

Digital Marketing Services

Bronze Package

- Execution of existing digital marketing strategy* to comprise:
- Monthly blog: idea generation, editing, formatting, publishing, sharing
- Content curation
- Content scheduling 2 posts per weekday on three channels using free scheduling tools
- Weekly interaction with audience on all channels
- Monthly report on agreed KPIs including growth, engagement, lead generation etc.

Silver Package

- Execution of existing digital marketing strategy* to comprise:
- Fortnightly blog: idea generation, editing, formatting, publishing, sharing
- Content curation
- Content scheduling 3 posts per weekday on three channels using paid scheduling tools
- Twice weekly interaction with audience on all channels
- Monthly report on agreed KPIs including growth, engagement, lead generation etc.
- Seek traditional and digital marketing and PR opportunities on Twitter

Gold Package

- Execution of existing digital marketing strategy* to comprise:
- Fortnightly blog: idea generation, editing, formatting, publishing, sharing
- Content curation
- Content scheduling 3+ posts per weekday on three channels using paid scheduling tools
- Thrice weekly interaction with audience on all channels
- Monthly report on agreed KPIs including growth, engagement, lead generation etc.
- Seek traditional and digital marketing opportunities on Twitter
- Assist with PR opportunities i.e. who and what to pitch to whom

Digital Marketing Strategy

