



A TEAM THAT CARES  
HELPING BUSINESSES SINCE 2008



CARRIE-ANN

## MARKETING PACKAGES



NO LONG CONTRACTS OR FALSE PROMISES

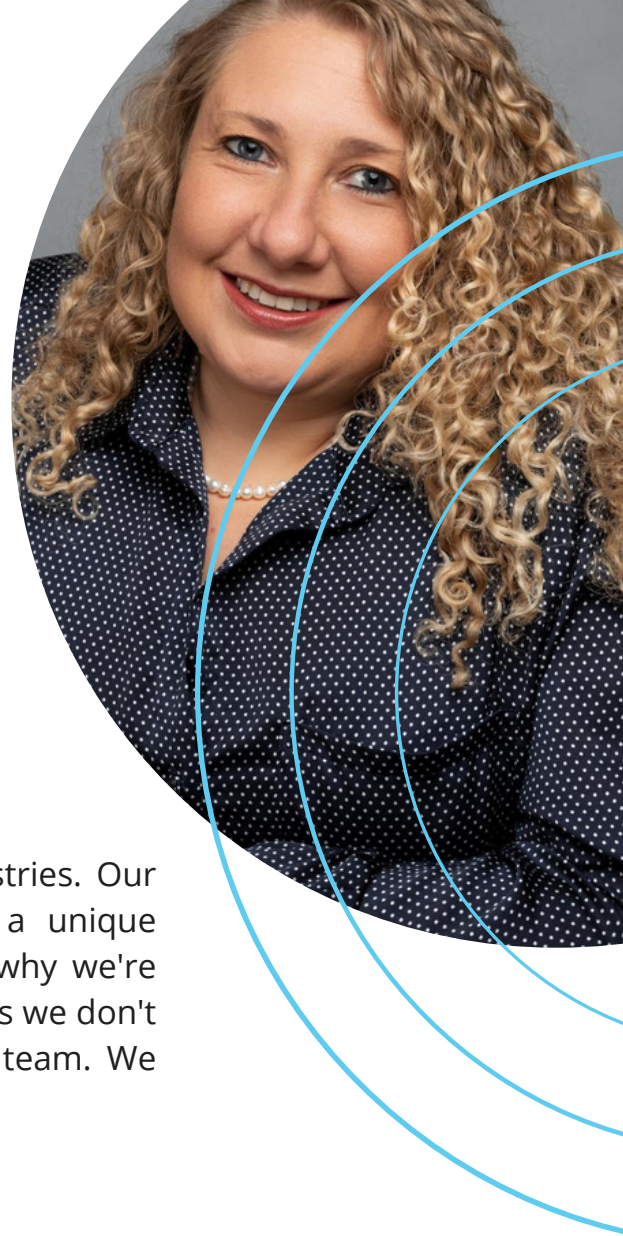
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# HOW IT CAME TO BE...

In 2008, I took the plunge and started my own marketing company. Rather than be a stereotypical agency, I wanted to create a business that reflected my passion for giving business owners the chance to grow their business, based on cost effective marketing and a return on investment they are able to measure and prove. I've carefully hand-picked my team of four, making sure they share my values. I consider myself part of their team, rather than their boss and we're all very close.



## PROJECT BACKGROUND

We've worked on hundreds of businesses from all industries. Our main skill is marketing psychology which puts us in a unique position to be able to think like your customer. This is why we're successful. We operate on a white label basis, which means we don't take credit for your work and we work as part of your team. We make you SHINE, not us.

## GOALS & OBJECTIVES



Grow your business *with* you as part of your team



Never tie you into a contract



Ensure cash-flow pays for your marketing



Always be honest with you and never give you false promises

## OUR CORE SKILLS

- Social Media
- Google and Bing ads
- SEO
- Graphic Design
- Funnels
- Email Marketing
- Marketing Psychology
- Problem Solving
- Small Business Consultancy
- Project Management
- PR - Digital & Print Only
- ROI Reporting
- Google Analytics
- Web design & development











# HOW WE CHARGE

We champion small businesses and want to give the best service for the best price. Because we have no sales people and we do not outsource or use freelancers, we are able to offer really cost effective services.

Every client is different and will need a different service but we also know how important cash flow is to you so we have put together a guide so you know what you will pay before you contact us.

# SERVICES IN THIS BROCHURE

-  Search Engine Optimisation (SEO) - Climb Google rankings
-  Google ads - Get prime visibility, be In-front of people with high purchase intent
-  Facebook, Instagram, X (Twitter) - Grow your brand, engage with your audience, promote to specific targets
-  LinkedIn - Grow your connections, resonate with your audience, promote your business
-  Start-up proof of concept test
-  Consultancy - Understand your current marketing, get important data, know what is needed to achieve your goals
-  Bespoke - Need a few services? Let us tailor to your needs
-  Other services - Email marketing, one off assets, web development and more



# SEARCH ENGINE OPTIMISATION




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# THE MOST TRANSPARENT SEO SERVICE

I have over 20 years experience with SEO.

We know SEO extremely well. We are not sales people, we live and breath SEO. You will never get passed from person to person. We can tell you exactly what tasks we are doing and why. **No setup fees, no contracts just good honest SEO that works.**

|                                 | Starter<br>£226pm |  Small Business<br>£456pm | Grow Big<br>£695pm |
|---------------------------------|-------------------|---|--------------------|
| Hours spent on SEO per month    | 8                 | 16  | 24                 |
| Pre-start strategy call & Audit | ✓                 | ✓   | ✓                  |
| Keyword & competitor analysis   | ✓                 | ✓   | ✓                  |
| Keywords tracked                | 20                | 30  | Unlimited          |
| Onsite optimisation             | ✓                 | ✓   | ✓                  |
| Technical optimisation          | ✓                 | ✓   | ✓                  |
| Countries optimised for         | 1                 | 1   | 2                  |
| Site map                        | ✓                 | ✓   | ✓                  |
| End of month report             | ✓                 | ✓   | ✓                  |
| Log kept of all tasks done      | ✓                 | ✓   | ✓                  |
| End of month zoom               |                   | ✓   | ✓                  |
| Google maps optimisation        |                   | ✓   | ✓                  |
| Blogs                           |                   | 1   | 1                  |
| Backlink audit                  |                   | ✓   | ✓                  |
| User journey suggestions        |                   |   | ✓                  |
| Fortnightly Progress Email      |                   |   | ✓                  |

Prices displayed are subject to VAT Packages updated 16/4/24

# GOOGLE ADS



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NO LONG CONTRACTS OR FALSE PROMISES

# GOOGLE ADS

Google ads are well known for burning through budgets leaving you frustrated and out of pocket. We work on the principle that you should only pay for what works.

**No long contracts just pay as you go**

**We do not and never will take a percentage of your spend, we work as part of your team and want you to see you succeed.**



|  | Starter<br>£240pm | Advanced<br>£495pm | Grow Big<br>£695pm | Enterprise<br>£995pm |
|--|-------------------|--------------------|--------------------|----------------------|
| Pre-Start Strategy Call                        | ✓                 | ✓                  | ✓                  | ✓                    |
| Max Ad Spend Per Month                         | Max £1000         | Max £4000          | £4000 & above      | £4000 & above        |
| Max Campaigns                                  | 1                 | 1-3                | 1-4                | 4+                   |
| 1 Dedicated person on your account             | ✓                 | ✓                  | ✓                  | ✓                    |
| No Setup fee                                   | ✓                 | ✓                  | ✓                  | ✓                    |
| Full Management Mon-Fri                        | ✓                 | ✓                  | ✓                  | ✓                    |
| Email Support                                  | ✓                 | ✓                  | ✓                  | ✓                    |
| Conversion Tracking                            | ✓                 | ✓                  | ✓                  | ✓                    |
| Search Campaigns                               | ✓                 | ✓                  | ✓                  | ✓                    |
| Shopping Campaigns                             |                   | ✓                  | ✓                  | ✓                    |
| Retargeting Campaigns                          |                   | ✓                  | ✓                  | ✓                    |
| End of Month Report                            | ✓                 | ✓                  | ✓                  | ✓                    |
| Monthly Zoom Meeting                           |                   | ✓                  | ✓                  | ✓                    |
| Conversion Strategy Call & Website Suggestions |                   |                    |                    | ✓                    |

Prices are subject to VAT - Package Updated 24/1/24 Ads budget not included

# SOCIAL MEDIA



NO LONG CONTRACTS OR FALSE PROMISES



# SOCIAL MEDIA

All work is done in-house, nothing is outsourced. We care about your business.

Below are examples of our most popular packages. We can also provide tailored packages.

## No long contracts or false promises



|  | Update Feeds<br>Be Fresh<br>£280pm | Reach Out<br>Get Seen<br>£380pm | Fully Managed<br>Increase Revenue<br>£680pm |
|--|------------------------------------|---------------------------------|---|
| Pre-start Strategy Call                  | ✓                                  | ✓                               | ✓   |
| Social Accounts Managed                  | 2                                  | up to 3                         | up to 4                                     |
| Social Account Setup                     | ✓                                  | ✓                               | ✓   |
| Unique Posts Per Month                   | 15                                 | 20                              | 28  |
| Reels<br>(included in posts)             | ✓                                  | ✓                               | ✓   |
| Stories<br>(included in posts)           | ✓                                  | ✓                               | ✓   |
| Cover Updates                            | ✓                                  | ✓                               | ✓   |
| Dedicated 1-2-1<br>Management            | ✓                                  | ✓                               | ✓   |
| Monthly Progress Report                  | ✓                                  | ✓                               | ✓   |
| Ads Creation &<br>Management             |                                    | ✓                               | ✓   |
| Website Analysis                         |                                    | ✓                               | ✓   |
| Sales/ROI Focus                          |                                    |                                 | ✓   |
| Boost Engagement -<br>commenting, liking |                                    |                                 | ✓   |
| Monthly sales strategy<br>call/zoom      |                                    |                                 | ✓   |

Prices displayed are subject to VAT Packages updated 15/04/24

Ad spend not included. We work with any budget and will help you decide a budget that suits you.

# LINKEDIN PACKAGES

People have different views of LinkedIn marketing so it's important you choose a company that aligns with your values and way of thinking.

We believe in using LinkedIn to build relationships. Our focus is improving your connections and showcasing the very best of what you have to offer.

|                          | Connect<br>£220 per month | Connect & Grow<br>£320 per month | Grow & Advertise<br>£480 per month |
|--------------------------|---------------------------|----------------------------------|------------------------------------|
| Call before we start     | ✓                         | ✓                                | ✓                                  |
| Target market research   | ✓                         | ✓                                | ✓                                  |
| Outreach prospects       | 200                       | 250                              | 300                                |
| Dedicated Management     | ✓                         | ✓                                | ✓                                  |
| Posts Per Month          |                           | 10                               | 15                                 |
| Unique content           |                           | ✓                                | ✓                                  |
| Branded assets           |                           | ✓                                | ✓                                  |
| Targeted ads             |                           |                                  | ✓                                  |
| 5 days a week management | ✓                         | ✓                                | ✓                                  |
| Monthly report           | ✓                         | ✓                                | ✓                                  |
| Monthly strategy call    |                           |                                  | ✓                                  |

Prices are subject to VAT

**REMEMBER!**

We work as part of your team  
We don't tie you into contracts  
We don't do false promises

# START-UP PACKAGES

Perfect for proof of concept for new sites or platforms



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# START-UP PACKAGES

We are often asked to help to understand what it takes to get sales, downloads or other acquisitions. This proof of concept stage can take 12 months, we get it done in 3 months.

We take you through a test, measure, and scale process so you can understand what it will take to scale your business. This can also be used when seeking investment as investors will want this important data from you.

|                            | Basic<br>£580 per month | Advanced<br>£730 per month | Pro<br>£980 per month |
|----------------------------|-------------------------|----------------------------|-----------------------|
| Call before we start       | ✓                       | ✓                          | ✓                     |
| Market research            | ✓                       | ✓                          | ✓                     |
| Social posts per month     | 10                      | 15                         | 20                    |
| Social ads                 | ✓                       | ✓                          | ✓                     |
| SEO hours per month        | 8                       | 10                         | 10                    |
| Google ads                 | ✓                       | ✓                          | ✓                     |
| Retargeting ads            |                         | ✓                          | ✓                     |
| Monthly report             | ✓                       | ✓                          | ✓                     |
| Data analysis              | ✓                       | ✓                          | ✓                     |
| Same Day Support           |                         | ✓                          | ✓                     |
| User Journey Analysis      |                         |                            | ✓                     |
| KPI report                 |                         |                            | ✓                     |
| End of month strategy call |                         |                            | ✓                     |

Prices are subject to VAT

Ad spend not included. We work with any budget and will help you decide a budget that suits you.

# CONSULTANCY PACKAGES

One off when you need us



CARRIE-ANN

# CONSULTANCY

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One-off support when you need us the most.

We charge £90 plus vat for a 1 hour video call and can cover the following:

- Review of your business model
- Review of your marketing and data
- Advice on improving your website
- Advice on how to improve sales
- Google analytics training
- Social media advice (does not cover account restrictions)
- Audience targeting
- Branding brainstorm
- Idea brainstorm
- Help you to understand why your business is not growing

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# BESPOKE PACKAGES



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# TAILORED FOR YOU

Packages are great but what if you need a little bit of this and not a whole lot of that?

I'm not a fan of packages and in all honesty I only have them to set boundaries and structure. We are fully aware that your business is not the same as any other. If you would like us to tailor a package just for you then please schedule a call with either myself or a member of my team.

## FREE 1-2-1 CALL

We love hearing about how you started the business, your goals and personal dreams and wishes . We are well known for our ability to quickly ascertain what it is you need to make your business dreams come true.

We don't charge for fancy strategies and plans, you'll see from the minute we speak to you that we're not sales people. Our knowledge speaks volumes and we love being put on the hot seat and tested.

Carrie-Ann transformed the performance of our business by working tirelessly to massively reduce the cost per sale from £36 to less than £0.10. I'd recommend their services to anyone who is serious about increasing the leads or sales generated through their website.

**Chris Fogg - FOUNDER - EVERYWALK**

I've had the pleasure of working with Carrie-Ann in connection with my business. She is a consummate professional who explains things in a full, concise & clear manner. She has an incredible ability combined with an incisiveness to assess, come up with a great plan & has the expertise, enthusiasm & energy to put these plans into action. I am looking to continue engaging Carrie-ann in the longer term. her assistance has raised awareness & more importantly increased business-simply brilliant

**John Finn - Maggie Finn's**



# OTHER SERVICES



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# EMAIL MARKETING

Gone are the days where spamming prospects was the 'in thing'. GDPR and customers getting smarter brought in a whole new set of values. Relationships are the only thing that matter when it comes to email marketing.

We help you build relationships with your customers, we help them to fall in love with what you have to offer.

We can't package this service, it has to be tailored to your business and your goals. Get in touch so we can demonstrate what we can do to get you profiting from email marketing.

**From £80**

# FUNNELS AND LANDING PAGES

Nobody purchases after one click. We help you turn that one click into a sale by creating and implementing your very own sales funnel. No need to pay a broker for leads when you have your own leads funnel in place.

From landing page design to a multiple step email funnel, we do it all for you.

**From £260**

# ALSO...

- Graphic Design
- Web development
- Web design
- PR - Digital & Print Only
- ROI Reporting
- Google Analytics
- Marketing Psychology
- Problem Solving
- Market research
- Small Business Consultancy
- Project Management

Please schedule a call with us to discuss your requirements.



# A LITTLE THANK YOU...

I understand you had a lot of people and companies to choose from before contacting me. I really appreciate the opportunity to work with you.

I can't promise to move mountains or make you a millionaire, but what I can promise is to give you the most honest and transparent service possible. I will respect your brand and protect your relationships with your audience.

***The best marketing shouldn't feel like marketing.***

We look forward to being your secret marketing weapon.



CARRIE-ANN

## TERMS

Very simple, you'll be pleased to know.

I've run my 3 businesses for over a decade, I don't like complicated. All I ask is that we communicate well and you give me 30 days heads up if you want to stop working with me. In return, I won't ever insist you sign a contract and I will never give you false promises. If something isn't right I will be the first to tell you.

Don't think of me as a marketing agency, despite working with businesses of all sizes I believe people always buy people and for that reason you'll always find me and my team approachable, available and dedicated to your project.

We look forward to working with you.

