



Digital Marketing & PPC Management



Ravenswood

Helping businesses succeed online since 2010

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www.ravenswood.media



About Us

We provide a full suite of PPC and digital marketing services alongside comprehensive website development solutions.

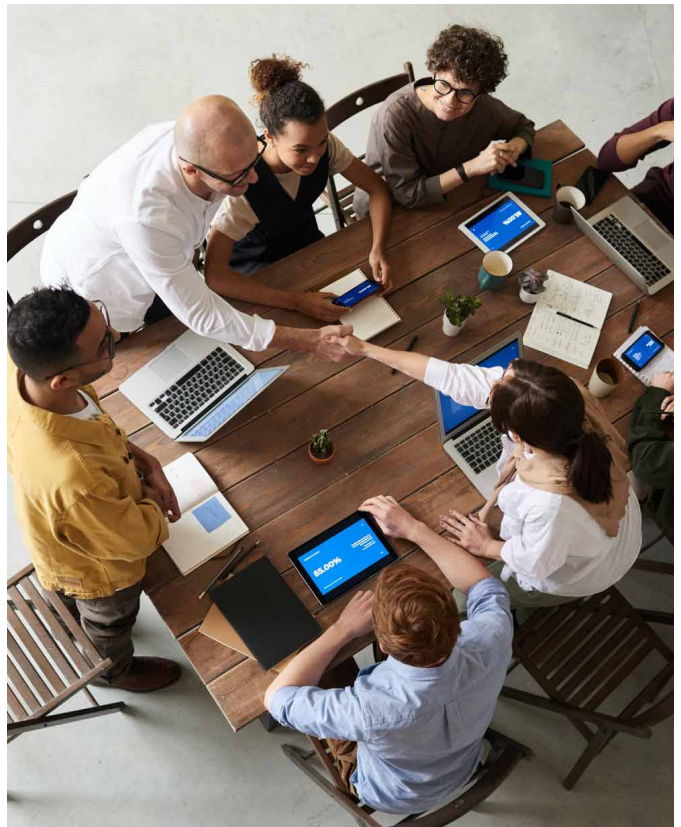
Over the last 12 years, we have worked with clients all over the globe; from local, regional, national SMEs and eCommerce businesses, through to organisations such as the NHS, Network Rail and international research organisations.



What We Do

Our focus is helping our clients either win new business or increase value from existing customers.

We do this in 6 ways....



Account Audits

If you have an existing account across one of the core channels e.g. Facebook, Instagram, Google Ads, Microsoft etc. we can provide a tailored audit report for you and your marketing team to highlight areas needing improvement and how we can help change and optimise things moving forwards. The report is spread over 10 pages, is manually produced and looks at everything from sitelinks and quality score to site speed and compatibility.

Competitor Analysis

Simply provide the competitor(s) you want our team to look at for you and we will come back with an in-depth analysis of their digital marketing activities. Covering areas such as spend, seasonal allocations, top performing text/display ads and keywords, key landing pages and competitor traffic analytics.

Sector Report

Using your website URL, competitors, plus some other data and we will produce a manually produced report looking at the sector keyword volumes and prices, competitor keyword analysis, competitor ads, seasonality and suggested budgets/ vs projected traffic volumes etc.

Marketing Proposals

This is an expanded version of our sector report and provides a detailed digital marketing strategy across all the core channels. It provides an overview of the channels and placements available across each. It then goes on to look at traffic volumes across a selection of budgets breaking down allocations within each channel and through the sales funnel.

Campaign Development

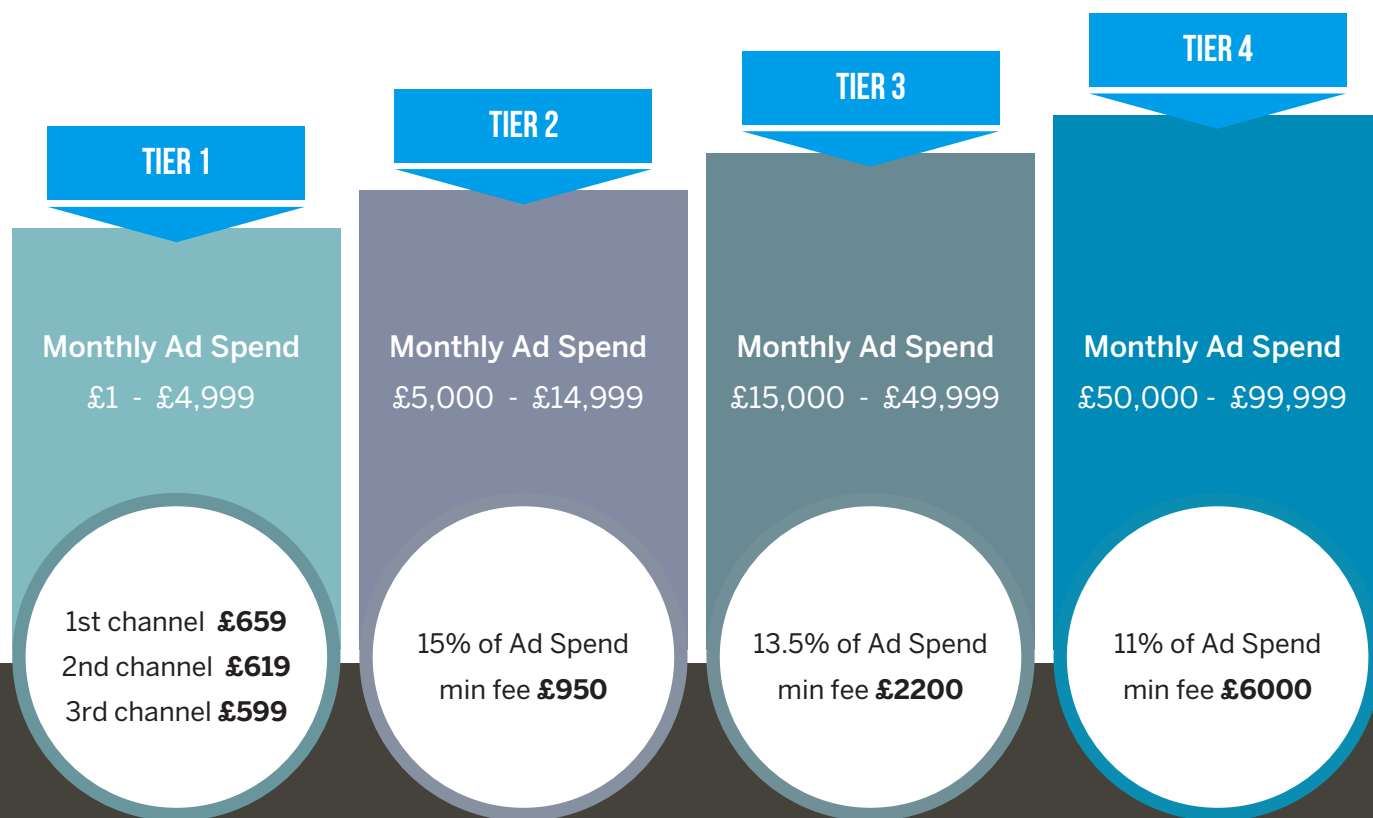
Working alongside your sales and marketing team, we can help produce visually striking ad imagery and text which captivates your audience and converts them in to leads and customers. We can also supply stock imagery and video at very competitive rates.

Monthly Reports

At the end of each month we pull together all the vital statistics and information from your marketing channels, highlighting strengths, weaknesses and opportunities. We discuss this report plus your objectives for the coming period during a 1 hour monthly call.

Pricing

Our pricing tiers for the core digital marketing channels:



Prices based on combined monthly channel spend

ALL PRICES + 20% VAT

Additional Pricing

Account Build

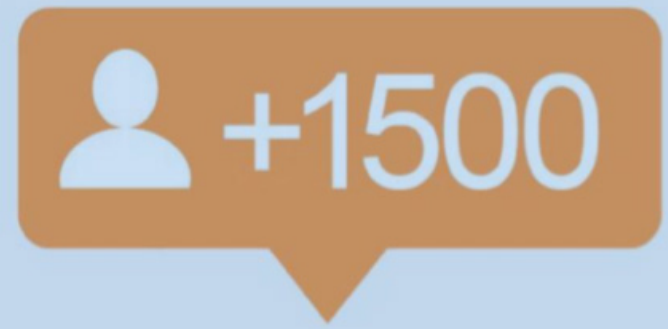
(New customer spend credits applied where available)

FREE

Audits and Reports

Our team can provide you with a comprehensive digital marketing analysis for your including competitor analysis, sector search volumes, volume projections, budget proposals, and advertising strategy.

FREE



Instagram Ultra Boost

Our dedicated growth service for Instagram Accounts: 1,500 extra followers in 3 months – Tailored strategy/ targeting 100% real followers – Manually curated absolutely NO bots. Awesome for organic lead generation.

£850 pm (min 3 month)

Social Media Management Unique Content

Unique content posted 5 days a week on either Facebook, Instagram, LinkedIn - Content is tailored to your brand/ follower interests. Dedicated content strategy aimed at boosting social engagement - mix of articles, images, branded graphics.

1 x Channel – £749 per month



Confidentiality

Your Confidentiality is our priority. As we effectively work as an element of your business's marketing function, we will naturally require access to some financially and/or commercially sensitive information.

On request we are happy to provide strict Non-disclosure agreements (NDAs) to be set in place before we conduct any work for our clients.



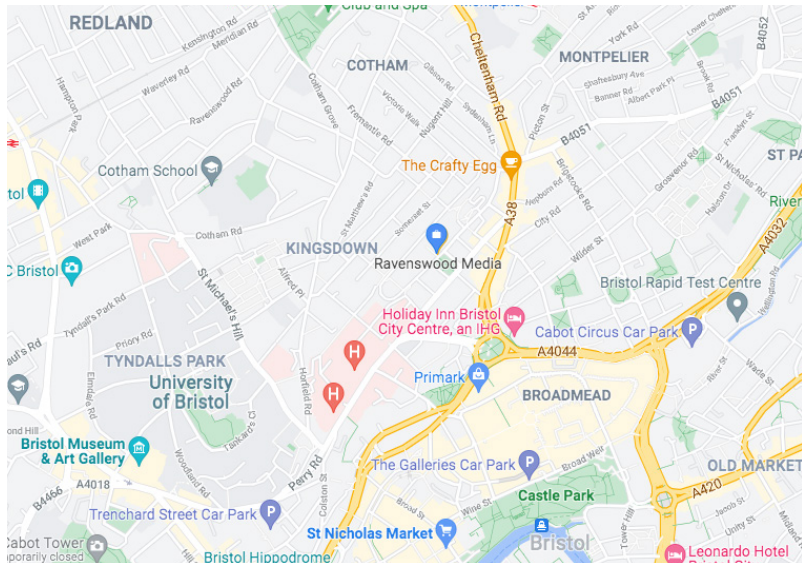
Contact Us

Would you like to find out more?

Drop us an email and we'll be happy to call you at your convenience

Don't worry, we promise no hard sell, just a zero pressure chat about what you need, what we do, and some good old-fashioned advice from the digital marketing professionals.

We are always available during office hours and will be happy to answer any questions you may have.



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