

### Why Stratique?

An award-winning full-service digital marketing agency that focuses on highest-quality results, from the best-value marketing strategies for B2B SMEs

## Packaged Bundles

Below are some high-value low-cost options to help you to claim, protect and dominate your competitive position on Google

Packaged bundles	Monthly SEO	Full web management and VPS Hosting?	Content included?	Backlinking included?	Blogs per month	Weekly social posts	Google Ads management?	Total fees
Google B5 - Full web mgt. Budget SEO + Budget Social	5 keywords	Yes	Yes	Yes	1	2	-	£ 518.75
Google B10 - Full web mgt. Bronze SEO + Google Ads (PPC) Campaign Mgt.)	10 keywords	Yes	Yes	Yes	1	2	-	£ 632.80
Google B15 - Full web mgt. Silver SEO + Blogs + Social posts) No PPC	15 keywords	Yes	Yes	Yes	1	2	-	£ 782.20
Google B25 - SEO + Google Ads+ Blogs + Social posts	25 keywords	Yes	Yes	Yes	1	2	-	£ 931.60
Google B25 - SEO + Google Ads+ Blogs + Social posts + Google Ads (PPC) Mgt.	25 keywords	Yes	Yes	Yes	1	2	Local: up to £5k/m	£ 1,479.10
Google B40 - Full web mgt. + SEO + Google Ads+ Blogs + Daily Social Media	40 keywords	Yes	Yes	Yes	2	5	Local: up to £5k/m	£ 1,851.00
<b>Add telemarketing follow ups to any plan: starting from £495/m</b>								
Contract length: Monthly rolling		All fees plus VAT			All fees plus Google advertising costs where applicable			

## SEO Campaign Management fees: 2023

Highest-quality, low-cost search engine marketing plans for B2B SMEs

You get what you pay for with SEO. There are 3 elements to proper Search Engine Optimisation: - Technical SEO + Content SEO + Offsite Backlinking = Best ROI and Success

Competitor Analysis								
On-page Optimisation								
Content Creation (for link building)								
Focus on Improving Search Rankings								
A Live Rankings Dashboard, to Check your Ranking Progress at Any Time								
Monthly Link Building Reports								
Bespoke Link Indexing Solution								
Tiered Link Building								
Dedicated SEO Manager								
Unlimited Telephone Support (Stratique Office Hrs)								
Our tech team takes care of the technical SEO								
Our content team takes care of the content marketing								
Our backlinking team takes care of your link strategy								
No setup fee for SEO								
No Lengthy Contracts: Monthly Rolling. Please allow SEO time. 3-6 months to start seeing positive progress. 6-12 months typically to start seeing page 1 rankings								
Please note that it takes time to get traction with SEO and keywords can go up and down with changes to your campaign and Google's algorithm changes								
SEO Plan	Number of keywords	Technical SEO + backlinking?	Content included?	Blogs per month	Contract length	Best for:	Total fees	
Budget SEO	5	Yes	Yes	0	Monthly	Start-ups	£ 186.75	Lowest cost
Bronze SEO	10	Yes	Yes	1	Monthly	Start-ups	£ 396.80	
Silver SEO	15	Yes	Yes	1	Monthly	SMEs £0.5m +	£ 546.20	
Gold SEO	25	Yes	Yes	1	Monthly	SMEs £0.5m +	£ 695.60	Most popular
Platinum	40	Yes	Yes	1	Monthly	SMEs £1m +	£ 969.50	
Platinum+	40	Yes	Yes	2	Monthly	SMEs £1m +	£ 1,067.50	Recommended
Enterprise	75	Yes	Yes	3	Monthly	SMEs £3m+	£ 1,788.00	
Enterprise +	100	Yes	Yes	4	Monthly	SMEs £3m+	£ 2,796.50	

## Google Advertising

Highest-quality, low-cost Google Advertising plans for B2B SMEs

Since the demise of the Yellow Pages, Google is the place where 97% of the UK population goes to find a new supplier/solution to their problems. The beauty of Google Ads artificial intelligence, means it now knows user intent and will serve your ads to those who have an active need. Ads are served to prospects free of charge, and you only pay for an ad if a prospect clicks through to see your content. Please note that it is highly recommended that your ads direct prospects to a high converting landing page with specific content and specific calls to action based on the keyword enquiry.

Stratique does not merge monthly management fees within Google monthly budgets. We simply charge a monthly management fee and you pay Google for the ads, directly.\*

Location Bidding Management
Scheduled Bidding Management
Ongoing Bidding Strategy Reviews-(Used to maximise ROI)
Device Bidding Management
Search Query Reports
Account/Campaign/Ad Group Level Management
Negative Keyword Management
Keyword Bid Adjustments - Top Performing Keywords
Remove and Pause Activities - For Non Converting Keywords
Keyword Match Type Management For Each Ad Group
Click Through Rates (CTR) Monitoring and Ad Optimisation Activities - For the Lowest
Monitoring and Management of Responsive Ads in response to Performance and Google Updates
Regularly Check That All Site Links and Extensions Are Active
Google Recommendations Dismissed/Applied
Budget Allocations and Ongoing Adjustments
Performance Trend Management
*All Fees are in Addition to Google Advertising Charges Which Are Paid By Client Directly to Google

PPC Setup Charges	Monthly spend	Contract length	Campaign creation fee	
Local Monthly PPC Campaign	Up to £5k/m spend	Monthly rolling	£ 375.23	Campaign setup fee in month one, in addition to monthly fee
National PPC Campaign	Up to £12k/m spend	Monthly rolling	£ 575.46	Campaign setup fee in month one, in addition to monthly fee
International PPC Campaign	Up to £25k/m spend	Monthly rolling	£ 1,075.42	Campaign setup fee in month one, in addition to monthly fee
PPC Monthly Management Charges	Monthly spend	Contract length	Monthly fee*	
Local Google Ads Management	Up to £5k/m spend	Monthly rolling	£ 397.50	All fees plus Google advertising costs
National Google Ads Management	Up to £12k/m spend	Monthly rolling	£ 841.50	All fees plus Google advertising costs
International Google Ads Management	Up to £25k/m spend	Monthly rolling	£ 1,215.50	All fees plus Google advertising costs

## On a tight budget? No problem

Below are some high-value low-cost options to help you to claim, protect and dominate your competitive position on Google

Low cost services	Quantity?	Technical SEO included?	Content included?	Backlinking included?	Blogs included?	Weekly social posts	Google Ads mgt.?	Total fees/m
Budget SEO	5 keywords	Yes	-	Yes	-	-	-	£ 186.75
Monthly Blogging Service	1 per month	-	Yes	-	Yes	-	-	£ 147.00
Monthly Email Marketing	1 per month	-	Yes	-	-	-	-	£ 268.70
Google Ads Campaign Management. Excludes Setup and Google Charges	Monthly mgt.	-	-	-	-	-	Local: up to £5k/m	£ 397.50
Budget Social Media Plan (LinkedIn Company Page)	1 post per week	-	-	-	-	-	-	£ 147.00
Daily Social Media Plan (LinkedIn, Facebook and Google My Business Pages)	5 posts per week	-	-	-	-	-	-	£ 297.00
LinkedIn Outreach: Up to 20 Connection Requests/Day + Nurture Messaging	Up to 20/day	-	-	-	-	-	-	£ 595.00
Website/Domain Mgt. + Updates + Backups + SSL Virtual Private Server Hosting	Monthly mgt.	Yes	-	-	-	-	-	£ 89.00
<b>Add telemarketing follow ups to any plan: starting from £495/m</b>								
Contract length: monthly rolling		All fees plus VAT			All fees plus Google advertising costs where applicable			

**Outbound LinkedIn + Telemarketing + Email Drip feed Campaigns are also available. Click here**