

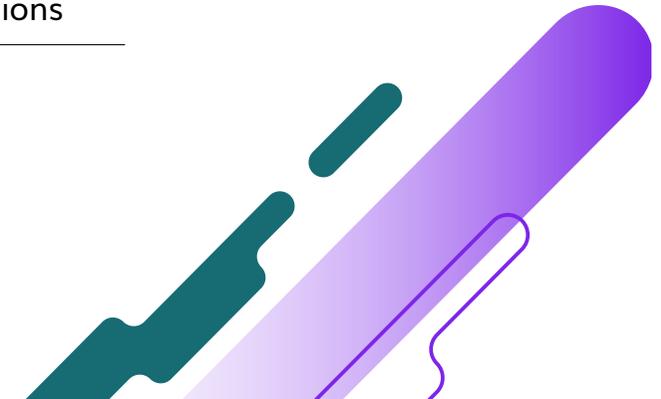
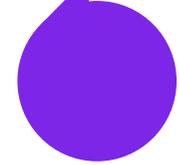
Our Approach to Digital Marketing

A Detailed Exploration of What We Do and How We Do It



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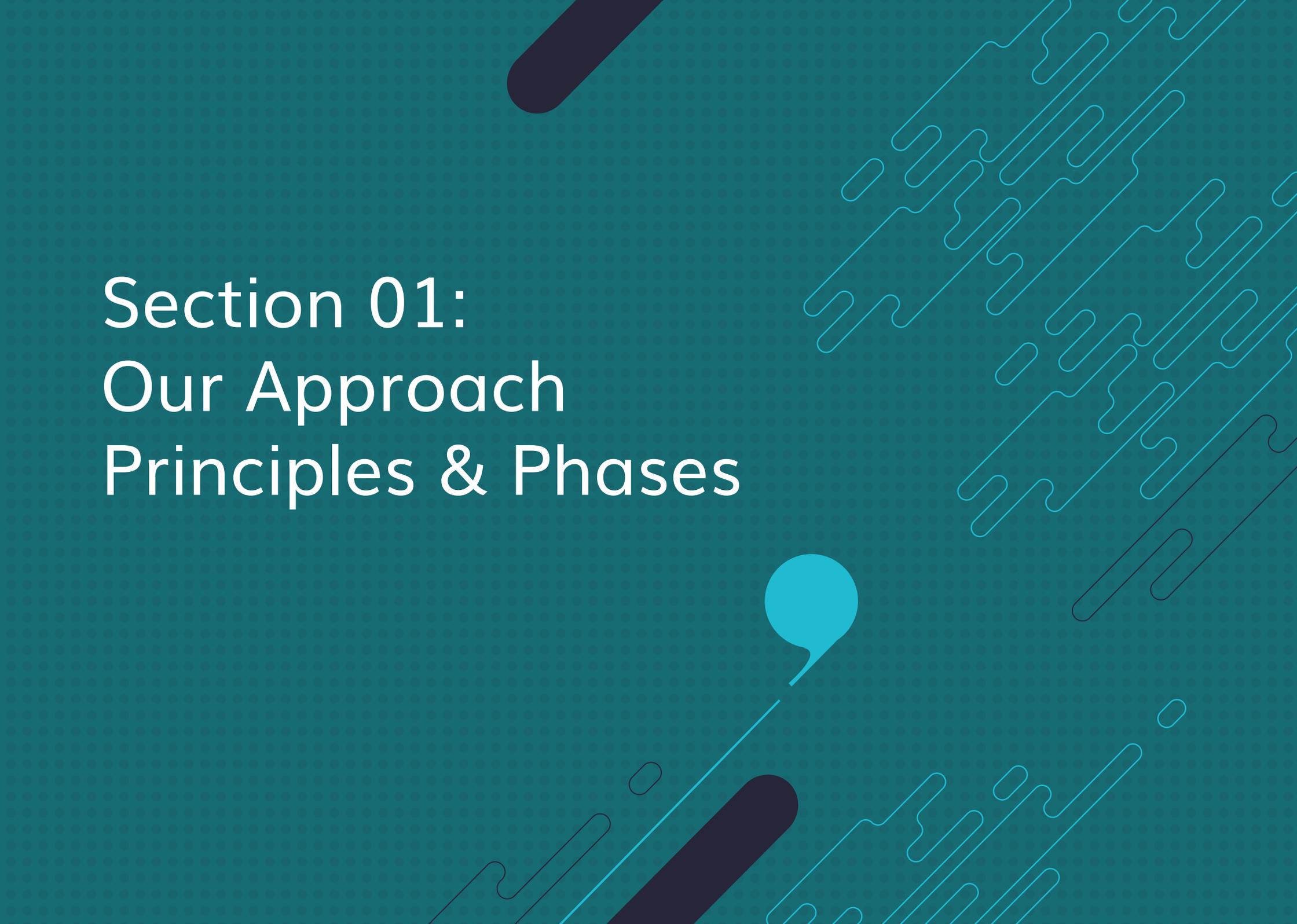
Who We Are, What We Believe and How That's Impacted The Way We Work

The ever-changing online landscape has called for small and medium-sized businesses to understand and utilise digital marketing to stay relevant and competitive. For nearly two decades SQ Digital has been an agency with a heart for helping SMEs navigate the fast-paced world of digital marketing, aiming to exceed the expectations of both our clients and their customers alike.

We have a genuine passion for creating digital marketing campaigns that make a huge difference for SMEs. We believe these businesses are the backbone of the UK economy; bringing fresh ideas that challenge the status quo, drive economic growth and create job opportunities in smaller geographic areas. This is the reason why our entire agency is shaped by the obstacles and responsibilities that come from working with SMEs.

Choosing to work with SQ Digital means choosing an agency that genuinely cares about your business doing well, and that might mean we do things differently to other agencies. We hope this only serves as more of a reason to work with us. **This document will help you understand how we approach digital marketing and why we believe it's an option worth giving some serious consideration.**



The background is a solid teal color. It features several abstract white geometric patterns. In the top right, there are several parallel, slightly curved lines that resemble a stylized circuit board or a series of connected segments. In the bottom right, there are more similar patterns, but they are more fragmented and less dense. A dark teal, rounded rectangular shape is located in the top left. A bright cyan circle is positioned in the lower right quadrant, with a thin white line extending from its bottom edge towards the bottom center. Another dark teal, rounded rectangular shape is located in the bottom center, partially overlapping the cyan circle's line.

Section 01: Our Approach Principles & Phases

Our Approach Principles

The start point for any meaningful approach should be defining foundational principles that act as a guide when developing how a service is going to be offered, and that's exactly what we did. Our Approach has come from establishing four core principles which support the way we offer digital marketing to our clients. **These principles are:**



DON'T BEGIN PROJECTS WITHOUT DEFINING MEASURABLE OBJECTIVES.

We believe it's critical to help our clients explore the underlying objectives at the heart of their digital presence in order to create a meaningful solution that can be measured for success. By taking this approach, we allow our SME client base to focus on the issues they face or the goals they want to achieve.



SEEK TO UNDERSTAND A CLIENT'S ORGANISATION, NEEDS AND CUSTOMERS

By creating and exploring a detailed compilation of information around a client's organisation, needs and customers, we are able to uncover insights and takeaways that are fundamental in building the case for a purposeful solution. This understanding is then continually utilised as a means of helping to direct project decision-making.



ENABLE CLIENTS TO SEE THE BIGGER PICTURE OF DIGITAL MARKETING

It's hugely valuable for our clients to see and understand that their organisation's digital presence is a connected and dynamic system of parts, with each piece having a particular purpose or strength. Approaching digital marketing channels as if they exist in isolation will at best limit success and most often lead to a waste in time and investment.



MEASURE, REVIEW AND IMPROVE AT REGULAR INTERVALS

With return on investment and value for money being top priorities for our clients, a need to measure, review and improve the work being done is hugely important. Capturing and distilling data into relevant and focused reporting that not only validates the work being done but also directs adaptations to this work, as new insight and information is collected.

Our Approach Work Phases

From our four Approach Principles come two distinct phases that create the framework for working with our clients: the Discovery Phase and the Retainer Phase. These two phases integrate to create well thought out, effective and responsible digital marketing solutions - We don't believe short cuts pay-off in the long run.

01

Discovery Phase

We begin our work partnerships with a Discovery Phase designed to formulate robust insights spanning our client's business, customers, objectives and current Digital Marketing Ecosystem.

This phase results in an Audit Report that becomes the basis for setting out digital marketing goals, objectives and Key Performance Indicators that allow us to track how well our campaigns are really doing for you.

We believe the Discovery Phase is key to being able to make responsible recommendations that limit the risk of wasting your time and money, which we know can be critical to the survival of an SME.

02

Retainer Phase

Utilising the Audit Report from the Discovery Phase, we then move into a work cycle of planning and implementing creative marketing campaigns anchored in solid insight and a focused direction.

We believe our structured retainers are fundamentally important to the success of our clients' digital marketing, as they help to create a partnership, rather than a vendor relationship. This allows us to invest in our client's goals in more of a long-term fashion, where we can become concerned with performance and results over simply getting a job done in an isolated way. To us that makes a lot of sense.

Unpacking the Discovery Phase

Below we have presented the five steps that make up our Discovery Phase. All steps combined culminate in a detailed Digital Marketing Discovery Recommendations Report which defines insight driven counsel for meeting your businesses objectives and ambitions.

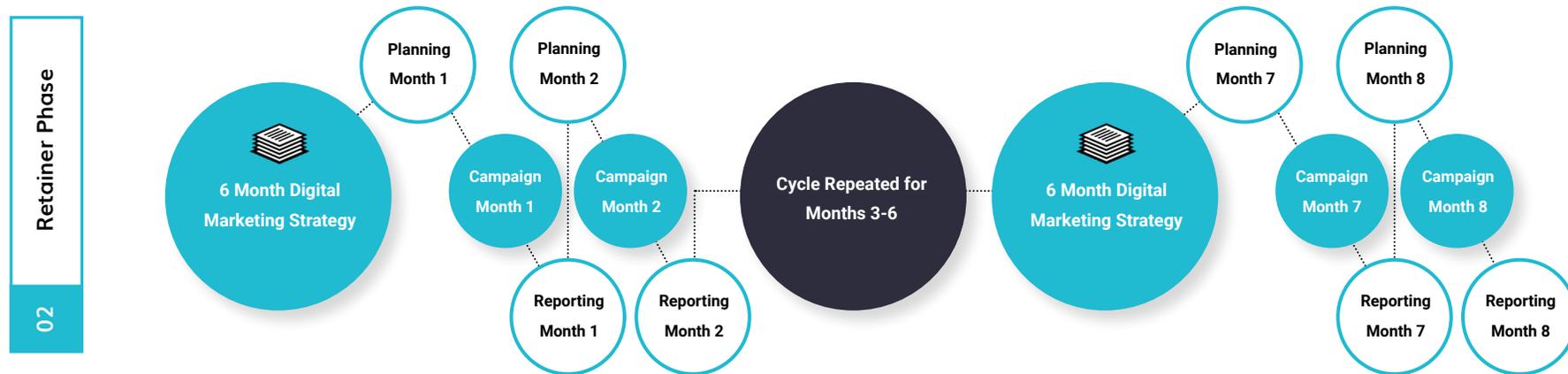


- **Step 1:** Draws together important information on your business, products, customers, competitors, and current marketing setup. Resulting in a resource we call the Brand Snapshot which compiles all the gathered information in a purposeful way.
- **Step 2:** Defines your longterm digital marketing vision and ambitions, as well as the objectives associated with your next digital marketing campaign and how success will be measured. Resulting in a Project Brief.
- **Step 3:** Utilises the Brand Snapshot and Project Brief from steps one and two to create a plan for what areas of your business, products, customers, competitors and current marketing setup need auditing to uncover insight that will allow for a successful and informed digital marketing solution.

- **Step 4:** Pulls together staff from our diversely skilled team to complete the audits defined in the previous step. Team-leads then review and analyse the audit data to form insight driven recommendations for each area researched, taking into account the objectives you are seeking to achieve.
- **Step 5:** Compiles Audit recommendations and data into a comprehensive Discovery Recommendations Document culminating in three Retainer Options as a means of continuing to work with us to make fruitful use of the audit findings, so that your businesses time, effort and marketing budget are continually being invested in the right direction.

Unpacking the Retainer Phase

Once you have selected the Retainer Option you would like to begin with we dive straight into creating a Digital Marketing Strategy to define an overarching campaign plan for the next 6 months. This kicks-off the retainer cycle and activates your campaigns first month of activity.

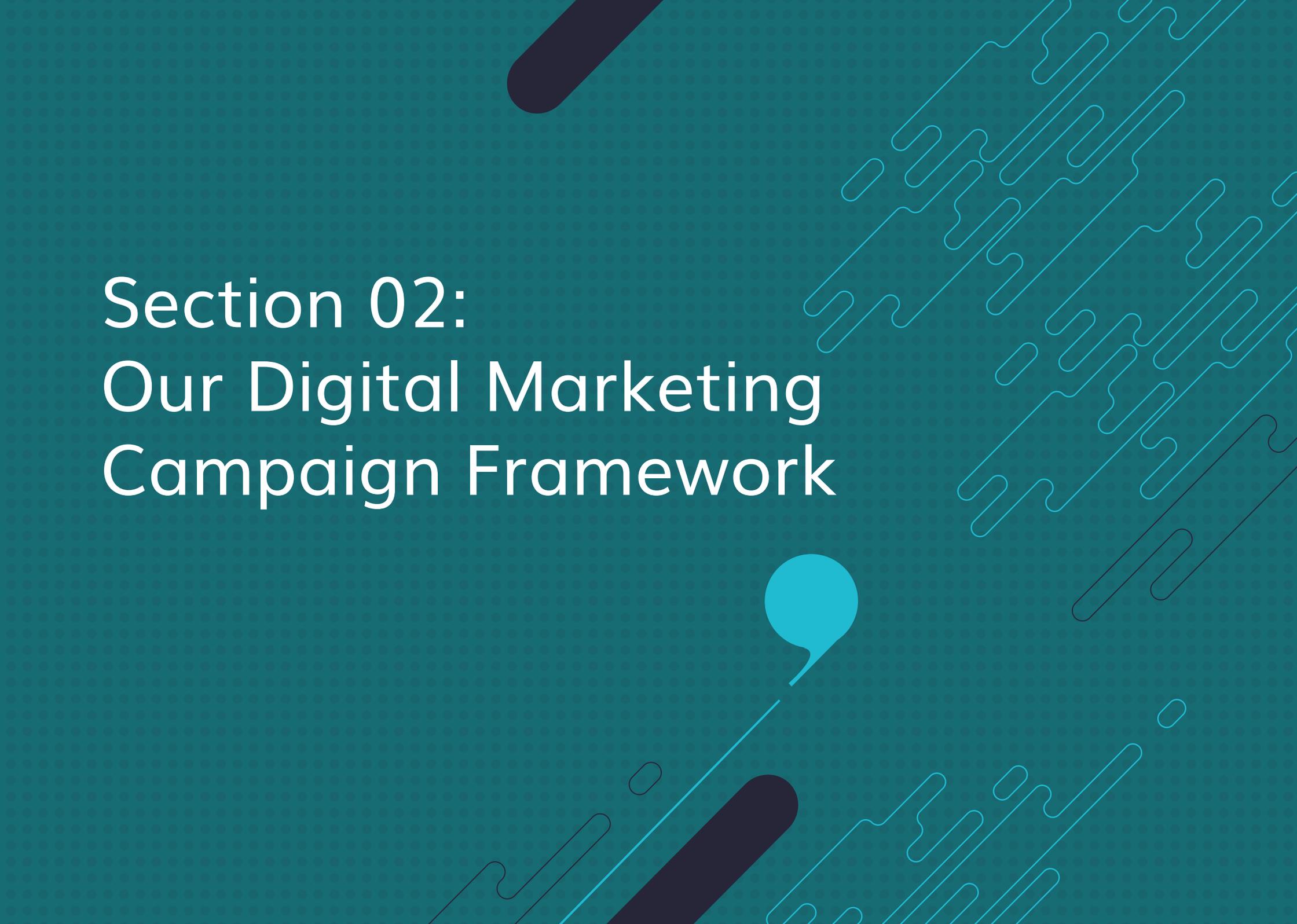


- **Campaign Planning:** SQ Digital campaigns are built using an overarching Marketing Strategy Plan that informs the proceeding six months of campaign activity. This six month strategy will be produced and presented to you before the first month of the campaign is activated and will be reviewed and refined biannually, capitalising on any new data and insights as well as checking that digital marketing efforts are still aligning with your overall business strategy.

Representatives from each necessary department will meet monthly to review the active campaign and plan the next months' work in detail, following the six month Marketing Strategy Plan set to achieve your objectives.

- **Campaign Reporting:** Reporting is monthly and will start after your campaigns first month work period, measuring performance against objective KPIs. Depth of reporting is dependant upon the Price Tier Option you select to ensure it is kept relevant and balanced against your chosen Price Tier.

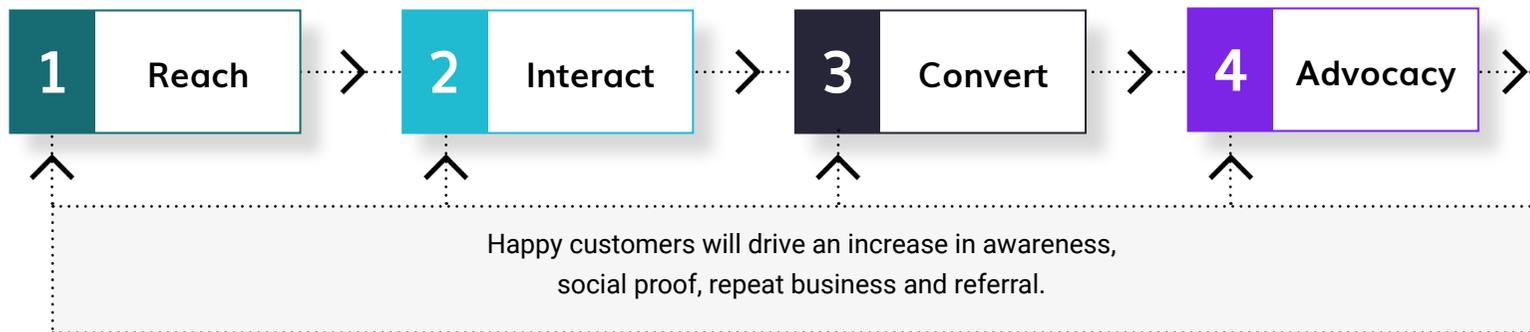
Any insights gained from our progress and achievements feed directly into our next monthly plan, ensuring we are always best positioned to deliver your objectives, never missing out on utilising new insights.

The background is a solid teal color. It features several abstract geometric elements: a dark teal rounded rectangle at the top center; a light teal speech bubble shape at the bottom right; and various white and light teal lines and shapes, including a large, complex pattern of overlapping, rounded rectangular shapes on the right side and several smaller, simpler shapes scattered throughout.

Section 02: Our Digital Marketing Campaign Framework

Engagement Map Overview

We use the Engagement Map shown below as a framework for digital marketing activity, it sets out the different stages a prospective customer will navigate through on their digital marketing journey. It's important to fully consider each step, starting from stage one and two, *Reach* and *Interact*, moving through to step three and four, *Convert* and *Advocacy*, planning what content, channel selection and strategy is required to move people along the chain of stages towards a desired action in order to achieve your businesses digital marketing objectives.



Further information on each stage can be found on the coming pages.



Customer Stage: Exploration

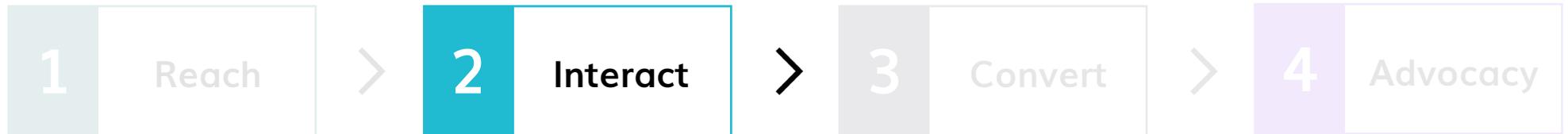
Publishing and promoting your content, encouraging sharing to other outposts, networks and influencers. Growing your audience, increasing awareness and drawing people to engage with your content and take action.

Example Activities

- ✔ Search Engine Optimisation
- ✔ Paid Search
- ✔ Social Media Networks Advertising
- ✔ Display Advertising

Methods of Measurement:

- Unique Visitors
- Value Per Visit
- Fans/Followers



Customer Stage: Decision Making

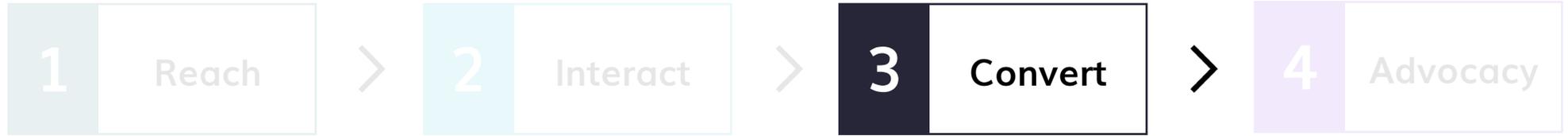
Making clear content journeys worth engaging with, encouraging interactions on websites and in social media to generate leads through relevant, inspirational and useful content.

Example Activities

- ✔ Website Content
- ✔ General Blog Posts
- ✔ Specialised Blog Posts
- ✔ Social Media Network Posts
- ✔ Email Marketing

Methods of Measurement:

- Number of Leads
- Lead Conversion Rate
- Time on site
- Newsletter Sign-up
- Shares/ Comments/ Likes



Customer Stage: Purchase

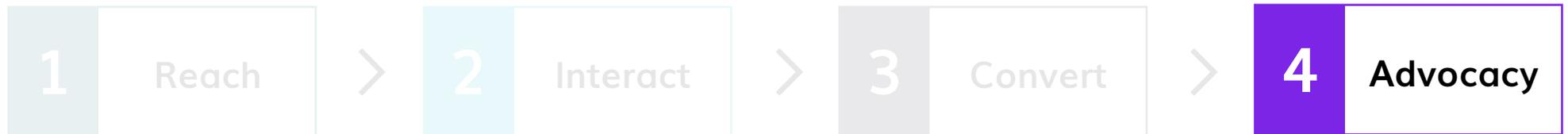
Converting leads into sales. Taking people from interested in what you have to offer to paying customers through both online and offline methods.

Example Activities

- ✔ Website UX/UI
- ✔ Website Conversion Tracking
- ✔ Website Contact methods
- ✔ Email Marketing
- ✔ Display Retargeting

Methods of Measurement:

- Sales
- Revenue / Profit
- Average Order Value



Customer Stage: Advocacy

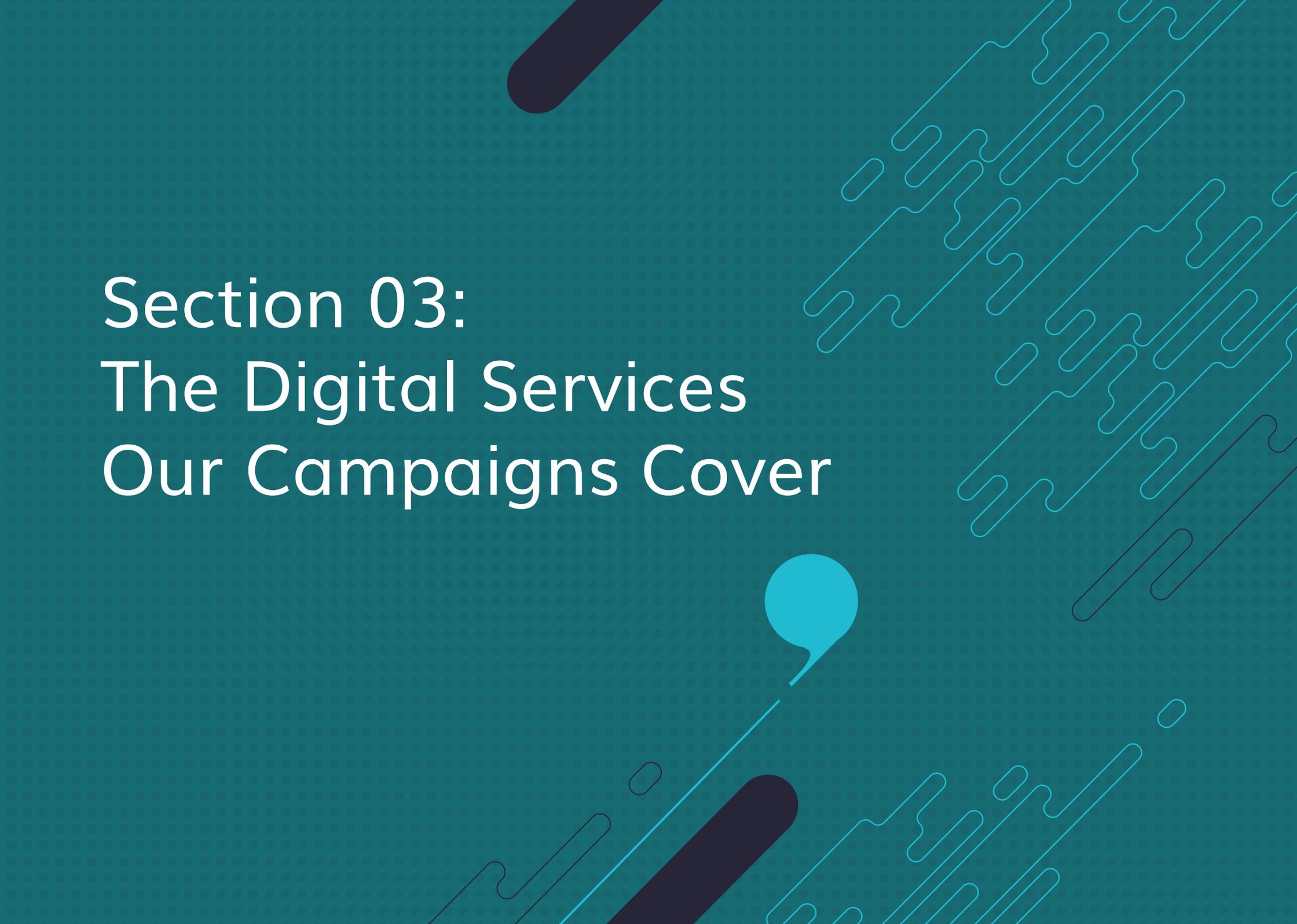
Developing a relationship with first-time buyers to build customer loyalty as repeat purchases. Also looking to build advocacy or recommendations through 'word-of-mouth'.

Example Activities

- ✔ Email Marketing
- ✔ Display Retargeting
- ✔ Social Media Networks Organic

Methods of Measurement:

- Repeat Purchase
- Satisfaction and Loyalty
- Advocacy



Section 03:
The Digital Services
Our Campaigns Cover

Services Overview

We're an agency that avoids offering isolated services with no background thinking just to get a sale. To us that's irresponsible. We will only recommend services based on a holistic solution, developed with our clients through the proper steps.

The services that make up our digital marketing campaigns.

.....
Search Engine Optimisation
.....

Content Marketing
.....

Paid & Organic Social Media
.....

Paid Search
.....

Digital PR
.....

Design & Development
.....



An Introduction to the Services

Below you'll find a summary of each of the digital marketing services we offer. To discover more about the services that make up our campaigns please visit our website at sqdigital.co.uk

Search Engine Optimisation

SQ Digital have been at the forefront of the SEO industry from the beginning. This has given us an expert insight into the ever-evolving potential of Search Engine Optimisation over the years, allowing us to utilise this knowledge to inform our campaigns for SME businesses throughout the UK and further afield.

Content Marketing

At SQ, we understand that creating and sharing engaging and valuable content is an integral part of any digital marketing campaign. Many studies have shown that content marketing is the most effective way of attracting the attention of potential customers. It not only helps you to build trust and authority within your industry, but also contributes to indirect and direct sales.

Paid Search

Pay-Per-Click marketing is a critical aspect of any Digital Marketing campaign, allowing you to tap into a large potential customer base almost instantly. As a Google Premier Partner with a proven track record of success, we can assist you in every aspect of PPC management. From Google Search Network campaigns for your lead generation business, to promoting your new mobile app on YouTube, SQ Digital have the experience and data-driven mindset to ensure that your campaigns generate high-quality business and positive returns on investment.

Paid & Organic Social Media

Effective social media, as part of an integrated digital marketing campaign, combines good strategy and creativity. At SQ Digital, we know that social media success is married to smart, engaging and genuinely helpful digital content, deployed over key platforms such as Facebook, Twitter, LinkedIn and Instagram.

Digital PR

At SQ, we know that building relationships with publications relevant to your industry is often an important aspect of marketing your company, especially when it comes to building trust and increasing your brand awareness. Our team of dedicated PR professionals know exactly what needs to be done to ensure your business is seen as a thought leader within your particular industry.

Website Design & Development

Your website is more often than not the cornerstone of your entire online presence, with your other digital marketing efforts positioned around it – becoming your biggest opportunity to 'wow' prospective clients and build the right brand positioning. At SQ Digital, we know that your website is not only capable of generating the most sales and enquiries of all channels; but is also your chance to build and harness credible and effective relationships among your target audiences.



Section 04: Frequently Asked Questions

Get Answers To All Of Those Important Questions

We know time is extremely valuable to our SME clients, so to make things a little easier, we've put together answers to some of the most frequently asked questions from those looking to invest in digital marketing.

Where Are Your Offices Based?

Our office is located in the heart of Lancaster, in a stunning, historical building on Church Street. Within easy reach of big cities such as Manchester and Liverpool, and only a two-and-a-half-hour train ride from London Euston, we're perfectly placed to work with SMEs across the country. We're always happy for you to pop into our offices to get a better idea of who we are and what we do.

How Much Can I Expect to Pay for Your Services?

Our approach is based on a monthly retainer, which we believe is fundamentally important to the success of our clients' digital marketing. Experience has taught us that an investment of between £1,000 and £2,500 per month is normally beneficial for most of our SME clients, but a specific level of investment would be determined in the early stages of working together.

Why Should I Choose an Agency Over Employing In-House?

This is a good question, and not surprisingly, it's one that we hear often. We pride ourselves on our talented team here at SQ Digital; a mixture of experts in specific areas of digital marketing. This allows us to strategise and implement digital marketing campaigns that are holistic and measurable. When comparing the salary of an entry-level in-house marketing employee against the cost of working with our experienced team, we believe we can offer far more value and impact.

Have You Won Any Awards?

We're proud to be three times RAR Award Winners, which includes picking up the award for best content strategy. We've also been included on the Prolific North Top 50 Digital Agency list for the past two years, alongside some of the industry's most reputable organisations. We are also counted among a limited number of agencies as a Google Premier Partner, which means we have been recognised for our AdWords skill and expertise, have proven experience in AdWords spend, and have delivered agency and client revenue increase.

What Clients Have You Worked With?

We don't shout about working with big national brands, nor do we have a portfolio showcasing work with big household names. This is simply because our passion is in servicing the SME market something we don't believe agencies working with big brands can fully do. We are proud to work with some fantastic SMEs across the whole of the UK and beyond!

Big brands require a different approach, and our agency has been crafted to service small and medium-sized businesses. Although you might not see our clients advertising on TV, you will find that we have worked with a variety of businesses; from entrepreneurs breaking into the market to those who can call themselves independent industry leaders.

Section 04 : Frequently Asked Questions | Answering the Important Questions

Does My Business Really Need Digital Marketing?

We believe that all businesses would benefit from a digital marketing strategy, especially those who are within a competitive industry. Companies can no longer rely on a single strategy for a successful campaign; various digital channels must be effectively integrated together in order to implement innovative and creative digital marketing campaigns that will ultimately deliver results.

How Do You Measure the Success of Your Work?

With return on investment and value for money being top priorities for our clients, a need to measure, review and improve the work being done is a hugely important component to our approach. We continually capture and distil data into relevant and focused reporting that not only validates the work being done but also directs adaptations to strategy, as new insight and information is collected. Without goals or objectives to measure against, it is impossible to gauge success. Therefore, we believe it's critical to help our clients explore the underlying objectives at the heart of their digital presence, in order to create a meaningful solution that can be measured for success.

How Long is the Minimum Sign-Up Period?

Our working process consists of two phases: a Discovery Phase and a Retainer Phase. We take every client through the Discovery Phase, and this is available without a commitment to continue working with us beyond its completion. This phase is typically six weeks. For clients who do continue with us into a Retainer, we of course hope for a long-term partnership that spans many years, but we ask that a client commits to a minimum sign-up period of six months. This matches up to our process that is built around a six-month strategy cycle designed to benefit and support the needs of SMEs.

How Big is Your Agency?

We have one office location with specialist departments that are made up of experts in their fields. For example, our five principle departments are: Design and Development, Social Media, Paid Media, Content, and Search. This allows us to strike an effective balance between talent, resource and cost.

Our office is spread over three floors of a beautiful grade II listed building in the heart of Lancaster City centre, and at any given time, we tend to average a team count of about thirty people

Will You Work With Other Digital Marketing Partners?

We are more than happy to work with other digital providers to fulfil the digital marketing needs of our clients, but we will always advocate for having a digital marketing strategy in place to direct each agency towards achieving a common and focused goal. Experience has taught us the importance of defining goals and objectives, particularly when multiple partners are involved in fulfilling a marketing strategy.

How Easy is it to Switch to Using Your Agency?

Our way of working is naturally set up to accommodate clients switching to us as their digital marketing partner. With all of our clients, we begin with a Discovery Phase that is designed to draw together a firm understanding that spans our clients' business, customers, competitors, objectives and current Digital Marketing Ecosystem, ensuring that nothing should slip through any cracks as you move to us from your current marketing arrangement. We are also well versed in preserving the positive impact of previous digital marketing achievements – such as search engine rankings – as you make the move.

Getting started with us is easy! You can either contact us by email or phone to discuss how we can best serve your company needs and walk you through our process. We're happy to answer any questions you may have, so please don't hesitate to reach out to us.

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