



# CLICK

S E E K E R S

**Websites and digital campaigns that attract and convert new business**  
This brochure is best read after watching our video

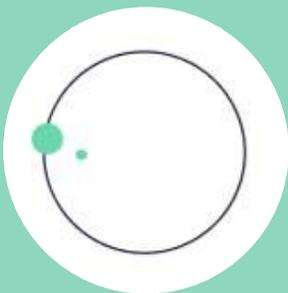
## A COMMON PROBLEM

# WEL COME

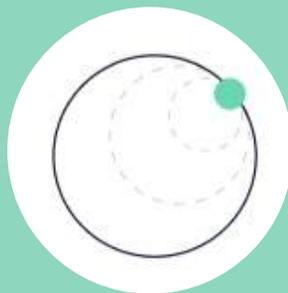
**Messaging counts, in any form of media; generally in modern society, and with a culture of instant gratification, we judge very quickly and sometimes unfairly and are surrounded by messaging in our daily lives - often unfairly.**

**If your proposition, although probably good at its core, could not be being delivered to the right people at the right time; and in the right manner. We suggest to you that you are underrepresented in your market and probably missing opportunities.**

**We don't just run some ads, we create new pages, new design, new copy, new content and resources including video, media, interviews, and other longer term strategy. After thorough research your new compelling propositions will reach further than before and convert higher than before.**



Make the initial changes on your site to enable good flow of information prepare for traffic to convert on your page



Understand, attract and drive the traffic required to your site



Using statistics available make advanced changes in your ads, pages and strategies through research, testing and analysis

# WHY WE ARE DIFFERENT..

Specialist services and skills built for conversions



## Launch Phase

Delivery of business conversation through design

Content & Information architecture

UX/UI Design

Web Development

e-commerce architecture

## Marketing Phase

Reach and attraction of more prospects

Prospect Research & Analysis

Email Marketing

Linked In Prospecting

Digital and Marketing strategy

Paid Ads

Search engine optimisation



## Developing Phase

With insights comes development

Brand Identify

Conversion Path Analysis

Data Analysis/Analytics deployment

Marketing automation deployment

Research & Testing



# GENERAL COMPANY DESCRIPTION



## WHO WE WANT

We want clients who can understand that we implement only the essential services and spend correct time implementing the strategy and media required to deliver a quality and returning campaign.

## WHO WE ARE

We are marketers first. We know digital marketing technology and have a track record of no nonsense implementation that achieves results. We know teams' common problems in marketing operations. We make websites work. We bill out transparently. We train. It's really that simple. This is who we are.

We are a vibrant marketing agency who focuses on helping brands to define their concepts, services, USP's into solid web design and marketing campaigns to more effectively deliver messaging to their clients through media.

We create close relationships with our clients so we can help them achieve their goals whilst they are being listened to about where they are in their development and what their ideas are and how we can engage in productive conversations as to how we could make it happen.

# PLANNING YOUR PLAN



## WHAT WE DO

At ClickSeekers we believe in people and growth. We are marketers first, digital marketing tech experts second, and investors in people 3rd. Designed around your business and your prospects and customers to help you fuel directives and ambitions by driving the growth of your brand and business through proper deployment of skills and expertise.

## We have 5 core goals for our clients;

- ① Understand your business, prospects, market, resources, barriers and goals.
- ② Upgrade your website with better delivered key messages qualify your brand with compelling and authoritative content and experience and convert with proposition and call to action.
- ③ Delivery of better quality and pre qualified traffic to your upgraded website.
- ④ Offer nurturing campaigns for current and lapsed leads via retargeting campaigns.
- ⑤ Help simplify and organise your lead generation systems and process.

Get ahead of your curve. We increase digital ROI through better relationships between your brand and prospective markets.

We go beyond a standard digital agency. We will understand your prospects, business, and current tech stack, and ensure delivery of a value proposition to them; via digital marketing.

# CLIENT PROBLEMS WE HAVE SOLVED



#inboundtechstack  
#personaanalysis  
#branding

## Old website



## New website



# FACEBOOK CAMPAIGN SIMPLE TARGETING

**Locations**

Location:

- United Kingdom: Cambridge, Cambridgeshire (+20 km) England

**Age**

25 - 65+

**Gender**

All genders

**Detailed targeting**

People who match:

- Interests: Gardening

Detailed targeting expansion:

- Off

**Languages**

All languages

Potential reach: 100,000 people

**Estimated daily results**

Reach

**845-2.4K**

Link clicks

**5-19**

The accuracy of estimates is based on factors such as past campaign data, the budget you've entered and market data. Numbers are provided to give you an idea of performance for your budget, but are only estimates and don't guarantee results.

Were these estimates helpful?



#inboundtechstack  
#personaanalysis  
#branding

# GOOGLE TAG MANAGER IMPLEMENTATION TO SUPPORT ANALYTICAL REPORTING

Name	Type	Using Triggers	Last Edited
Code - Facebook	Custom HTML	All Pages	02/11/2019, 11:26 PM
Code - GA	Google Analytics: Universal Analytics	All Pages	02/11/2019, 6:53 PM
Event - contact click	Google Analytics: Universal Analytics	Form button click - contact	02/11/2019, 5:53 PM
Event - email click	Google Analytics: Universal Analytics	Email click	02/11/2019, 6:53 PM
Event - phone click	Google Analytics: Universal Analytics	Call clicks	02/11/2019, 4:53 PM
Event - quote request click	Google Analytics: Universal Analytics	Form button click - quote	02/11/2019, 5:53 PM

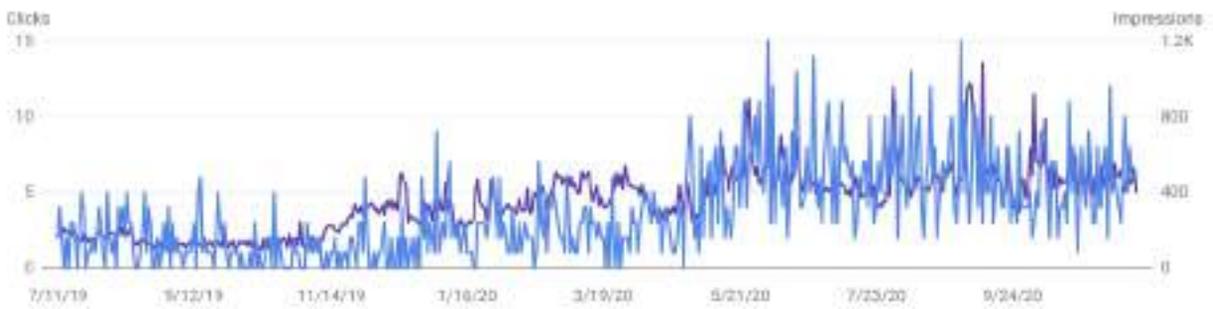
From no visibility or organic traffic, changes implemented increased:

**Sales growth**  
**£290k**

**Leads per day**  
**3-5**

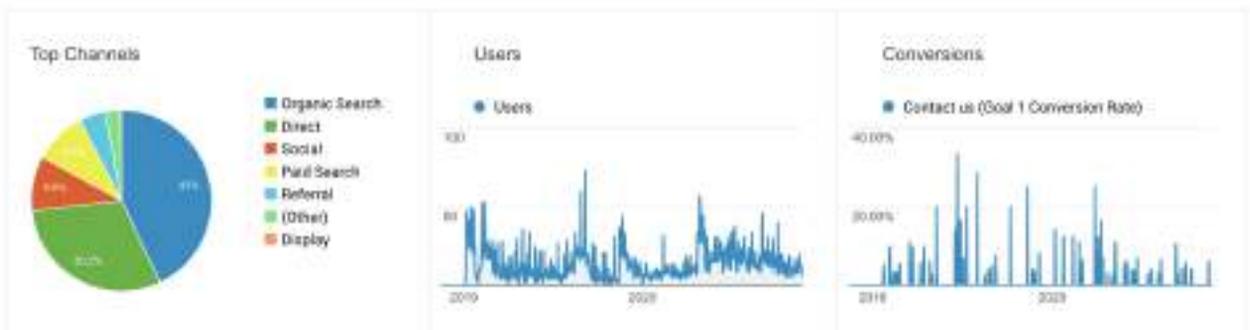
**On-page time**  
**150%**

**Conversion rate**  
**30%**



QUERIES    PAGES    COUNTRIES    DEVICES    SEARCH APPEARANCE    DATES

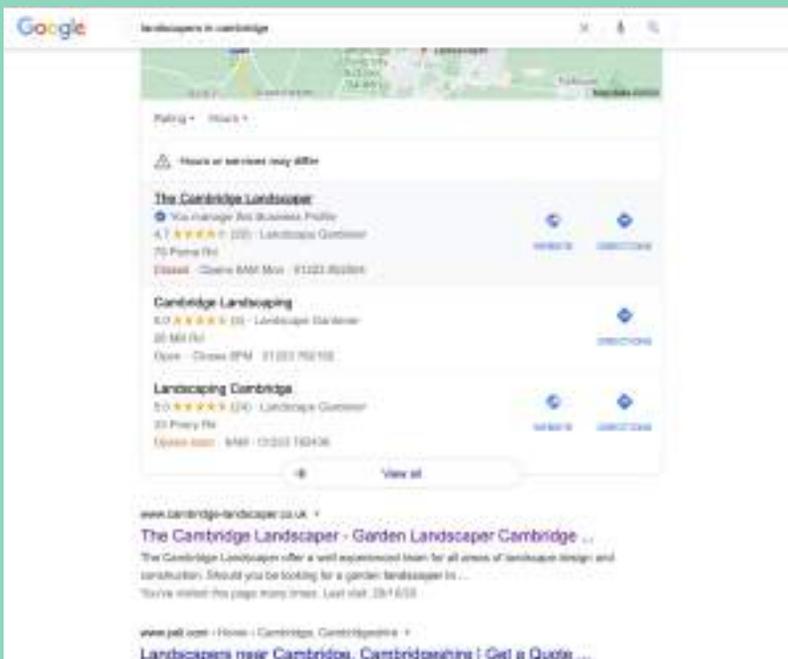
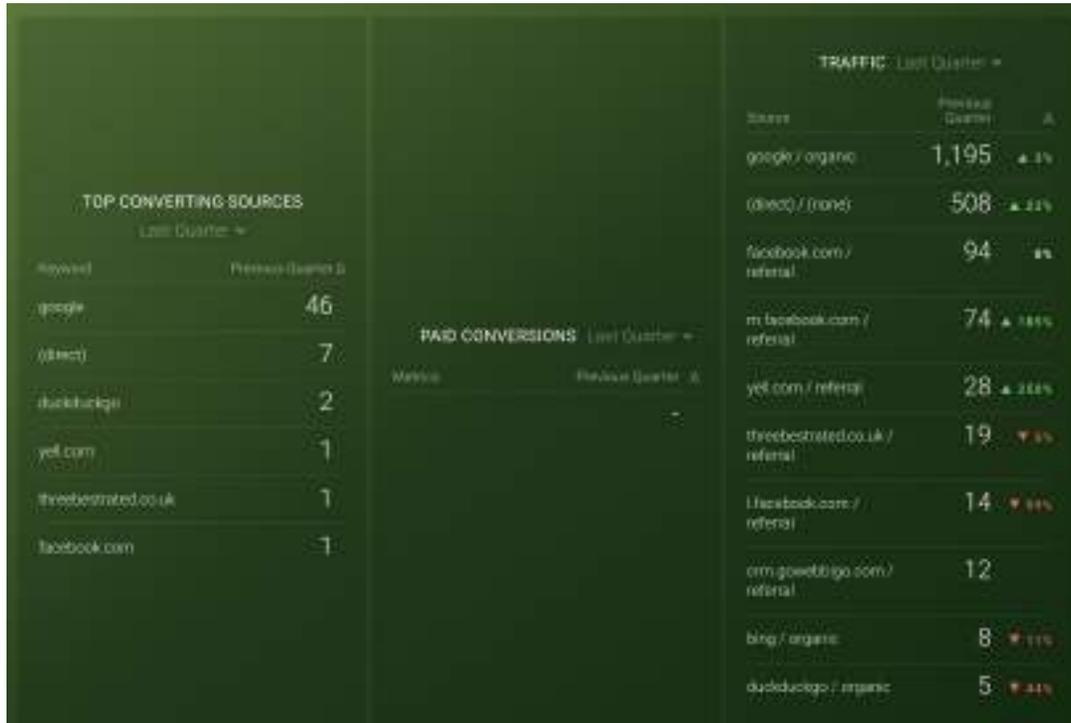
Query	Clicks	Impressions
the cambridge landscaper	136	440
cambridge landscaping	93	3,929
cambridge landscaper	64	290
landscaping cambridge	45	3,136
landscape gardeners cambridge	45	2,218



# SUMMARY OF TRAFFIC SINCE RE-LAUNCH SHOWING VAST INCREASE IN ORGANIC TRAFFIC



#inboundtechstack  
#personaanalysis  
#branding



SEARCH ENGINE RESULT PAGE SHOWING POSITIONING ABOVE YELL.COM AND ALL COMPETITORS FOR MANY QUERIES



#inboundtechstack  
#personaanalysis  
#branding

# SEARCH CONSOLE SITEMAP DOCUMENT STRATEGICALLY ADDED IN LINE WITH PILLAR PAGES

Submitted sitemaps					
Sitemap	Type	Submitted ↓	Last read	Status	Discovered URLs
/sitemap.xml	Sitemap	Jan 11, 2019	Nov 15, 2020	Success	23

Rows per page: 10 1-1 of 1

**STATS SHOWING PAID TRAFFIC TO  
LAUNCH THE SITE AND A STEADY SEO  
INCREASE OVER A TWO YEAR PERIOD  
AS HUMAN METRICS INCREASE**





## CORE PROBLEMS IDENTIFIED

No reach or traffic as no ranking in any search engine, poor design and UI, poor content. Currently spending **£450/month** on AdWords to keep a float.

## SOLUTIONS AND RELATED BENEFITS IMPLEMENTED



### SOLUTION

### BENEFITS

**New design and development of website with logical user flow and lead capture strategy with a heavy focus on visual portfolio content**

- Easy of delivery of information
- Upselling the finished product

**Proposition content re-developed, 8 blog posts created, information architecture re-developed in line with USP's**

- Proposition message now defined as quality
- Easily read content
- Blog posts showed authority and understanding of the processes involved

<p><b>AdWords and Facebook marketing re-developed with better copy, and reduced negative and informational keywords leading to better quality traffic and leads. This was then used to launch the site and then turned off as ranked no 1 for key terms. Facebook videos and broad match targeting implemented</b></p> <p><b>Negative keywords removed and essential broad match targeting implemented</b></p>	<ul style="list-style-type: none"> <li>• Requirement to launch the site</li> <li>• Generic proposition reached, attracted and converted more leads than individual service targeted</li> <li>• Videos of portfolio showed quick outcomes</li> <li>• Explainer video showed the issues surrounding development with competitors and USP</li> </ul>
<p><b>SEO on page changes: pillar pages, blog, tag common desc, img src's relevant, tagging, canonical seo strategy, SSL certificate, JS and imagery minify, hierarchy tagging such as descriptions and meta</b></p>	<ul style="list-style-type: none"> <li>• Reading by search engines</li> <li>• In line with all algorithms</li> <li>• Structured to the weighting of the industry and keyword eco system</li> </ul>
<p><b>Backlink implementation, sitemap creation and submission</b></p>	<ul style="list-style-type: none"> <li>• Specifically targeted as competitors had no very low profiles and no outbound linking</li> </ul>
<p><b>Secure CMS implemented</b></p>	<ul style="list-style-type: none"> <li>• Simple content management by non technical users</li> </ul>



# RESULTS SUMMARY

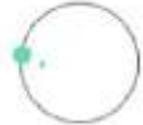
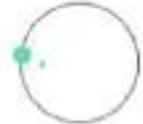
Growth from **£60k/year** projects completed using a part time 2 man team to **£350k/year** with a full time 3 person team and project manager. Profits **3x**. ROAS **10x**

Increase in SEO positioning resulting in 3-5 leads daily from free traffic

Onpage activity increased from 15s to 1m 30s positively affecting time on site metric therefore producing a steady increase in rankings

AdWords spend reduced completely after launch

# PROJECT COST SUMMARY

SERVICE TYPE	ELEMENT	BILLABLE HOURS	RATE	SUB TOTAL
Launch 	UX/UI design	32 hours	£85/hour	£2720
Launch 	Web development	32 hours	£85/hour	£2720
Launch 	Content & information architecture	32 hours	£85/hour	£2720
Launch 	Prospect research and analysis	4 hours	£85/hour	£340
Marketing 	Paid ad creation	16 hours	£85/hour	£1360
Marketing 	Search engine optimisation	16 hours	£85/hour	£1360

Developing



**Data analytics  
Implementat -  
ion**

**4 hours**

**£85/hour**

**£340**

Developing



**Campaign  
revisions and  
testing**

**16 hours**

**£85/hour**

**£1360**

When we started working with The Cambridge Landscape the business was only just starting. Within a competitive business like landscaping our mission was to offer a solid branding solution that will make the brand stand out from anybody else.

**Sub total**

**£12920**

**VAT**

**£2584**

**Total payable over 5  
installments**

**£15,504**

Working closely with the owner we developed his website and implemented his brand strategy to help him rank No.1 in google searches for "landscapers in cambridge". Time on site metrics ensured that he was able to rank quickly as well as metadata descriptions, pillar pages, a blog and carefully selected back links as well as videos and social campaigns.

## PROBLEM

AdWords wasting money, budgets in adgroups maximised and not allocated based on opportunity hence wasted spend on non converting or low converting traffic, a complex set of SKU's in their product range made the campaign structure complicated but we tackled it and nailed it.

**ARRAY AI INK**

#inboundtechstack #personaanalysis

When **Array Ink** got in contact with us they told us that their Google PPC was not effective. We helped them reconstruct their advertising campaign by rebuilding the adwords strategy. The result was immediate, our intervention increased dramatically their ROI and converted several leads to customers using the same spend.

**Tile Web** contacted us because they wanted to start selling online their tiles for the home, floors, bathrooms and outdoor etc. We they had a large requirement for a great UI and browsing behaviour experience due to the large range of products and styles, locations, material, finish.

We created a full e-commerce and connected complex product listings to Google shopping and ran many other inbound tech stack campaigns that were visual and brand based.

Also, with the help of Facebook targeted advertising Cut Price tiles we saw an significant increase in the 7 retail shops footfall through effective targeting .



#analytics #coding #UXdesign  
#emailmarketing #training

**The Realisation Group**, a specialist in Fintech marketing who monetized through bookings on Eventbrite. They were already running an advertising campaign and looking to run some more but were not sure how the stats behind their campaign translate in ROI. We used analytics before increasing their already existing campaigns through better content, value proposition and immediate results via PPC and longer lead strategy for registrations on eventbrite for their events. Also, we implemented a client side tracking system so we can track hosted content on their client websites in one place. This helped in collating analytics data together in one place and therefore focusing on the development of reach, and measuring their creating a content marketing programme, which a normal configuration of Google Analytics elements would not suffice.

The result was a better understanding of their analytics, which in turn increased their margin of ROI and vastly improved customer relationships. We also trained their email marketing staff member to be able to manage their reporting on content that resulted in conversions or booking for events for their clients much better.

## WHY CHOOSE US

- **We unravel your business.** We understand first, market second, and deliver via digital marketing tech stacks.
- **We only invoice for work done.** We bill out weekly and work transparently.
- **We offer training and handover programmes.** We run training and handover sessions to upskill your marketing department or team members.
- **We are honest.** We are ethical and follow our values in transparency such as holding regular meetings to show you what we have done and why and what related results it has achieved
- **We Train And Handover.** We pride ourselves on setting up your campaigns and making sure they achieve results and return investment, and will train you, your staff or teams via good communication and collaboration. We will leave you in a position to grow and develop your campaigns for the future.
- **We Wont Contract You In.** Marketing is not always straight forward; so we think you should keep us on your books for a recommended amount of time so we can learn and plan quality campaigns, and do a few revisions to build on that revised knowledge.
- **We Know Our Business.** We are a team of 5 and don't take on more than we can handle, the team consists of a project manager, interface designer, 2 programmers, and digital marketer. We have combined experience in this fairly new technology of many years in respective positions and industries.
- **We Charge Appropriately & Transparently.** We survey the works required, build a plan and timeline for formal quote, and bill out at a rate based on the work and invoice weekly - its like having a productive marketing department at fair and transparent rates. We a tool called Toggl to provide detailed reports of what we have been doing and use management tools such as roadmaps and project management workspaces to efficiently manage your project.

## OUR VALUE



### CREATIVE

We help brands define and translate concepts into websites, marketing strategies and campaigns by only taking on projects that are surveyed correctly.

### TAILORED

We create close relationships with our clients so we can help them achieve their goals whilst they are being listened to.



### INFORMATIVE

We don't leave a job half done. We train our customers in understanding the basic principles of marketing so we can empower them to take their business to their next level.



### TRANSFORMATIVE

We help clients create, keep and grow their best business whilst leaving them to focus on growing their best customers and ensure we upskill internal teams.





**We are knowledgeable and passionate** - honesty, authority, ethics and values and of course targeted and well thought through proposition, reach, and value, besides how to create compelling content via the many modern digital touch-points, tools and techniques.

**We never lie** – We are open and honest about the opportunities we see for you and how we will market for you.

**We are client and prospect centric** – We do Research and Development with and for you and your prospective clients and deliver all from such perspectives. We even train and hand over to you/your teams to run and develop the campaigns we build.

**We are capable** – We have an expert and value team in all the areas required in web marketing (full stack web and marketing dev teams) We don't scale, we charge for value, we concentrate and get it done - We know what we are doing and do it well every time.

**We only engage in value projects** – time costs, we bill out regularly and don't hide money or labour so its simple. You pay for what you need.

### **Launch Phase (instead of Launch)**

Are you at the early stages of setting up your business? If you are you've probably only just started to think about all the online marketing channels you might need to go to market. Let us help you at the inception stage of your business by creating your Brand Identity and Guidelines, User Interface (UI) and User Experience (UX) Design. Web Development and if you're looking to sell products online you'll definitely be needing a ECommerce site.

## OUR SERVICES

- ✓ **UI/UX Design**  
We combine UI design with user experience to create websites and bespoke interfaces.
- ✓ **Web Development**  
We focus on designing truly engaging user experiences.
- ✓ **E-Commerce Design & Build**  
We create a seamless, interactive customer journey through your “digital aisles”, which is key to generating recurring sales and maximising sales from traffic that you made all the effort to drive to your website.
- ✓ **User Research & Analysis**  
Collecting, interpreting and translating data into useful insights so to understand the behaviour of your current and potential customers.
- ✓ **Email Marketing**  
A carefully put together email-marketing campaign so you can connect with your target audience, promote your brand, generate online sales, or simply tell a story.
- ✓ **Linked In Prospecting**  
LinkedIn is the perfect platform for finding and researching potential buyers. We can help you to use the platform to generate sales.
- ✓ **Digital and Marketing Strategy**  
We develop content strategy to help you target new customers as well as keeping old ones.
- ✓ **Inbound Marketing Tech Stack**  
We help businesses to attract high-quality leads by focusing on your clients to achieve digital growth and the best possible ROI.
- ✓ **Pay-Per-Click (PPC)**  
We can help you in managing paid search and social campaigns amplifying your marketing content and converting leads.x

- ✓ **Shopping Channels**  
Third-party website you can list your products on. This helps extend your reach to new audiences and it helps you get more sales.
- ✓ **Content Creation/Analysis**  
Create and distribute content that provides tangible solutions for your target audience.
- ✓ **Link Building**  
Link building can help build your brand and establish you as an authority in your niche. There are some link building techniques, such as content creation, which can show people the expertise of your company, and this can go a long way toward building your brand.
- ✓ **Social Media**  
Social media strategy and management across audience-appropriate social networks, building engagement and interaction in real-time
- ✓ **Bespoke Training**  
We provide online training for businesses who need to upskill their workforce in order to generate more marketing content and better quality strategy.
- ✓ **Conversion Path Analysis**  
Optimizing, testing, creating new content, measuring, optimizing again helps understand user behavior and help them on their quest.
- ✓ **Data Analysis/Analytics**  
We can decipher your data to understand your business better and help you make the right choices to optimise your digital marketing approach and generate revenue.
- ✓ **Deployment**  
We will be helping you from start to finish and everything in the middle to make sure that your website is tested and ready to launch.
- ✓ **Marketing Automation Deployment**  
We use automation tools and tactics to attract and nurture buyers.
- ✓ **Lead Nurturing**  
Lead nurturing campaigns help marketers build relationships with prospects, from their first interaction to the time they've become a frequent return customer.

## ✔ **Research & Testing**

Who is your target customer and how do they behave? What devices and channels do they use? Is the design of your website or app helping users to reach their goal? Our user researchers are capable of all the detective work it takes to find the answers.

## ✔ **Ongoing Technical Support**

Let's face it - technology is a nightmare. If you get stuck with understanding a graph, upload a product on your e-commerce website or don't understand why the two paragraphs on the main page are not in line; we are here to help.

## ✔ **E-Commerce Maintenance**

We will help you to maintain your online shop clean and sparkly to indulge your clients in their buying experience.

## ✔ **Regular Development Meetings**

It is never a one off affair - It is important to change and adapt in order to grow. We can schedule development meetings to aid you with the growth and transformation of your business.

# FAQ



Its important for us that you know everything we can do and how we want to exceed your expectations. We have put together some common questions about how projects are planned, executed and completed in relation to our services.

### **Will digital marketing help my business?**

In short, yes! - we are living in a digital era. Hundreds & thousands of people will be looking online for what you offer everyday using things like Google, social media and more. If you are not getting in front of these people you will be leaving a lot of business out on the table that your competitors might be taking advantage of.

### **What type of digital marketing do you focus on?**

We mainly focus on optimization of inbound marketing techniques such as SEO, paid ads, social media and content marketing. We help you find people looking for exactly what you offer (even if they don't know it yet) and build systems and campaigns to generate regular streams of new customers for your business each month.

### **Are you the right company for me?**

We work transparently to the point that we choose clients that want to invest over 3-6 months and see what we are doing and why

### **Sorry I'm a new to all of this what exactly is digital marketing?**

Digital marketing utilizes internet and online based marketing techniques on mobile phones, desktops and other platforms to promote services and products. Some example digital marketing strategies are - Search Engine Optimization, Paid Ads, Social Media etc.

## How do I pay

We have a weekly billing cycle and produce Toggl reports which break down where we have what activities we have been working on, the time taken, and the rate charged. We send you via email an invoice and breakdown of spend along with any reports of ROI

## How can I get started?

Book in a free strategy call with Phillip our account manager and specialist, in this call Phillip will run through with you exactly how to grow and scale your business with digital marketing. We will audit your website and online presence beforehand to provide some awesome insights. Alternatively, if you're shy then request a video audit and we can send you one over. After you've seen the potential out there and understand what works and strategies, we can implement we can discuss a fair monthly retainer and contract that you are happy with.

## Why do you bill out weekly?

Everyone's tech stack, market, and requirements are different. We want you to see what we do and allow you to benchmark the returns, and also enable easier investment for those who don't have large cash assets.

## What do I need to do?

We want to engage with you and understand your values, proposition

## How do you access my advertising accounts?

We request admin access via the agency accounts we run

## How much will my spend be?

This depends on your market and budget, don't worry we take care of it all and ensure you spend and get return

## Will you increase my spend

Only if we have to, and when we have tested we are getting the most we can from your current spend.

# Get started



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**THANK YOU**