

# DIGITAL MARKETING MEDIA PACK

 everywhere

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# Document Overview

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**This document outlines Be Everywhere's proposal to project manage, implement, support and maintain your digital marketing to grow your business.**

This document will discuss how Be Everywhere's dedicated team will carry out the effective Digital Marketing solution on time, on budget, and in line with the business aims and objectives.

Our document will also discuss in detail the following key areas:

- Our company
- Previous work
- Package options

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# Our Services

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## Social Media Management

- **Social media setup/rebrand** - If you don't have any existing social media platforms or aren't happy with the ones you've got, we can either create them from scratch or provide a full makeover.
- **Content creation** - All your social media content is created by us and approved by you.
- **Content scheduling** - We schedule your social media content at the optimum times for your audience in order to maximise engagement.
- **Audience growth** - Our targeted following strategy ensures your audience continues to grow and consists of all the right people.

## Creative Design

If you need some eye-catching digital graphics to enhance your social media and/or website, our team can provide everything from still images to GIFs in order to help your brand stand out against your competitors.

Our talented design team have a wealth of experience in all forms of graphic and digital design. This includes branding, literature, advertising, direct mail, and e-marketing.



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# Our services

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## Blogs and Press Releases

- Blogs - One of the key objectives when it comes to social media success is to engage your audience. With regular blog posts, we'll help you craft your own narrative and provide interesting, informative content that will keep your followers interested and enhance your brand reputation.
- Press Releases - If you've got important company news that you want to share, our writers can help you do just that through our network of connections throughout the digital and print publication industries.

## Email Marketing

If you've got a list of GDPR-compliant email contacts, we can design and send email marketing blasts on a monthly basis.

## Monthly reporting

Easy-to-understand reports give you all the essential data from your campaign, so you can keep track of your success from month to month.



# Client work - Watertrain

Watertrain is the predominant provider of high quality technical training and qualification programmes to the water sector. Our team at Be Everywhere have helped Watertrain to increase their social media presence through a strong marketing strategy and engaging campaigns.



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# Client work - Intelligencia

Intelligencia Training are a specialist training provider delivering apprenticeships and nationally accredited qualifications in intelligence analysis and cyber security. They approached Be Everywhere looking for a valid brand identity and marketing assistance. Our team designed the brand from the ground up, including social media design and brand management.



# Client work - RHK Accountant

RHK, a full service accountancy firm, approached Be Everywhere with plans to expand their social presence. Our team updated their existing brand to operate efficiently and be more accessible in the digital marketplace.



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# Digital Marketing Packages

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Your bespoke package covers a wide range of digital marketing and reputation management services.

## Basic Package

1. Digital Marketing Campaign Design
  - 1.1 Review/rebrand of current social media platforms
2. Social Media Management
  - 2.1 Social media content creation and scheduling: Up to fifteen (15) social media posts per month
  - 2.2 Social media growth (to increase audience growth across your social media platforms)
  - 2.3 Social media cleansing (to remove all non-targeted accounts from your social media platforms)
  - 2.4 Brand reputation management
3. Blog & Press Release Content Creation - two (2) blogs or press releases per quarter

## Premium Package

1. Digital Marketing Campaign Design
  - 1.1 Review/rebrand of current social media platforms
  - 1.2 Quarterly graphics campaign designs
2. Social Media Management
  - 2.1 Social media content creation and scheduling: Up to thirty (30) social media posts per month
  - 2.2 Social media growth (to increase audience growth across your social media platforms)
  - 2.3 Social media cleansing (to remove all non-targeted accounts from your social media platforms)
  - 2.4 Brand reputation management
3. Blog & Press Release Content Creation - one (1) blog or press release per month
4. Email Marketing (up to 2,000 GDPR-compliant subscribers)
  - 4.1 Campaign design and distribution
  - 4.2 Campaign reporting
5. Digital Advertising (available at extra cost)
  - 5.1 Social media advertising (Facebook, Twitter, Instagram and LinkedIn)

\* Premium Packages can be paid either in full or on a monthly basis





# Contact Details

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This proposal reflects the number of hours taken to manage, design, grow and implement your digital marketing campaign to increase the growth of your business.

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