

Sales, SEO & Social Media Marketing Consultants

1. Strategy Determines Success

The right approach sets Direction – Overall achievement is directly determined by the strength and implementation of a uniquely designed marketing plan specific to your business goals. Be an innovator, not an imitator.

2. Relevance

Customers Count – developing a deep understanding of your client concerns, frustrations and pain points, determines what your target audience really wants. Make their decision easy when it comes to buying your products and services. Clarity drives results.

3. Make it Real

Bring the future into the present with a powerful Action plan. The right plan = the right results

4. Content Creates Connection

Creating compelling copy so your customers think “Wow, I need to find out more about this.” is what we specialise in. Help your clients make that emotional connection with you so they are compelled to find out more.

5. Delivery = Dollars

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6. Measure, Manage & Maximise

Clever marketing requires measurement. Monthly reporting will keep you up-to-date of your success and keeps you across all modifications that need to be activated. The volume of your impact is measured by the direction of your effort

SEO Services

Getting your website found online is a challenge. If you don't understand what SEO is then that challenge is even greater. Search Engine Optimisation, or SEO, is all about techniques to help the major search engines, such as Google, collect information about your website and make it easy to find. If Google can find your business easily, then potential new clients will be able to as well.

The major search engines use their own algorithms that rank websites according to how they perceive the content of a page. The higher your ranking the easier your site will be found.

Over 2.5 quintillion bytes of data is produced each day online. Sorting through that data is the job of the search engines. With so much data produced, how do you get found? The answer is search engine optimisation.

SEO is like the Sherlock Holmes of getting your business found.

Although search engines hold the details of their search algorithms close to their chest, there are some known SEO fundamentals you can implement to optimise your site ranking and tell the search engines about your business.

The core of how search engines mine the data produced each day is through referencing keywords. A specific search term, or keyword, can be targeted in your:

- Titles
- Meta Descriptions
- Headings
- Text or Content
- Images

The more relevant the content is to that keyword, the more weight it will carry when it is searched for.

You can improve your SEO further by generating backlinks to your site. You do this by other sites who recommend you or your site providing a link to your site on their page.

The more natural these back links are the more weight they will carry with the search engines. Bought links or unnatural returns can be detected by the search algorithms so it is far better to generate an organic backlink than try to fool the search engines.

A good strategy to maintain your SEO rankings is by keeping your content relevant. If you regularly update and improve your content the better the search engines will view your site.

Social Media Marketing for B2B Companies

Social media marketing is a popular strategy used to increase sales and traffic opportunities to a business. Unfortunately, most business to business (B2B) establishments have not discovered and embraced the power of social media in their daily operations. While classic methods such as cold calling and direct mail are effective, your company's growth can be exponential if you incorporate a social media marketing plan. You can:

- Reach out to business owners who are in your target market
- Form new commercial relationships
- Educate, influence and engage with your market
- Increase your brand awareness
- Promote your content, products and services

A successful strategy for social media would include:

Using Multiple Platforms

To date, the most popular social media platform for B2B companies is LinkedIn. Most businesses have an established presence on LinkedIn which is great and highly encouraged. With the evolvement of social we are starting to see many business applications available on multiple platforms. Working with the most suitable platforms for your company that will yield you the biggest returns is our focus.

We will help you to:

- Find prospects
- Discover what's trending
- See what your competitors are doing
- Organise events using social
- Encourage engagement and conversation
- Expand your client list and
- Increase your sales

What's more, it's much more cost effective than traditional marketing strategies – giving you greater bang for your buck.

Ensure your potential clients think **“Wow! I need to find out more about that.”**

Create Interesting Content

Most B2B companies take an impersonal tone when sharing content on social media. This practice is considered to be professional, and it protects the company from becoming too controversial. Unfortunately, this choice is not ideal if you want exceptional results. Using an Agency will ensure that your company has more of a personality online; humanises the business and engages with readers.

The biggest challenge that most businesses face today is deciding what to post and how frequently to do that. Content creation can sometimes feel overwhelming, with higher volumes of content than ever, the quality must be good, accessible and relevant to engage your audience. Developing a Social Media strategy can really help with this.

Measure your Success

You can now measure your success easily, something that was hard to quantify with some of the non-digital marketing strategies of the past. Do more of what is working and less of what isn't.

Social media marketing services have now become critical to business development and growth. Establishing that emotional connection with new and existing clients is easy through social media.

A lot of business owners don't know where to start with Social Media, they may have set up sites but managing them becomes too hard so they give up or the advertising isn't working!

About Sales, SEO & Social Media

We Breathe Life into the marketing campaigns of small and medium enterprises.

What We Do

Our main aim is to help you coordinate the efforts of your sales and marketing teams, in their pursuit of a common goal. Aligning the efforts of your sales and marketing departments is an important way for your company to generate more leads and increase its sales.

Providing a mix of inbound and outbound sales and marketing strategies means that clients achieve KPI's, targets and sales goals easily.

What is the Value to you?

This is the journey that clients go on. Have a look at this map right now and think where I am in my business? Do you feel like you are invisible or do you feel like you are highly visible?

Go up this scale and ask yourself – where do I sit? From a currency point of view this always correlates to where you are. If you have maximum visibility in your business, you are making far more money, because people are coming to you and they know where to find you because of your reputation and the amount of presence online.

So how we help is we enable your clients to find you more easily, then we show you what to do so people **relate** to you online, then the exact strategies ensure full **connection** with clients because the number 1 thing you need to do is then **engage** with them, to make them think "Wow I need more of this." You want them to have that emotional connection with you, where they feel compelled to know more.

And then if you do it right and hit the nail on the head it is then about **commitment**. Not only do they full engagement with you and what you do, they decide to commit there and then with you. That's when you know you are doing a fantastic job and that's where the

mastery of what we do comes into play. So many people say they can do this, so many promise and so many fail to deliver. To get this right requires mastery.

Our Expertise and Experience

With over 20 years of experience in Sales and Marketing, we understand the power of effective selling. We can get inside the mind of your potential customers, and help you design the right marketing strategies around your products and services that appeal to their needs. We have helped micro-businesses through tier one organisations develop online marketing and sales strategies that are not only cost-efficient, they proved more effective at attracting customers.

We Understand the Challenges Facing your Business

Most business owners we know are either:

- Flat out running the business and have no time for marketing
- Don't know where to start with an online strategy
- Don't know what strategies will bring them the best ROI
- Not sure where to find their target audience
- Don't know how to choose a good agency from a bad one

The 3 key areas you need to focus on for mastery are:

- Creativity
- Consistency
- Expertise

The calibre of your business deserves quality content that is provided for you, done by an expert team to call upon that has first class experience and results and then it is published and scheduled for you. So you know that when anything is published online for you it is done so with the utmost quality. That is our promise to you.

The shift to a combined Inbound & Outbound Focus

Marketing efforts have steadily shifted from old traditional methods towards an online focus. In line with this shift, marketing dollars are increasingly being spent on attracting inbound traffic through strategies such as SEO, social and email marketing. While outbound strategies have more of a direct approach through targeted emails for more of those bums on seats appointments.

Creating a mix of inbound and outbound is a good balance of marketing and sales activity to generate a consistent amount of leads per month for a company.

- While ROI tops marketing challenges, the #1 marketing priority is lead generation (24%) followed by lead conversion (21%).
- Most buyers are 57%-70% through their buying research before making the first contact with the seller
- Inbound marketing costs 61% less per lead than traditional outbound marketing.

These new emergent strategies make it difficult for small and mid-sized businesses to train internal staff on how to master these techniques while keeping up with the rapid changes that occur on a regular basis. Having an agency to do this for you means:

- You are always up to date in a rapidly changing environment
- You have the skills of a Senior Marketing hire at the cost of a junior
- You have a whole marketing team working for you which significantly reduces a lot of those hidden marketing costs.
- You have a consistent amount of leads coming in every month.

[Here's how we can help](#)

By using our in-depth knowledge of current marketing trends, will work with you to develop a marketing strategy that provides the following core elements:

1. Generating traffic to your website using SEO, blogging and social media sharing
2. Developing the premium content needed to attract site visitors' interest and convert potential Clients
3. Constructing targeted lead-nurturing campaigns