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Marketing Consultation Packages & Prices for 2022

Why invest in marketing consultation?

Marketing is one of the most valuable activities you can invest in for your business, making the difference between a growing and successful business, and a quiet, struggling one.

Often overlooked or misunderstood, marketing is responsible for and contributes towards a multitude of invaluable business needs, such as:

- Increasing awareness of your brand
- Reaching new relevant audiences and therefore new customers
- Fostering relationships with existing customers
- Keeping customers returning again & again!
- Ensuring your business & brand is front of mind
- Keeping your website, social media channels & all other online platforms updated & relevant
- Ensuring all content; graphics, photography, blogs & news articles and social media channels remain on-brand & on-message

Which all leads to the Holy Grail of all business...:

Generating new leads and/or sales!

Yes, marketing is one of - if not **the** - most valuable asset you can invest in. Yet, it's also the easiest to forget about during your busiest periods, and the easiest to fall into a rut with.

Reevaluate & reinvigorate your marketing activity

And if you're not marketing all year round - during your busiest periods as well as your quietest - your busy periods will inevitably get shorter and further apart.

Alongside this, as a busy business owner or marketing manager, it's exceptionally easy to stick to the same old marketing routine, day after day, just to keep pushing content out there.

However, is the same old marketing routine still working?

A comprehensive marketing consultation will help you reevaluate and reinvigorate your marketing efforts, analysing what marketing channels, tasks & activities are most effective in generating new lead and/or sales, and which aren't; empowering you with all the knowledge you need to ensure you can concentrate on what works best for your business.

Why work with me?

I have extensive knowledge & experience of creating powerful digital marketing strategies & content marketing strategies that transform businesses; helping small to medium sized businesses reach more of their ideal customers.

A data-led approach

This knowledge & experience has armed me with an analytical, logical and data-led approach to marketing; able to confidently identify what marketing channels, tasks and activities will enable businesses to generate the most leads and/or sales.

Small changes can result in big sales

In fact, having audited and entirely re-mapped one of my longest-serving clients' marketing strategy, I was able to make a number of small changes to their Facebook advertising campaign and increase their Facebook advertising ROAS to 26, resulting in 17 high value orders in just 6 months.

And that's just one platform!

Basic package -

Clients choosing the Basic Marketing Consultation Package will receive an extensive and detailed document, outlining the following data and information:

Initial auditing of current platforms and content

- Website audit
- Marketing audit (digital & print)
- Content audit

Analysis of data and data-led recommendations

- Content recommendations
 - 5 blog ideas
 - 3 ideas for social media post types
 - 5 [individual] social media post ideas
 - Keyword research (15 keywords identified)
 - 3 landing page/product page ideas
- Marketing recommendations
 - Most effective social media platforms to use
 - Most effective PPC platforms to use
 - Most effective referral sites to use
 - Most effective print material/advertising to use
 - Other marketing platforms and methods to consider

Once this document has been created, a meeting (online) will be set up to go through the information provided and recommendations made.

Price: £250

Intermediate package -

Clients choosing the Intermediate Marketing Consultation Package will receive an extensive and detailed document, outlining the following data and information:

Initial auditing of current platforms and content

- Website audit
- Marketing audit (digital & print)
- Content audit

Analysis of data and data-led recommendations

- Content recommendations
 - 8 blog ideas
 - 3 ideas for social media post types
 - 10 [individual] social media post ideas
 - Keyword research (25 keywords identified)
 - 5 landing page/product page ideas
- Marketing recommendations
 - Most effective social media platforms to use
 - Most effective PPC platforms to use
 - Most effective referral sites to use
 - Most effective print material/advertising to use
 - Other marketing platforms and methods to consider
- Short term, one-off marketing campaign outline

Once this document has been created, a meeting (online) will be set up to go through the information provided and recommendations made.

Price: £500

Premium package -

Clients choosing the Premium Marketing Consultation Package will receive an extensive and detailed document, outlining the following data and information:

Initial auditing of current platforms and content

- Website audit
- Marketing audit (digital & print)
- Content audit

Analysis of data and data-led recommendations

- Content recommendations
 - 8 blog ideas
 - 3 ideas for social media post types
 - 15 [individual] social media post ideas
 - Keyword research (25 keywords identified)
 - 8 landing page/product page ideas or PR/off page article ideas
- Marketing recommendations
 - Most effective social media platforms to use
 - Most effective PPC platforms to use
 - Most effective referral sites to use
 - Most effective print material/advertising to use
 - Other marketing platforms and methods to consider
- 1 short term, one-off marketing campaign (detailed, including recommended messaging, social posts, email marketing, PPC structure, blogs/articles)
- 1 mid-term marketing campaign outline (3 month campaign idea)

Once this document has been created, a meeting (in person, if agreed) will be set up to go through the information provided and recommendations made.

Price: £825

NB: Packages can be customised, and bespoke packages created based on business needs. Please contact me to discuss custom & bespoke work + price.



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