywords (including those for niche topics and long-tail keywords) for driving good traffic to client websites based on search volumes and competition.
- ▶ Use keyword tools to discover phrases for which pages should be optimised.

Campaign landing page design and optimisation

- ▶ Ensure a continuation of the user story between all outbound marketing activities (social, banners, eCRM etc.) and the landing asset to which visitors are being directed.
- ▶ Run A/B and multivariate tests (CRO) on key CTAs on landing assets.



CONTENT STRATEGY (CREATION AND MARKETING)

Content research and strategy

- ▶ Identify the most appropriate content (type, tone, style, topics).
- ▶ Research content produced by competitors/similar organisations and the content that's well-received by target audiences

Tactical content plan

- ▶ Creation of six-monthly content calendar/schedule to tie in with relevant awareness days/events, etc. (e.g. shareable Google doc as working document).

Develop content (blogs, graphics, emails, banners, ads, presentations)

- ▶ Support with content development is only available as part of the StrategyFull package. Decisions about the types/volumes of content to be produced will be made in collaboration with clients.

Content dissemination (all new content including blogs, emails, etc.)

- ▶ Distribution of client-generated content across social channels.
- ▶ Distribution of news/articles and product promotion content across social channels.

Advice on client email marketing

- ▶ Providing advice to set up and manage eCRM campaigns.
- ▶ Develop eCRM analytics and campaign landing assets.



SOCIAL

Advice and set-up of social accounts (if needed)

- ▶ Setting up new profiles on three social media platforms (if required).
- ▶ Adding company branding (banners/logos).
- ▶ Updating contact and profile information.

Social media research and strategy

- ▶ Competitor research.
- ▶ Objectives and goals.
- ▶ Social media audit (if already have profiles set up).
- ▶ Campaign ideas.
- ▶ Audience analysis.
- ▶ Influencer and industry leader research and analysis.
- ▶ Finding social 'voice'.
- ▶ Set up social listening tools.
- ▶ Optimise profiles for SEO.

Management of social channels and curation of third-party content (engagement)

- ▶ Daily administration of social accounts (following/accepting/replying).

Management of social channels, content curation and dissemination of client content (driving traffic to website)

- ▶ Post creation and scheduling across social accounts (number of posts depends on platform used, e.g. Twitter 1-2 posts a day, Facebook 1 post a day).
- ▶ Key influencer targeting.

Develop social content and monthly plan

- ▶ Creation of content and editorial plan.
- ▶ Test, evaluate and adjust strategy.



PAID-FOR

Paid advertising on social channels (social PPC)

- ▶ Audience targeting research.
- ▶ Ad creation (visual and text).
- ▶ General maintenance - monitoring/adjusting/reporting.
- ▶ Landing page optimisation.

Paid advertising on search engines (search PPC - Adwords)

- ▶ Competitor intelligence.
- ▶ Campaign objectives.
- ▶ Audit of current Adwords account (if applicable).
- ▶ Set up new Adwords account (if applicable).
- ▶ Establishment of ad groups and keyword phrases.
- ▶ Advert creation and campaign set-up.
- ▶ General maintenance – tracking/adjusting.
- ▶ Analytics and reporting.
- ▶ Landing page optimisation.

Management of digital advertising campaigns (display)

- ▶ Advert placement/costing research.
- ▶ Design of banners.
- ▶ Link tracking set-up.