


Digital marketing





Digital marketing is an essential component of a marketing and communications plan. Without a strong online presence, potential customers simply won't be able to find your business.

Digital marketing goes hand-in-hand with PR and content writing. With a strategic plan in place, digital marketing can enhance your existing communication efforts and amplify your business to a wider audience.

Read on for an overview of our core digital marketing services.

Digital marketing tools and tactics

Search engine optimisation

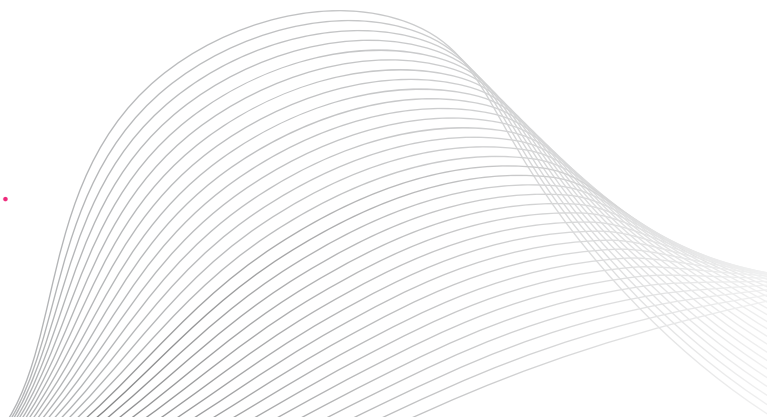
Search engine optimisation (SEO) refers to optimising a website to provide a better user experience and rank higher in Google searches. SEO aims to increase the amount of organic traffic to a website and is a valuable tool for increasing brand awareness and generating more leads. Key components of an SEO strategy include:

- Keyword research
- Link building
- On-page SEO
- Technical SEO
- Mobile optimisation
- Content creation
- Local SEO

In January 2021 we added SEO to our existing PR and communications work with Business Moves Group (BMG). By employing many of the strategies listed above, within a year the site:

- Ranked for three times as many keywords
- Had backlinks from twice as many domains
- Had increased visibility in all core regions

Through tracking website conversions, we can determine that BMG receives six calls or emails per month from people that found the website through organic search.



SEO packages

We offer bronze, silver and gold SEO packages that can be standalone or bolted onto PR & communications programmes.



Bronze includes a site audit and recommendations, keyword research, optimising existing content, link building and a Google Business Profile review campaign.

Cost: £1,700 p/m (2 days)



Silver includes all of bronze + more extensive link building and backlink management, position tracking for business-critical keywords, monthly auditing, ongoing content suggestions and Google Business Profile posts.

Cost: £2,550 p/m (3 days)



Gold includes all of bronze and silver + a more extensive content strategy based on competitor analysis and implementation and markup work.

Cost: £3,400 p/m (4 days)

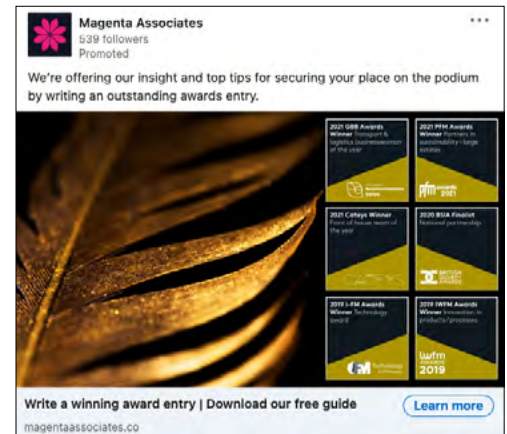
Contact us to find out more and discuss which package best suits your needs.

Paid social

Paid social media can complement other marketing efforts and can be targeted to a specific audience. We recommend LinkedIn for B2B paid social as it's the most relevant social channel for businesses.

We will devise a campaign based on your objective, which could include impressions, clicks, website visits or leads, create a targeted audience, design your ad and advise on creating a suitable landing page.

In early 2022 we ran a campaign to promote our award writing service. Part of the campaign was a sponsored LinkedIn ad. A £300 spend resulted in more than 47,000 impressions and 163 clicks through to our dedicated landing page.



Media advertising

There are various ways to advertise in the media, including:

- ▶ Display ads - these are the banners or boxes you see on a website, often at the top or alongside content; we will design your image
- ▶ Half-page, full-page or double page spread adverts
- ▶ E-newsletters content and/or sponsorship
- ▶ Flyer inserts in print magazine
- ▶ Directory listing

We have exclusive advertising rates with many media outlets in the FM and workplace sectors. Example advertising prices include:

- ▶ Website banner from £750 per month
- ▶ Half page advert from £1,000
- ▶ E-shot to outlet database from £1,200
- ▶ Flyer insert from £150 per Thousand

Options and prices vary by outlet. Please contact us for a full list of titles that we have preferential discounts with.

Pay-per-click

Pay-per-click (PPC) adverts on Google appear as sponsored results above the organic results in Google search. They are a great choice for a short-term campaign or to increase brand awareness and can be used to complement SEO efforts. Companies bid for keywords to determine which adverts will be shown by Google.

We can help devise and run your campaign, including advising on keywords to target, budget and reporting.

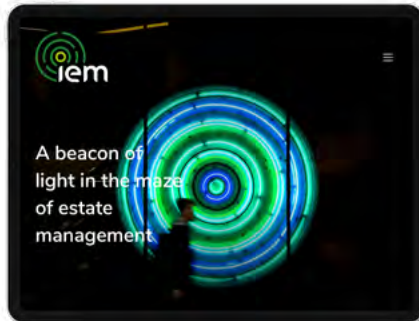
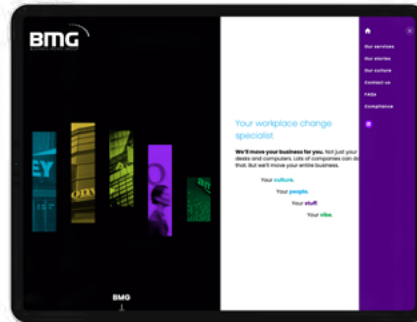
We have been running an ongoing PPC campaign for Guardian Water Treatment that has resulted in paid search being the channel with the highest conversion rate.

Website development

A website needs to look sleek, run quickly and provide a great user experience. If it fails on any of these points it might lead to potential customers going elsewhere – often to a rival.

We can audit your website and suggest improvements. We are also experienced in building new websites, including designing the wireframe, developing the sitemap, creating the content, coding the website and testing before launch.

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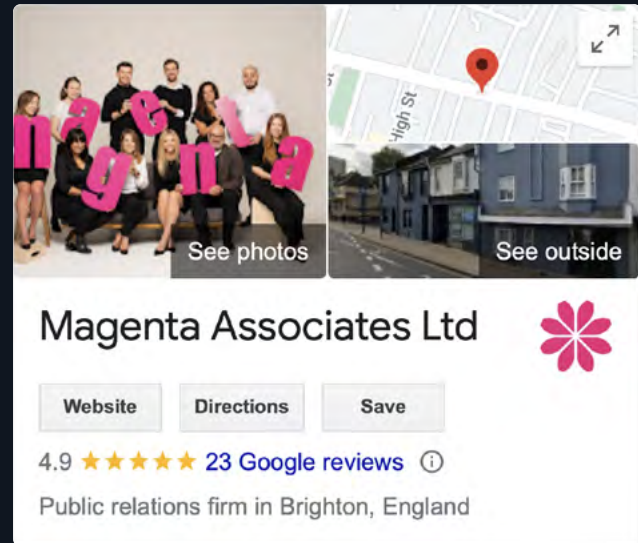
Google Business Profile

A Google Business Profile (GBP) is the information box that appears when you search for a company in Google. It includes a company name, address, contact details, services, opening times, pictures, and customer reviews.

It is simple to set up a GBP, or if one already exists you can claim ownership by contacting Google.

A GBP is important for local and national SEO. We will set up or claim ownership of your page(s), ensure the information is correct, run a campaign to receive 5-star reviews and post regular company updates.

We did exactly this for our own GBP and now have more than 20 reviews with a 4.9-star average from happy clients. Furthermore, almost all including a glowing written review to help our page stand out.



Digital marketing support

Whatever your business priorities, we can tailor a digital marketing strategy to help you reach your objectives.

Visit www.magentaassociates.co to read more about our digital marketing services and download a free guide to paid media.

If you'd like a quick chat to discuss how we can help you, call **020 3773 3622** or email info@magentaassociates.co



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