

VOCAL™

Digital Marketing



Welcome to Vocal



In today's tech-savvy world, your customers are spending more time online than ever before. To get your message out in front of your target audience, you have to go further.

Digital marketing is all about being seen in the same places your customers hang out. This means it's important to embrace all forms of digital marketing.

Making yourself as visible as possible and being louder than your competitors is essential. Enter Vocal!

Why choose Vocal?



Vocal is a small creative agency with a lot to say! We're a loud bunch and firmly believe in doing everything we can to support businesses of any size with their digital marketing.

We use strategies to help you stand out online. The internet can be a crowded place. However, with our help, you can shout about what makes you great. As a full-service agency, we have the advantage of a diverse team with a plethora of talents. We consider how your marketing strategy will align with other elements such as branding, sales materials and your website.

With over 20 years' experience in the B2B industry, we understand the importance of ROI. Our work is designed to not only suit your brand and align with your project requirements but to deliver results.



Meet your Digital Marketing Team



Jill Hudson – Project Director

Jill will oversee your entire project, from the initial idea through to the final product. With over 20 years of experience working in the creative industry, Jill knows the importance of digital marketing for business development.

John Hudson – Marketing Director

John knows how to make a business stand out! With a wealth of digital marketing experience, he can work with any business and make them pop, in-person and online.



Kathryn Johansen – Head of Creative

From eye-catching ad designs to striking campaign visuals, Kathryn is Vocal about your business! With her team of experienced creatives, she'll create something that's worth shouting about.

Meet your Digital Marketing Team



Amy Good – Marketing Executive

Whatever the task, Amy is ready to tackle it and produce engaging content to get you heard and seen online through the use of marketing insights.



Jake Rayner – Designer

Jake's creativity knows no bounds. No matter your project, he's itching to get started. He'll make your digital marketing project stand out from the crowd.



Ajay Kumar Nimmala – Designer

Ajay's talents are hard to match when it comes to digital marketing projects. Allow him to show you how your business can stand out!

Our Experience



Our experience in such a vast array of business sectors has led us to know a thing or two about digital marketing. We offer expertise in the following areas:



SEO



**Google AdWords
Management**



**Email
Communications**



PPC

Hudson Succeed



Hudson Succeed is a global bid writing consultancy. In order to get the message out about their services, the Vocal Team got straight to work.

Our PPC strategy for Hudson Succeed generated:

- **Over 3 million impressions on Google and the highest impression share in search engines.**
- **On average, 85% of new business is generated through our PPC activity.**

For SEO, we increased visibility by 30% to help Hudson Succeed become the most visible bid writing firm in the UK. Now, 70% of their site traffic comes from organic search.

Santa Academy

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Santa
ACADEMY

Santa Academy was created to encourage children to read. It all started from a conversation with the author's son, and it's now a global Christmas favourite with an app, website hub and a novel on the way.

Through PPC, we generated over 5 million impressions and over 15,000 direct conversions in just two months.



Creative Tenders

CREATIVE TENDERS™

FROM HUDSON OUTSOURCING

Creative Tenders is updated daily, hosting hundreds of manually tracked tenders for the UK's creative industry in one, centralised portal.

To broaden their reach, Creative Tenders turned to digital marketing solutions.

Through Google Ads, we generated over 850k impressions with the highest impression share in search engines across their market. On average, 90% of the company's new business is generated through PPC.

Our SEO strategy led to a 28% increase in visibility. It also helps Creative Tenders maintain an average SERP position on the first page of Google. As a result, 40% of their website traffic currently comes from organic search.



Construction Tenders



CONSTRUCTION TENDERS™

FROM HUDSON OUTSOURCING

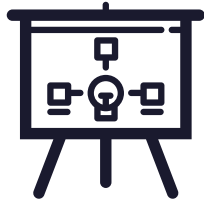
Construction Tenders is a sector-specific tendering portal. It hosts public, private and exclusive tendering opportunities for the construction industry.

For Construction Tenders, we create, manage and optimise both their Google and Bing Ad accounts. The company attributes 53% of their site traffic to PPC, the highest impression share in search engines and has generated over 1.5 million impressions through these platforms.

Our SEO strategy increased their SERP visibility by 20% with over 20 keywords in the top three positions. Through strategic SEO tactics, we have helped Construction Tenders to become the most organically visible firm amongst their competitors.



How we work



SEO

It's been estimated that over half of website traffic comes from organic search. And 99% of searchers click on the results on the first page.

But how do you get there? The way you can achieve this is via Search Engine Optimisation (SEO). Plus, ranking organically for your business builds trust.

Our methodology for SEO is simple yet effective:

- 1. You tell us the areas that you would like to rank organically for.**
- 2. We put our heads together and conduct keyword research on your business area/topic and the current competition.**
- 3. We write a blog and/or website content strategy to help you generate organic results.**
- 4. Our experienced writers create SEO-friendly blog and/or website content including the keywords to generate organic search engine rankings.**

Remember: ranking organically doesn't happen overnight. SEO is an ongoing, long-term strategy that requires consistent maintenance to see results.

How we work



Google AdWords Management

Google AdWords can generate a significant ROI if you know what you're doing. It isn't just your bid that matters here, it's also quality. Google takes both into account when deciding on who to award the top result to. Our digital experts will:

- 1. Get to know your business, establishing your goals, budget and long-term vision.**
- 2. Perform keyword research and analyse your competition.**
- 3. From their findings, they will formulate high-quality ad copy and analyse the best landing pages from your website.**
- 4. Depending on the level of support you require, they will create the ad campaigns, ad groups and extensions.**
- 5. PPC requires ongoing maintenance, testing and development to get the best results. If required, the team can perform a health check of your account and make recommendations for improvement.**

How we work



Email communications

Email marketing is still an important aspect of digital marketing. Some may say it's outdated, but according to Forbes, 79% of businesses say email marketing is 'important' or 'very important' to their business. It can boost your ROI and is an effective way to promote your business, communicating with customers and leads.

Our process is as follows:

- 1. You set your goals and tell us what you want to achieve from the email communications.**
- 2. We put our heads together and come up with killer content.**
- 3. Our wordsmiths craft the copy, ready for you to drop into your email campaigns.**

How we work



PPC

Here at Vocal, we take a collaborative approach to PPC to ensure you reach your audience cost-effectively across multiple platforms. They include web, mobile, search and social media. The best thing about paid marketing is that it's measured and targeted. You can see exactly what's working and track the benefits that it's bringing to your business.






We are experienced in PPC, specifically:

- **Google Ads (search, display, app and video)**
- **Bing Search Ads**
- **Facebook Ads**
- **Instagram Ads**
- **LinkedIn Image Ads**
- **YouTube Advertising from script, production and editing to optimisation and advertising on YouTube**
- **Implementing tracking codes and pixels on WordPress sites**
- **Analysing and reporting PPC campaign performance.**

Pricing



Check out our price guide for written content below!

Cost	
 Blog writing & website content creation	£450.00+VAT (based on 1,700 words per day)
 Research	based on a daily rate of £450.00+VAT
 Auditing	based on a daily rate of £450.00+VAT
 Google Ads Management	bespoke support prices available on request
 PPC	bespoke support prices available on request

A message from our Project Director



Digital marketing can help you reach a vast audience in a way that is both cost-effective and measurable. A good digital marketing strategy will help grow and target your ideal client.

“At Vocal, it’s our mission to help every business grow. We work together to deliver only the best to our clients, giving them something to shout about. – Jill Hudson, Project Director.

Contact us

**Get in contact to see how we can make
a big difference to your business.**

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