



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



CARRIE-ANN

MARKETING PACKAGES



NO LONG CONTRACTS OR FALSE PROMISES

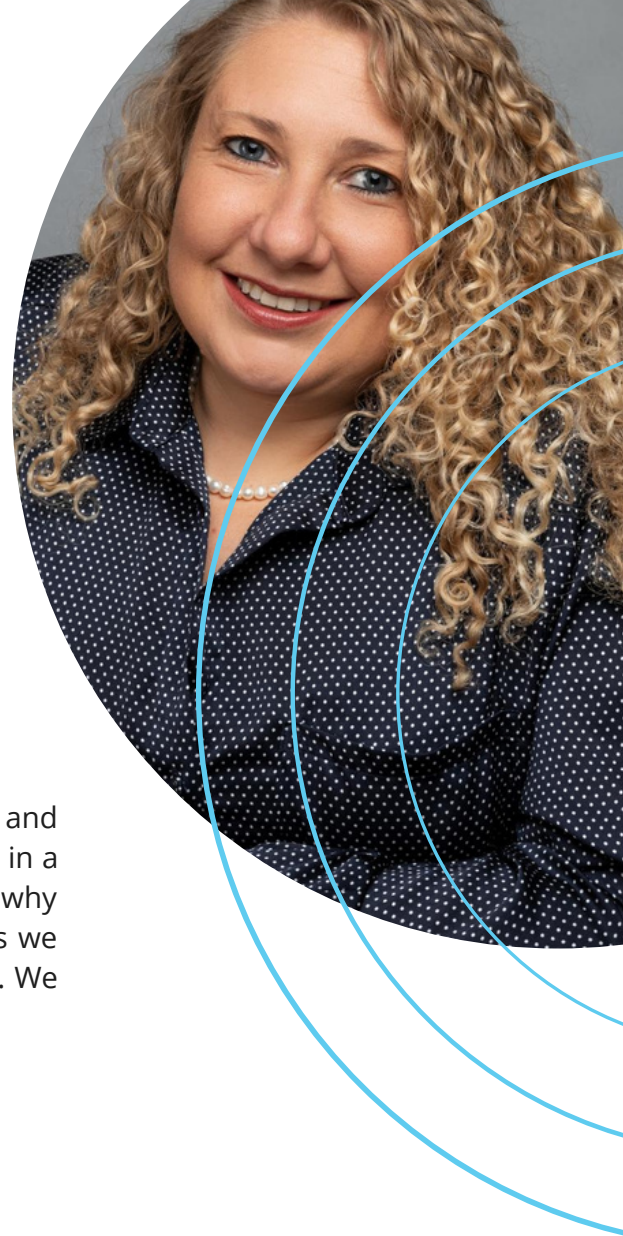
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HOW IT CAME TO BE...

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



CARRIE-ANN



SOCIAL MEDIA PACKAGES

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.

All content and graphics are done for you.

JUST CONTENT	PRO PLAN	GROWTH PLAN	SMALL BUSINESS PLAN
Perfect for startups who don't know what to post	Ideal for those who want to dip into social media to see the potential	For those who want their content to stand out and ads to achieve goals	Ideal for generating leads or sales
3 unique posts per week 1 social media platform Custom licensed graphics £99 per month We can also offer a just ads package for £149	5 unique posts per week Up to 2 social media platforms Custom licensed graphics Ads management and creation End of month report End of month video walking you through what's been done, why and what it means to your business £220 per month <small>Ads budget to be discussed according to your goals</small>	5 unique posts per week Up to 3 social media platforms Custom licensed graphics Animated posts & videos included Ads management and creation Comments and spam monitoring Dedicated 1-2-1 whatsapp chat End of month report End of month video walking you through what's been done, why and what it means to your business £380 per month <small>Ads budget to be discussed according to your goals</small>	7 unique posts per week Up to 3 social media platforms 2 unique stories per week Custom licensed graphics Animated posts & videos included Full ads management Remarketing included Comments and spam monitoring Sales strategy Dedicated 1-2-1 whatsapp chat End of month report End of month video walking you through what's been done, why and what it means to your business £590 per month <small>Ads budget to be discussed according to your goals</small>

All prices subject vat

LinkedIn Marketing should be done differently to Facebook, Instagram and Twitter.

Packages for LinkedIn are below.

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 300 prospects per month	✓	✓	✓
Message 300 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 20 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. **Make sure whoever you hire to do your SEO includes technical SEO,** you will not perform well without it. 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.

	Basic £216 per month	Advanced £390 per month	Pro £560 per month
Monthly report	✓	✓	✓
Pre start audit so you know what's being done		✓	✓
Up to 30 keywords	✓	✓	✓
Unlimited keywords			✓
Google maps		✓	✓
On page optimisation	✓	✓	✓
Keyphrase research	✓	✓	✓
Google search console	✓	✓	✓
Site map & Analytics	✓	✓	✓
Tech SEO analysis & fixes	✓	✓	✓
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 (optional)			✓
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 £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
- 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.



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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.