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AUDIENCE MANAGEMENT PACKAGES

Digital Marketing Automation,
Campaign Management & Analytics.



01252 713 540



No Nonsense Marketing

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AUDIENCE MANAGEMENT PACKAGES.



KEY FEATURES

Engage New Followers and Nurture Loyal Customers.

When someone finds you online or arrives at your website what happens next? Our Audience Management Packages help make sure the answer isn't nothing. Instead we'll help you earn followers, engage with your audience and create a customer experience that keeps people coming back for more.

STANDARD WITH ALL OUR SERVICES



100% No Nonsense Marketing.

When you hire us, we promise genuine critical thinking and concise work. And we will always be honest with you. So if we don't think we can add value, then we will tell you.



Referral Discount Scheme.

When you refer new clients you'll both benefit from 10% discount. You will receive a rebate on your last invoice, once your referral has been billed their first.



Pay Monthly.

Spread the cost of your management package and cancel at any time.



Own Your Business Data.

Build a centralised home for your audience database that belongs to your business. Instead of one that's owned by someone else, like social media platforms.



Email Marketing.

Carefully engage your audience using email. Learn their preferences, keep customers faithful and boost your business.



Social Media Management.

Depend on us to monitor your social media channels, manage campaign posts, track audience engagement and benchmark against your competitors.



Customer Journeys.

Connect your website with third party apps to streamline workflows. Save time on repetitive tasks and build personalised customer journeys.



Performance Analytics.

Discover how people found your business and measure audience engagement with periodical reports.



Campaign Dashboard.

Login to your custom dashboard and get live campaign analytics for your business.

SPECIFICATIONS

		AZURE from £100/mth	ELECTRIC from £600/mth	ROYAL from £800/mth
TERMS	Product Code	SOE2041	SOE2042	SOE2043
	Minimum Term	TWO CALENDAR MONTHS		
	Invoicing & Payment	MONTHLY		
	Campaign Setup Period	TWO WEEKS		
	Cancellation Notice Period	ONE MONTH		
	Dedicated Account Manager	✓	✓	✓
AUDIENCE ACQUISITION	Audience Research	✓	✓	✓
	Automated Audience Acquisition	✓	✓	✓
	End to End Process Management	✓	✓	✓
	Conditional Logic Website Forms	✓ UNLIMITED	✓ UNLIMITED	✓ UNLIMITED
	Fully Managed Marketing Database	✓ UNLIMITED CONTACTS	✓ UNLIMITED CONTACTS	✓ UNLIMITED CONTACTS
	Website Pop-up Campaigns	✓ PAY AS YOU GO	✓ UNLIMITED	✓ UNLIMITED
	Social Media Platform Management	✗	✓ UP TO 3 PLATFORMS	✓ ALL PLATFORMS
	Special Social Media Campaigns & Content <i>(Also See Content Management Packages for related info)</i>	✓ PAY AS YOU GO	✓ PAY AS YOU GO	✓ PAY AS YOU GO
	Back-link Building	✗	✓ RECOMMENDATIONS	✓ RECOMMENDATIONS
	AUDIENCE RETENTION	Integrated Website Chat Feature	✓ FREE WITH SET UP CHARGE - SEE FULL PRICE LIST	
Active eMail Campaign Audience		UP TO 2,000 CONTACTS INCLUDED	UP TO 2,500 CONTACTS INCLUDED	UP TO 10,000 CONTACTS INCLUDED
Audience Segmentation		✗	✓	✓
Periodic Email Campaign Origination & Setup		✓ PAY AS YOU GO	✓ 1x CAMPAIGN INCLUDED /mth	✓ UP TO 2x CAMPAIGNS INCLUDED /mth
Email Campaign Content Origination		✓ PAY AS YOU GO	✓	✓

SPECIFICATIONS

Continued

		AZURE from £100/mth	ELECTRIC from £600/mth	ROYAL from £800/mth
AUDIENCE RETENTION	Email Campaign Management	✓ UP TO 2x ACTIVE CAMPAIGNS INCLUDED	✓ UP TO 2x ACTIVE CAMPAIGNS INCLUDED	✓ UP TO 4x ACTIVE CAMPAIGNS INCLUDED
	E-Commerce Customer Integration		✓ OPTION	✓
	Automated Shopper Email Campaigns		✓ 1x ACTIVE CAMPAIGN INCLUDED	✓ UP TO 2x ACTIVE CAMPAIGNS INCLUDED
	Custom Automated Webhook Processes	✓ UP TO 5 INCLUDED	✓ UP TO 10 INCLUDED	✓ UP TO 20 INCLUDED
	SPAM Cleaning	✓	✓	✓
	Event Based Marketing Contact Tagging	✓	✓	✓
	Event Based Social Media Posting	✓	✓	✓
MONITORING, ANALYSIS & REPORTING	Continuous Development Recommendations	✓	✓	✓
	Goal Conversion Tracking		✓	✓
	Competitor Social Media Monitoring		✓	✓
	Back-link Monitoring	✓	✓	✓
	Brand Monitoring		✓ OPTION	✓
	Marketing Database Backups	✓ LIVE	✓ LIVE	✓ LIVE
	Periodical Email Campaign Analytics Report	✓ AD-HOC	✓ MONTHLY	✓ MONTHLY
	Periodical Website Visitor Analytics Report	✓ MONTHLY	✓ MONTHLY	✓ MONTHLY
	Periodical Social Media Analytics Report		✓ MONTHLY	✓ MONTHLY
	Full GDPR Data Compliance Maintained	✓	✓	✓
	Custom Digital Campaign Dashboard	✓	✓	✓



TERMS OF BUSINESS

All prices are plus VAT, please settle invoices on time and in full, 30 days net following invoice date. Deposit invoices are due immediately. Subscription packages are invoiced at commencement of service and on the same day each calendar month thereafter. Scan the QR code to review our full terms of business document.



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