

The Marketing Simply - Marketing Menu

Everyone needs to eat right? Think about your website as a... hungry beast.... Well actually "the beast" are the search engines, ever hungry for words, images, videos, testimonials, product and service pages and social media updates. The search engines like Google and Yahoo process the information (words) and the more that you feed them, the more likely they are to remember your website and put it near the top of the search engine rankings, making it easier to find your business for certain key words. If this sounds baffling then you need the help of one of our geeks!

Taster Menu from £75*

Wondering where you and your business is positioned online? Not sure which direction your digital marketing should take? Choose a tasty morsel from below – guaranteed to whet your appetite for Marketing the Simply way!

- Digital review £75 one-off
- Keyword research £150
- Blogging Content Strategy £150
- Marketing strategy £175

Social Starters from £50*

Have a Social Marketing Geek check out your online profile and suggest or implement sensible, simple changes to improve your digital footprint and online visibility. Select one of the following:

- Set up all social media profiles £300 one-off
- Facebook £50
- Twitter £50
- LinkedIn £50
- Pinterest £50
- Youtube £50
- G+ £50
- Instagram £50

To grow your presence on social media, including creating, writing and scheduling updates to be posted regularly throughout the month, add a social package to your platter!

- Twitter £100
- Facebook £100
- LinkedIn £100
- G+ £100

These prices include writing and posting updates, benchmarking and monthly progress reports.

Lite Lunch from £150*

Pick and mix 2 or more social starters and upgrade them to lunch size portions! Lite Lunch includes some yummy extras: live twitter hour interaction and list building, plus live facebook like ladders and facebook advertising (**£20 included in the price**). Recommendations will be made based on which social media platforms suit your business. Choose 2,3 or all 7 social media platforms.

- Twitter & Facebook
- Facebook & G+
- G+ & LinkedIn
- LinkedIn & Pinterest
- Pinterest & Youtube
- Youtube & Facebook
- LinkedIn & G+
- Instagram & Twitter

These prices include writing, posting & live interaction

- Pix & mix 2 lite lunch servings £250 (**Saving £50!**)
- Pick & mix 3 lite lunch servings £350 (**Saving £100!**)
- Pick & mix 4 lite lunch servings £400 (**Saving £200!**)
- Pick & mix lite lunch servings £450 (**Saving £300!**)

These prices include benchmarking and monthly progress reports.

Mains from £250*

Every main meal has a selection of good marketing ingredients.

- Blogging 1 – 4 times a month
- Social media
- SEO - website review & suggested improvements
- SEO – white hat link building
- SEO – Meta data & content optimisation

These prices include benchmarking and monthly progress reports.

Business Banquet from £500*

This is a serious marketing meal including canapés, social starters, lite lunch or mains and dessert!

- Digital review
- Keyword research
- Blogging Content Strategy
- Marketing strategy
- Twitter & Facebook
- Facebook & G+
- G+ & LinkedIn
- Blogging 4 times a month
- Social media
- SEO - website review & suggested improvements
- SEO – white hat link building
- SEO – Meta data & content optimization

These prices include benchmarking and monthly progress reports.

Dessert from £250*

Here at Marketing Simply we believe in having your cake and eating it, here are our choices.

- PPC - Pay per click. Advertising on Google, we do it for you.
- CRO - Conversion rate optimization. Highly specialised way of turning your website visitors into customers.
- Google Analytics. Given the size of this superb reporting tool it is easier for us to supply you with what you want to know.

Grab a Take Away from £80*

Sometimes it is nice to enjoy the feast in the comfort of your own space - here is our take-away menu.

- 1-2-1 Training in any or all of the above
- Group training in 1 specific social media or seo
- Group training in all social media
- Group training in digital marketing

Your business is unique so while we have outlined our marketing menu, *you* set the budget, *you* tell us what you need, and *together* we can pick the best marketing menu for your business!

*Plus vat and per calendar month unless otherwise stated.