



A TEAM THAT CARES  
HELPING SMALL BUSINESS AROUND  
THE WORLD SINCE 2008



CARRIE-ANN

## MARKETING PACKAGES



NO LONG CONTRACTS OR FALSE PROMISES

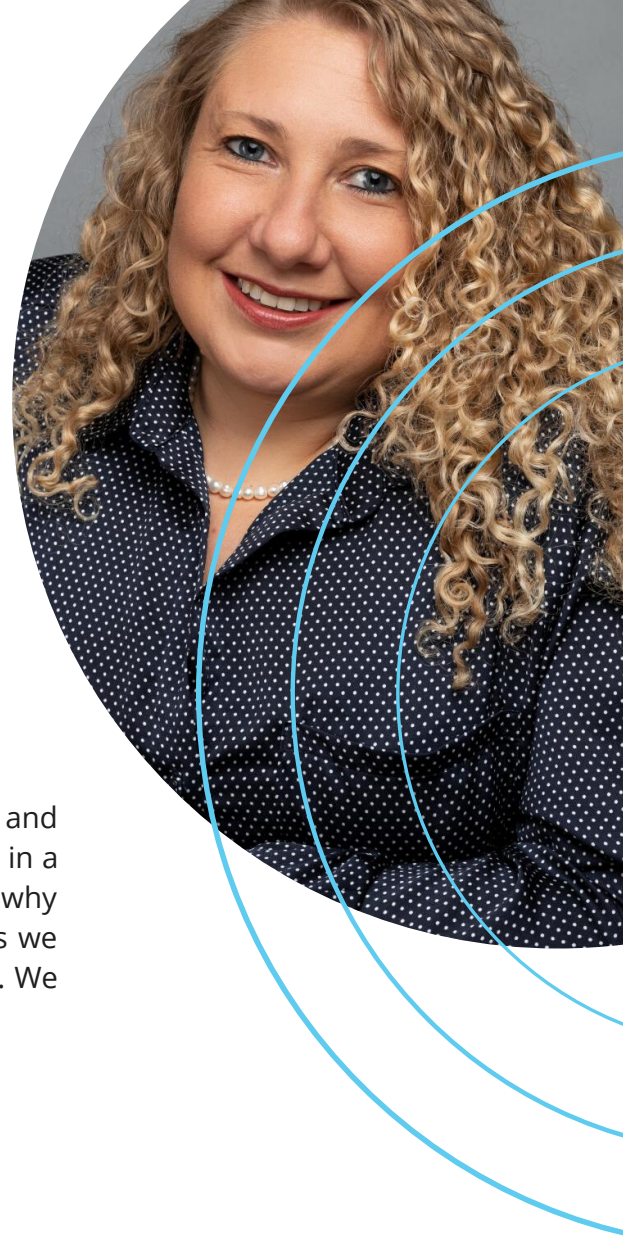
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# HOW IT CAME TO BE...

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 and walks of life. 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 ads
- SEO
- Graphic Design
- Funnels
- Email Marketing
- Marketing Psychology

## OTHER SERVICES

- Problem Solving
- Small Business Consultancy
- Project Management
- PR - Digital & Print Only
- ROI Reporting
- Google Analytics
- Web design & development
- Printing

# SOCIAL MEDIA



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# SOCIAL MEDIA

Social media platforms are like venues, the key is in how you work the room.

Each social media platform should be used according to your audience and your goals.

Likes and followers don't mean you'll get leads! For this reason we don't like to refer to ourselves as a social media agency, we're much more personal and dedicated than that. We're social media experts that work with you to achieve your goals. We don't do aggressive sales or poor social media posts, that's just embarrassing. Our job is to make people fall in love with your brand, that way they will become life-long customers! We work as though we're part of your team. It has to be authentic and for that reason we do everything manually, meaning your customers feel the real you – no short cuts!



## FACEBOOK

Here is where you show how great you are at customer service. Often prospects will check you out on Facebook to help them decide if they should do business with you.



## INSTAGRAM

You can really resonate with your prospects on Instagram. Your assets and content should be visually appealing to them. They need to fall in love with your brand.



## TWITTER

Use Twitter to stay ahead in your industry. Tweets also show in search engines. Make sure your brand values shine here, people will remember what you tweeted.

## SOCIAL ADS

Think of Facebook and Instagram ads as virtual leaflet dropping. Door to door leaflet drops has no way of knowing who's behind the door, with social media we carefully set parameters so that the only people seeing your ads are the people who are likely to buy your services.



## LINKEDIN

We're extra smart cookies when it comes to LinkedIn. It should not be managed the same as Facebook, Instagram and Twitter. You'll find our LinkedIn packages separate.

# SOCIAL MEDIA PACKAGES

## LIGHT - CHOOSE 1 PLATFORM

For businesses who just want content.  
28 posts per month emailed to you within 3 days.

- 5 engaging assets and content
- 8 animated assets and content
- 5 sales assets and content
- 5 quote assets and content
- 5 resonating assets and content
- Option for us to schedule on your platform

**£150 one off or monthly**

## WANT US TO HANDLE EVERYTHING?

The packages below allow us to work as part of your team and really make a difference, leaving you free to manage other parts of your business.

	1 Platform £190	2 Platforms £360	3 Platforms £490
Call before we start	✓	✓	✓
7 posts per week	✓	✓	✓
Scheduled daily not bulk	✓	✓	✓
Unique content for your brand	✓	✓	✓
Mon - Friday page monitoring	✓	✓	✓
Licensed graphics	✓	✓	✓
Branded assets	✓	✓	✓
Animated graphics	✓	✓	✓
Weekend page monitoring			✓
Ads management (daily budget to be decided)	✓	✓	✓
Monthly report	✓	✓	✓
End of month strategy call			✓

Prices are subject to VAT

# 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. We're not a fan of LinkedIn ads and so have developed a proven strategy that allows you or a representative of your company to be the thought leader. Our focus is improving your connections and showcasing the very best of what you have to offer. We do not believe in hard sales when it comes to LinkedIn.

	Connect £180	Connect & Grow £280	Grow & Engage £480
Call before we start	✓	✓	✓
Target market research	✓	✓	✓
Research and collect 500 prospects per month	✓	✓	✓
Message 500 prospects per month	✓	✓	✓
5 posts per week		✓	✓
Unique content		✓	✓
Branded assets		✓	✓
Animated graphics		✓	✓
7 days a week profile monitoring & clean-up			✓
Monthly report			✓
End of month 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

# SEARCH ENGINE OPTIMISATION



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# LET'S TALK SEO

Search Engine Marketing is much more than filling your page full of the term 'fridge freezer' in the hope Google will show grace and rank you high for 'fridge freezer'! Google are much smarter than that and each month their spam team gets smarter.

I have over 15 years experience with SEO. I don't try and dodge the Google algorithms or use backlinks to give you momentary success to only get your site into oblivion, agree with Google and I grow my knowledge alongside their goals.

Currently Google take into account more than 250 ranking factors when deciding where your site should rank. The truth is, if you're looking for someone to rank you overnight for keywords that don't bring customers but make you look good...I'm not the right person for you! I build campaigns that bring you paying customers and please Google at the same time. I can either look after your SEO long term or problem solve for you.

	Most Popular £216	Advanced £380	E-commerce £490
Monthly report	✓	✓	✓
Up to 30 phrases	✓	✓	✓
Up to 100 phrases		✓	✓
Up to 300 phrases			✓
Google maps	✓	✓	✓
On page optimisation	✓	✓	✓
Keyphrase research	✓	✓	✓
Google search console	✓	✓	✓
Site map	✓	✓	✓
Tech SEO	✓	✓	✓
Website & conversion suggestions		✓	✓
End of month strategy call			✓

Prices are subject to VAT



# GOOGLE ADWORDS



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# GOOGLE ADWORDS

Google ads are well known for burning through budgets leaving you frustrated and out of pocket. I work on the principle that you should only pay for what works. It's not about being at the top of Google for vanity purposes, it's about ROI (return on investment).

I can show you evidence every single month of what works and what doesn't. I take time to explain how it works and how I'm managing your campaigns. Expect my end of month calls to be transparent, don't send you fancy screen shots and graphs that don't make sense, I give you real data, explanations and clear details of what's happening.

You won't lose money, you'll gain insight and properly managed campaigns.

	Most Popular £190	Advanced £380	E-commerce £490
Call before I start	✓	✓	✓
1 country target	✓	✓	✓
Multiple country targets		✓	✓
Search ads	✓	✓	✓
Display ads (optional)		✓	✓
Shopping ads			✓
Keyphrase research	✓	✓	✓
Daily management	✓	✓	✓
Conversion tracking	✓	✓	✓
Monthly report	✓	✓	✓
Website & conversion suggestions	✓	✓	✓
End of month strategy call			✓

Prices are subject to VAT

For clarity, please note that your daily ads budget is not included in the above packages. We do not take a commission from your ads budget, what you spend on ads goes on ads. We work as part of your team and will help you decide the right budget according to your cashflow.

# BESPOKE PACKAGES



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# TAILORED FOR YOU

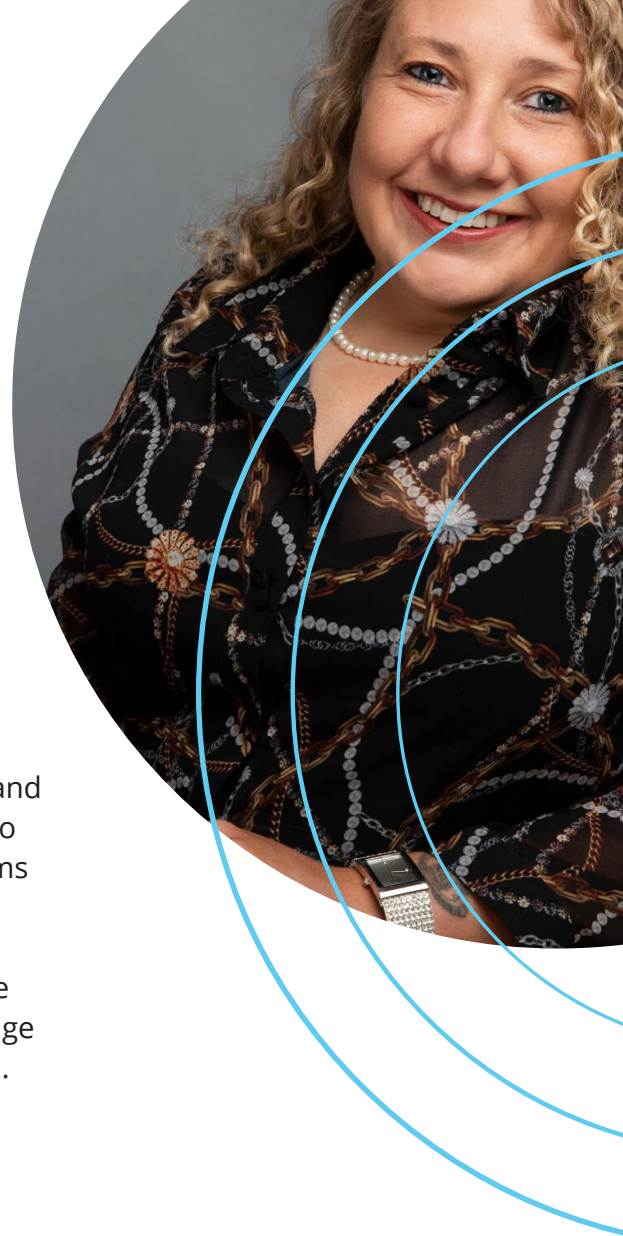
Packages are great but what if you need a little bit of this and not a whole lot of that?

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 £60**

# 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
- Printing
- 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.