

activ Digital Marketing Kingston

activ  
digital  
marketing



# Digital Marketing Services



Web Design | SEO | Social Media Management | PPC |  
Email Marketing | New Business Start Up Packages |  
Marketing Planning

# Our services

With activ digital marketing Kingston, our clients benefit from a wide range of digital marketing services to enhance their online presence and generate leads for their business.

**Your business will have the support of a dedicated local activ consultant to work with you personally; backed by a national company with a team of digital marketing experts.**



## We offer a range of digital marketing services for your business

- ☆ Web design
- ☆ SEO
- ☆ Social Media Management
- ☆ PPC
- ☆ Email Marketing
- ☆ Marketing Planning
- ☆ New Business Start Up Packages
- ☆ Video Content Marketing
- ☆ Digital Business Cards

## How our digital marketing services work together to propel your business forward.

Professional **web design** ensures an impressive online presence, complemented by robust **SEO** strategies for increased visibility. Engaging **social media management** and targeted **PPC** campaigns will resonate with your audience. Versatile **email marketing** and compelling **video content** create diverse communication channels. Strategic **marketing planning** and **new business startup packages** offer comprehensive support to boost your business success.









Your website is designed to be more than just a digital presence; it's engineered to generate inquiries and online sales. It's your 24/7 sales engine, tirelessly working to drive business growth.

**At activ, we don't believe in one-size-fits-all solutions. Our websites are bespoke, not templates, utilising the latest functionality and design to create a unique marketing tool right for your business.**



## How professional web design can benefit your business

-  24/7 Sales Engine
-  Brand Consistency
-  Faster Loading Times
-  Responsive Design
-  Improved User Experience
-  Encourages Trust and Credibility

### How Web Design works with our other services

Our Web Design service is the cornerstone of our digital marketing solutions. It complements all our other services by providing a robust online foundation, enhancing the effectiveness of other strategies such as SEO, PPC, and social media marketing.

 [Discover more about our \*\*Web Design Service\*\*](#)

Explore our package options to see what suits your business needs and budget:

## Kick Off from £699

- Registration of one domain
- Designed with your branding in mind
- Coding of site-wide corporate styles
- Fully responsive (Multi device compatible)
- Multi browser compatible
- Standard navigation
- Up to 3 pages
- Full technical support

## Power Up from £1499

- Registration of one domain
- Designed with your branding in mind
- Coding of site-wide corporate styles
- Fully responsive (Multi device compatible)
- Multi browser compatible
- Navigation options
- Up to 10 pages
- Full technical support

## Ignite from £2899

- Everything from a Power up package PLUS
- Full e-Commerce functionality
- Product page and category page setup
- Product search
- Order processing
- Checkout function
- Customer registration
- Simple delivery options
- Content management system
- Payment gateway setup
- Configurable tax
- Stock management

## Fire Up from £3899

Designed for clients who need membership or online course functionality, details can be discussed with your activ consultant.

## Bespoke

If your website requirements fall outside of one of our off-the-shelf packages, then we are very happy to discuss your personal business requirements.

**Managed Hosting & Support costs apply for all our web design packages:**

- ✓ Safe & Secure
- ✓ Regular Backups
- ✓ Software Management
- ✓ Site Maintenance
- ✓ Ongoing Support & Advice
- ✓ Dedicated Digital Marketing Consultant

 [Discover more about our \*\*Web Design Services\*\*](#)

# Web Design in 5 Steps

Our streamlined process ensures your success

## FREE Consultation

Let's meet to discuss your requirements and I'll provide advice on the best way forward and give examples of how we have helped similar businesses



## Agreement

We'll make a proposal for website and any other related services discussed. Once you are happy to proceed we'll complete the order and get started.



## Design & Content

Further details of the structure of the website, design and content requirements will be discussed prior to development of your website. Don't worry, I'm here to help guide you every step of the way.



## Website Development

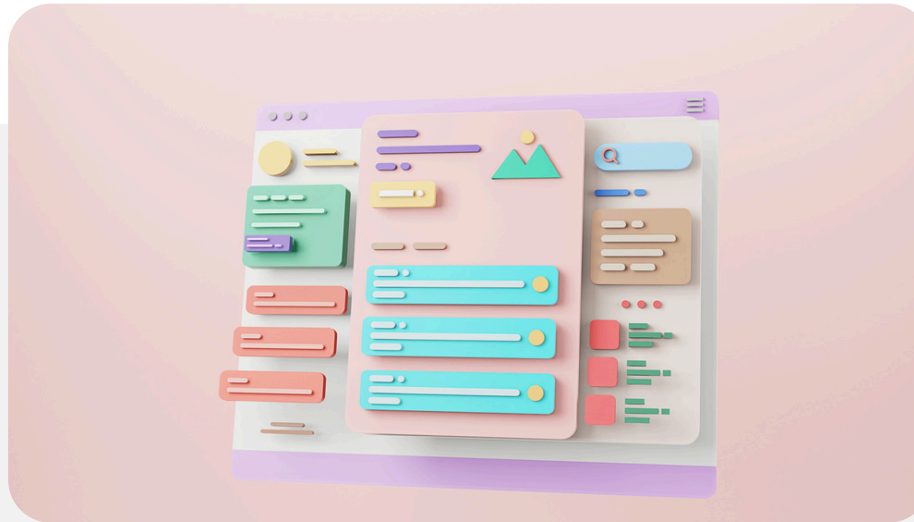
When all content is available for your website, we will develop the initial set up so you can get a first look. We'll make any changes or adjustments based on your feedback before we complete the rest of the site.



## Complete Site and Launch

After checking the site for any detailed changes, we will launch your website and complete any necessary post live tasks.

 [Discover more about our Web Design Services](#)



## Anything still needed?

You have our dedicated, personal 1-1 support from the initial planning and meeting stage, throughout development and in the months and years to come.

Unlock the potential of social media to build your brand and grow your business. Our Social Media Management service empowers you to reach new audiences and create interest in your products and services.

**A Cost-Effective Way to Grow Your Business: Social media offers a cost-effective avenue for interacting with potential and existing clients. Extend your reach, engage your target market, and turn interest into sales.**



## How social media management can benefit your business

- ♡ Brand Building
- ♡ Business Growth
- ♡ Gain Valuable Insights
- ♡ Communicate with your Audience
- ♡ Promote your Content
- ♡ Improve SEO Rankings

## How Social Media Management works with our other services

Social Media Management service doesn't operate in isolation but as an integral part of a digital marketing strategy. It enhances the effectiveness of your website, SEO, PPC, email marketing, video content, marketing planning, branding, copywriting, influencer collaborations, and PR initiatives. Together, these services form a comprehensive approach to achieving your business objectives.

➤➤➤ Discover more about our [Social Media Management Service](#)

## New channel Setup

**£149 (first channel)**

**£79 each additional channel**

Let us take the stress out of setting up your brand new social media channels. We'll ensure your pages are fully optimised as part of the process so you can just focus on what you're going to post first!

## Get Started

**£149/month (first channel)**

**£99/month additional channels**

**A consistent, professional presence on your chosen platforms.**

12 posts per month

2 created graphics per month

Created content recomposed for all channels

First month spent on channel

optimisation and content planning

Includes: Facebook page or stories, Instagram grid or stories, X (previously Twitter), Google Business pages and LinkedIn.

## Monthly Calendar

**£50/month (one channel)**

**£25/month each further channels**

Struggling for inspiration? Writer's Block? We look at your business plans alongside key national dates and send you a personalised calendar with at least 3 suggestions of what to post and suggested frequency of posts.

## Channel optimisation

**£90 (first channel)**

**£57 each additional channel**

This one-off housekeeping services involves a review of your public profile and includes:

- Update of bios, descriptions and contact details
- Ensure logos are correct size
- Ongoing optimisation is £50 per month
- Excludes TikTok

## Bespoke Channels

**From £199/month**

**Discount for multiple channels**

**Amplify your message with greater reach and audience growth.**

Individualised plans for each channel taking account of the platform, the audience and your goals for that channel.

**Includes:** 8 graphic posts per month, Ad Budget, Ongoing monitoring/reviewing of activities and competitors, Networking interaction, Monthly report.

**Supports:** Facebook, Instagram, Twitter, LinkedIn Company, LinkedIn Profile, X (Twitter), TikTok, Google Business Page, Pinterest

## Paid Ads

**One-off setup fee | £150 per campaign**

**Campaign management fee | £200 per month**

Please note that this applies to Facebook, Instagram, Twitter & LinkedIn only. Includes a monthly report & time allowance for reasonable updates throughout the campaign.



## Social media audit

### £100 per channel

This audit will include:

- A document for you to review, keep and refer to
- Definition of your social media goals
- Overview of your profile optimisation
- Identifying your audience data for each channel
- A review of your branding, language and promotion
- Review of your top performing posts including impressions, engagement, reach & types of content
- Identifying new objectives
- Exploring the opportunity for other channels outside of what you're using

## Channel engagement add-on

### £200 per channel, per month

Providing a full engagement service on your channel including comments, likes, shares of user generated content.

## Asset creation add-on £50 per hour (excluding travel)

Providing time for shooting photos, videos clips, interviews and graphics to use in your social media posts, reels and stories. This can be useful for channels where imagery may be less often required, such as LinkedIn.

## Social media strategy

### £100 per existing channel + £200

Your strategy document will include:

- Everything included in our social media audit
- Creation of your social media content pillars
- Creation of a 12 month social media calendar
- Identifying your brand voice and language
- Suggested social media posts for each channel
- Tips to increase engagement

## Customer service management add-on £Price on Proposal

Responding to customer service queries and feedback, managing your channel inbox.

## Additional Posts

### £Dependant on channel

Facebook, Pinterest, Instagram, LinkedIn Profile - £25 | Twitter, LinkedIn Page, Google my Business - £15 | TikTok - £75

Occasionally, you may wish to increase the number of posts included in your package at key promotional times of the year. We're happy to create more posts in line with your campaigns. Imagery or video content is supplied. For significant additional post volumes, please ask us for a bespoke quotation.

Please note: All Social Media Management Packages are subject to a minimum contract period of 12 months, followed by 1 month's notice thereafter.







Make it easy for potential clients to find your products and services online. Our SEO service is designed to boost your website's visibility, achieve higher Google rankings, and attract those actively seeking what you offer.

**At activ we create a tailored strategy that attracts your ideal clients by targeting relevant keywords. We optimise your website's content and promote it across the internet to achieve consistent ranking improvements month after month.**



## How our SEO service can benefit your business

-  **Target Your Ideal Clients:** SEO helps you focus on the right audience, ensuring that those searching for your offerings discover your website.
-  **Attract Ready-to-Convert Visitors:** By optimising your website for search engines, you attract visitors who are already interested in your products or services, increasing the likelihood of conversions.
-  **Higher Rankings, More Visitors:** Improve your website's ranking on search engines, resulting in a steady stream of organic traffic and potential customers.
-  **Invest in Your Website:** Your website is your most valuable asset. SEO ensures it performs at its best and delivers the results you need.

## How our SEO service works with our other services

Our SEO service seamlessly complements our other digital marketing services, including web design, social media management, PPC, email marketing, and video content. It enhances your online presence, improves search engine rankings, and aligns with your broader marketing goals. This synergy ensures a cohesive and impactful digital marketing strategy that generates results.

 [Discover more about our \*\*SEO Service\*\*](#)

# SEO Packages

## Kick Off £229

- Comprehensive audit with detailed analysis of current SEO and your current search engine rankings
- Suggestions of where your SEO can be improved
- Analysis of keywords and key phrases and improvement suggestions using latest SEO strategies
- Consultant on hand to explain report and assist you with developing online presence

## Power Up £119 per month

Designed to progressively build a solid and sustainable level of visitor traffic over a 12-month period (and beyond!)

Package includes:

- Directory Submissions
- Publication of relevant articles
- Link creations
- 10 key terms
- Monthly report

## Fire Up £419 per month

Aggressive approach and improvement to search engine rankings.

Package includes:

- Analysing reports from various sectors of the internet
- Article publication sites
- High quality link creation program
- Director submissions
- 30 key terms
- 1 landing page per month
- 1 article per month
- Monthly report

## 3 Month SEO improvement £369

- A great starting point for a one-off project
- Activate your SEO with short term improvements
- Analyse your site targeting areas to improve
- Using latest strategies both on and off page to boost your online presence and generate visitor traffic

## Ignite £229 per month

Develop a strong web presence with a high level of visitor traffic

Package includes:

- Analysing reports from various sectors of the internet
- Article publication sites
- High quality link creation program
- Director submissions
- 20 key terms
- 1 landing page per month
- Monthly report

## Blast Off £579 per month

Not only improves quality of your website traffic but will increase company awareness, customer loyalty, conversion ratio and ROI.

Package includes:

- Custom strategies
- Transparent reporting
- 40 key terms
- 1 landing page per month
- 2 articles per month
- Monthly report
- Keyword research report and website audit free with first month

Pay-per-click (PPC) advertising on search engines is a dynamic and highly targeted method to connect with people actively searching for your products or services.

**We employ a comprehensive range of tools and expertise to develop a tailored strategy that aligns with your online marketing objectives. Our goal is to drive high-quality traffic to your website and ensure a significant return on investment.**



## How PPC can benefit for your business

- ✦ Targeted Results
- ✦ Relevant Leads
- ✦ Attention-Grabbing Ads
- ✦ Continuous Optimisation
- ✦ Cost Efficient
- ✦ Sustainable Growth

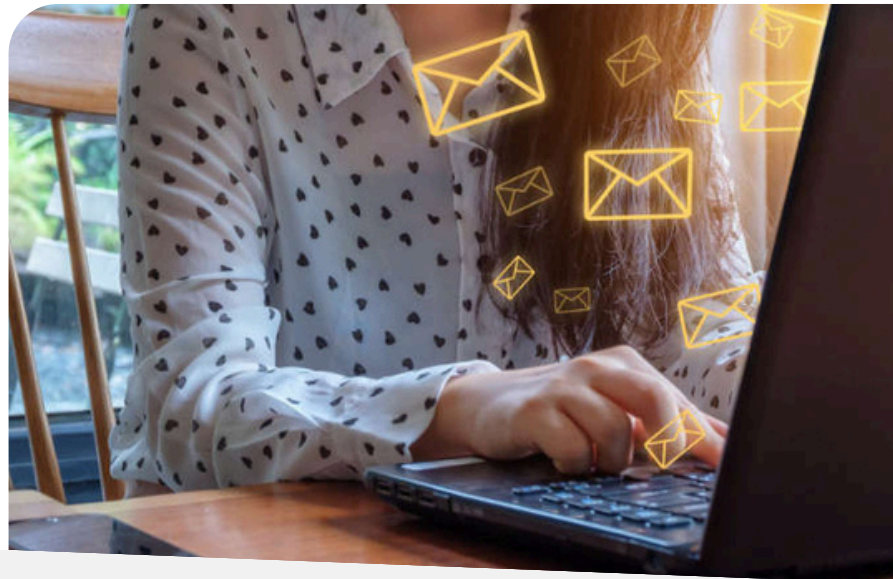
## How Pay-Per-Click works with our other services

Our PPC service works hand-in-hand with our other digital marketing services, including web design, social media management, and SEO – whether it's optimising your website's landing pages for PPC campaigns, aligning keywords with your SEO strategy, or creating cohesive ad campaigns that resonate with your branding, our integrated approach ensures that every part of your digital marketing services complements and reinforces each other.






 [Discover more about our \*\*PPC Service\*\*](#)

## A powerful tool to turn attention into profitable business relationships.

Email marketing allows you to get potential customers details and send relevant, useful information on your products and services. That way, when they are ready to buy, it will be you they contact.



## How Email Marketing can benefit your business

-  Branded, Flexible, Customisable Templates to Suit your Business
-  Dynamic Content to Personalise Emails
-  Segmentation for Improved Targeting
-  Social Media and Sharing to Increase Exposure
-  Tracking Results to Convert More Leads

### Set up from £225

- List creation with specific fields and segments
- Loading of existing data
- Email Template
- Subscriber form and landing page direction
- Autoresponder email setup
- A 1-1 training session after setup

### Fees from £15 per month

Fee depends on number of subscribers, email volume requirements and functionality.

Fees include use of system and access to direct support and advice from us.



Discover more about our [Email Marketing Service](#)







We are by no means an agency that can create full feature-length films, but we do understand the value of good content. That's why we offer a simple video production service.

**Using the latest video creation tools, we can create explainer video content for you.**

**Whilst our video production does not include the use of voiceovers, animation or filmed footage, the effect is just as professional.**



## How our video content service can benefit your business

-  **Effective Communication:** Engage your audience with concise and powerful messaging.
-  **Boosted Engagement:** Keep viewers hooked, leading to longer interaction and better brand recognition.
-  **Versatility:** Use videos across multiple platforms to reach your audience effectively.
-  **Enhanced SEO:** Improve search engine rankings and drive organic traffic to your website.

## How our videos have been used by clients:

- To create YouTube channels
- To post on social media channels
- Business launches or important announcements
- Used in presentations



Discover more about our [Video Content Service](#)

# Video content packages

While our video production doesn't include voiceovers, animation, or filmed footage, the results are consistently professional.

## Video production

**£199 per 1 minute increment\***

- Priced per minute
- Photography provided by the client or sourced
- Receive a final file for your own use
- Backing track included

## Video management

**£59 per video**

- Bolt on service
- Upload to your chosen location
- Optimised within the location
- Final file and video location URL supplied

## Video retainer service

**£159 per month\*\***

- Ongoing video content service
- Monthly 1 minute video produced
- Upload & optimise in chosen location
- Final file and video location URL supplied

\*Please note that videos are priced £99 for up to one minute, in one minute increments. Example: If a video is 40 seconds long, it is £99 + VAT. For a 1 minute 20 seconds video, it is £198 + VAT.

\*\*The advertised video retainer service includes a video length of up to 1 minute in length per month – for a retainer to include longer videos, please ask for a quotation..

**Free YouTube channel creation when a 12 month retainer is booked!**

## How video content service works with our other services

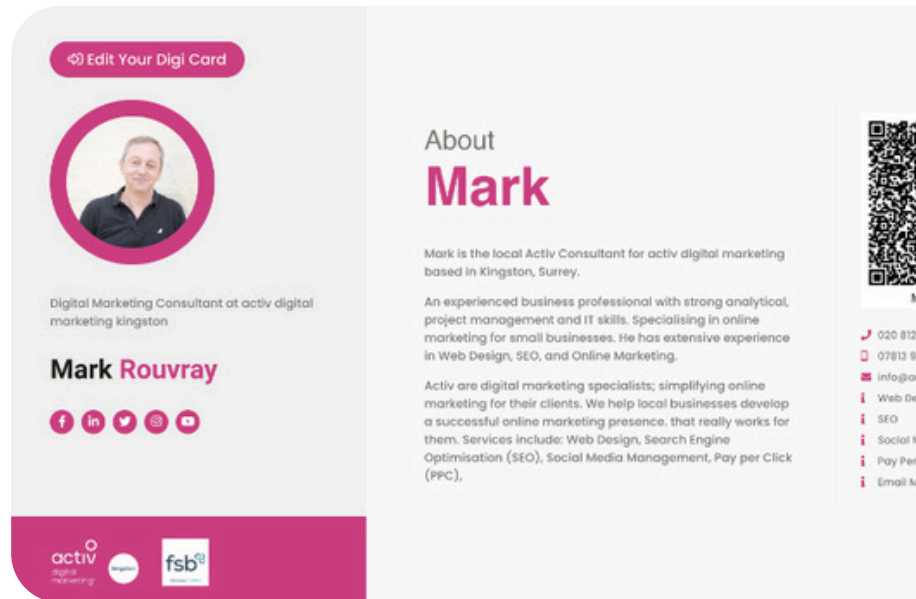
Video content can seamlessly complement your other digital marketing services. Whether it's enhancing your website, captivating social media followers, or optimising search engine rankings, our Video Content service is a versatile asset that works alongside our other services to deliver a comprehensive and effective marketing strategy.



Discover more about our [Video Content Service](#)






# Digital Business Card

With so many contacts made online these days, we need an easy way to pass on our details when the standard business card no longer works for us. Having all your most important contact details in one place and customisable for your brand, gives you a professional approach to the way we conduct business today.



## How digital business cards can benefit your business

Our digital business card is the perfect way to capture all your personal details and your top line bio in a professional and engaging online format.

-  Customisable to your Brand
-  Add Additional Logos for Affiliations/Memberships
-  Add Personal Bio
-  Add Customised Links
-  QR Code – download details to contacts

### Digital business card **£39 per year (with £10 signup fee)**

- unique QR code
- personalisation
- endless connections
- create and manage using our user-friendly dashboard









Discover more about our [Digital Business Cards](#)

At activ we believe that the foundation of successful marketing lies in meticulous planning. Our marketing planning service offers you a strategic roadmap to elevate your marketing efforts.

**We take the time to understand your business and craft a well-thought-out plan that will shape your marketing strategy for the entire year. We're more than just a social media marketing agency; our plans are comprehensive and tailored to your unique needs.**



## How our marketing planning service can benefit for your business

-  Strategic Clarity
-  Cost Efficient
-  Long Term Growth Plan
-  Data-Driven Decision Making
-  Maximises Marketing ROI
-  Offers Adaptability to Trends

## How marketing planning works with our other services

Our marketing planning service acts as the central thread that weaves together all our digital and marketing services. It ensures that services such as web design, SEO, PPC, and social media management work in harmony toward a common goal. For instance, if our planning process highlights the importance of SEO, our SEO experts seamlessly integrate their strategies into the overall plan. This tight integration ensures that all services complement each other, maximising the impact of your marketing efforts.

 Discover more about our [Marketing Planning Service](#)



Our packages are designed to support businesses of all sizes and budgets.

## Kick Off £119

Think of this as a marketing audit, providing you with the top 5 marketing recommendations to improve your business. Simply provide us with your website address (if you have one) or any social media links and we'll get going.

## Power Up £469

This is a more detailed marketing report which includes:

- Consultation call
- Compilation of 5 page top line marketing plan on how to achieve business objectives
- Suggestions of ongoing services to support objectives

## Ignite £699

A more strategic approach to your marketing planning including:

- Consultation call
- Compilation of 5 page detailed marketing plan on how to achieve business objectives
- A 12 month calendar plan of activity based on information gathered from you
- Suggestions of ongoing services to support objectives

## Fire Up £929

A full marketing strategy including:

- Consultation call
- Compilation of a detailed marketing plan on how to achieve business objectives
- A 12 month calendar plan of activity based on information gathered from you
- Keyword research report to support your activity for use across SEO and content
- Suggestions of ongoing services to support objectives

## Blast Off £1159

The bees knees of all marketing strategy and planning including:

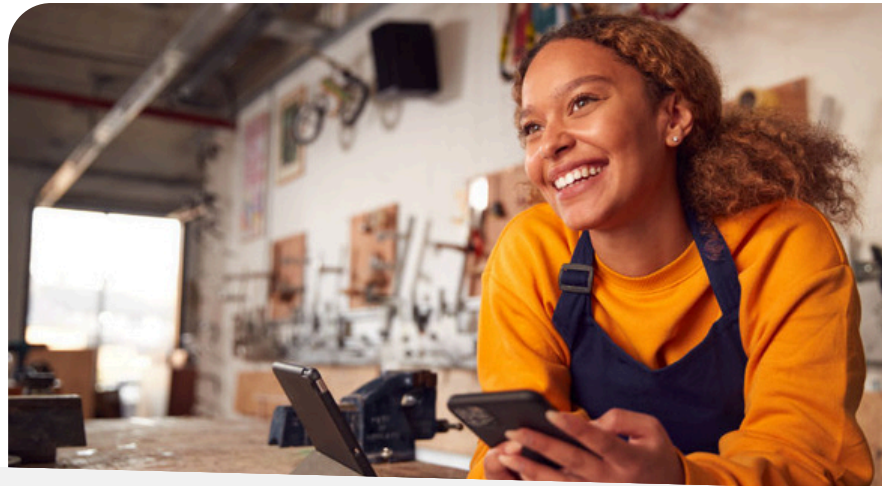
- Consultation call
- Compilation of a detailed marketing plan on how to achieve business objectives
- A 12 month calendar plan of activity based on information gathered from you
- Keyword research report to support your activity for use across SEO and content
- Suggested social media posts, channel usage and tone of voice
- Researched partnership opportunities or places to advertise
- Suggestions of ongoing services to support objectives









Discover more about our [Marketing Planning Service](#)

You've done the hard part, you've taken the plunge and started your own business – but what about your marketing?

**Sometimes it's easier to ask for help. Let us take care of this part including the provision of professional SEO services whilst you're busy making your business work.**



## How our new business start up package can benefit your business

-  **Comprehensive Kickstart:** Get a full marketing foundation, including logo, website, and emails, in one package.
-  **Budget-Friendly:** Access essential marketing services without overspending.
-  **Time-Efficient:** Streamline marketing tasks, so you can focus on your business.
-  **Expert Guidance:** Benefit from our expertise for informed decisions.
-  **Enhanced Visibility:** Improve online visibility through SEO and keyword research.
-  **Integrated Solutions:** Seamlessly combine services for a powerful marketing strategy.



Discover more about our [New Business Start-Up Packages](#)

# New Business packages

Our packages are designed to make it easy for you to get what you need, all in one bundle.

## Kick Off £869

- A new logo
- A new 3 page website
- A new business email address

## Ignite £1559

- A new logo
- A new 5 page website
- Up to 5 business email addresses
- Keyword research report
- Copywriting for your new website based on keywords
- Social channels setup & optimisation (up to 3 included)

## Blast Off £4029

- A new logo
- A new website with option for eCommerce
- Up to 5 business email addresses
- Keyword research report
- Copywriting for your new website based on keywords
- 3-month SEO package
- Social channels setup & optimisation
- 6-month marketing plan including social media content ideas

## Power Up £1389

- A new logo
- A new 5-page website
- Up to 3 business email addresses
- Keyword research report
- Copywriting for your new website based on keywords

## Fire Up £2589

- A new logo
- A new 10 page website
- Up to 5 business email addresses
- Keyword research report
- Copywriting for your new website based on keywords
- 3-month SEO package
- Social channels setup & optimisation

### Managed Hosting & Support costs apply for all our web design packages:

- ✓ Safe & Secure
- ✓ Regular Backups
- ✓ Software Management
- ✓ Site Maintenance
- ✓ Ongoing Support & Advice
- ✓ Dedicated Digital Marketing Consultant

## How our New Business Package works with our other services

Our New Business Start-Up Packages are the perfect launchpad for your business, especially when combined with our digital marketing services. Whether you choose social media management, SEO, PPC, or email marketing, these services seamlessly complement your start-up package, enhancing your online presence, engaging your audience, and driving targeted traffic to your brand-new website.

We are experts in **web development** and support the implementation of online marketing services including **SEO, PPC** and **Social Media Management**.

**With activ you have 1-1 personal support from Mark, your activ consultant, backed by a great support team.**



## Why choose activ as your digital marketing partner?

- ☆ 5 star rated on Google
- ☆ Business focused, marketing led
- ☆ Simplify the process, avoid the techie speak
- ☆ Head office experts and additional support network
- ☆ Dedicated 1-1 personal support
- ☆ Flexible, bespoke and tailored solutions
- ☆ Range of marketing options to suit your budget and needs
- ☆ A wealth of knowledge and experience in one place



### Mark Rouvray

*activ Consultant Kingston*

Mark spent 25 years working with large corporate companies including senior positions at British Airways. He has lived in Kingston for nearly 30 years and has been the local activ consultant supporting 100s of local business with their online marketing for the last 13 years. With an MBA in IT Management and a wealth of experience in a variety of business roles, Mark enjoys having the opportunity to use his skills and knowledge to the benefit of his clients. In 2023 Mark was named as one of the award winners in the Great British Franchisee Awards.