

Why Do Our Clients Choose Stratique?

An award-winning, full-service digital marketing agency that focuses on high-quality results, utilising the most effective B2B marketing strategies for SMEs. Below are a range of digital marketing and outbound lead generation options to help you find, attract, educate and nurture new prospects. The more funnels you have, the more robust your strategy and the higher your return on investment. If you are serious about adding 7 figures to your business, see [The Business Propeller](#) plan below:

The Business Propeller: Inbound Digital Marketing Integrated With Outbound Lead Generation

7-10 experts working on your inbound digital marketing and outbound lead generation, every month!

Comes with a money-back guarantee! No leads, no-fee!

Professional 3-pillar SEO | Google Ads Campaign Management | Website Analytics | Keyword Tracking and Reporting | Social Media Management | LinkedIn Outreach | Telemarketing Follow-up | Email Drip Feed Campaigns | Content Marketing | Blog Creation | Link Building | Professional Web Management | Enterprise-level Web Hosting | Graphics | Adhoc Marketing Assistance | Evergreen Marketing | Everything You Need to Grow a B2B Business.

The Ultimate Marketing Solution: Two teams with one shared goal: more 5-star enquires and converted sales!

Outbound + inbound lead generation	LinkedIn connections sent	Telemarketing follow ups	Email Marketing	Follow up calls after emails	Cold calling	Money-back guarantee	Digital team also working on your funnel	Monthly fee	Notes
The Business Propeller: Inbound Digital Marketing + Outbound Direct Marketing/Lead Generation	20 to 40 a day	Yes	Yes	Yes	Yes	Yes: No leads, no-fee	Digital, SEO, Social Media, Google Ads, Graphics, Ad-hoc Marketing Support	£2,778	Most predictable results and ROI
No long tie-ins: Contract length - 3 months rolling		All fees plus VAT. Set up fees may apply				*LinkedIn Sales Navigator subscription(s) advised/required			

SEO Packages: Professional (3-pillar) Search Engine Optimisation

Below are our SEO campaign plans to help you to claim, your position on Google. Please note, the more funnels you have, the better the results

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 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 are always volatile and can go up and down with changes to your campaign | Please note that Google's algorithm frequently changes which affects every keyword on every website | Please note that competitor activity will affect keyword rankings too.

SEO packaged bundles	Dedicated Account Manager?	Number of keyword phrases	Technical SEO included?	Content included?	Digital PR/backlinking?	Blogs per month	Analytics reporting	Keyword tracking	Monthly fee	Notes
Budget SEO	-	5 keywords	Yes	-	Yes	0	Yes	Yes	£446	Lowest cost
Bronze SEO	-	10 keywords	Yes	Yes	Yes	1	Yes	Yes	£698	
Silver SEO	-	15 keywords	Yes	Yes	Yes	1	Yes	Yes	£833	
Gold SEO	Yes	25 keywords	Yes	Yes	Yes	1	Yes	Yes	£1,031	Most Popular
Platinum	Yes	40 keywords	Yes	Yes	Yes	1	Yes	Yes	£1,334	
Platinum +	Yes	40 keywords	Yes	Yes	Yes	1	Yes	Yes	£1,492	
Corporate	Yes	75 keywords	Yes	Yes	Yes	2	Yes	Yes	£2,221	
Corporate +	Yes	100 keywords	Yes	Yes	Yes	4	Yes	Yes	£3,454	Best Results
		Add telemarketing follow-up calls and email nurturing to any plan: starting from £495/m.				Add cold calling to any plan from £995/m				
Contract length: monthly rolling		All fees plus VAT				Campaign set up fees apply				

Digital Marketing: B2B Packaged Bundles

Below are some digital marketing options to help you to own your rightful position on Google. The more funnels you have, the more predictable the results and return on investment.

Digital packaged bundles	Full website management, updates, backups and hosting	Monthly SEO plan included	Technical SEO included?	Content included?	Backlinking included?	Blogs per month	Social posts per week	Google Ads mgt. included?	Monthly fee	Notes
Digital Essentials	-	Budget SEO: 5 Keywords	Yes	-	Yes	-	Google My Business	-	£676	Lowest cost
The Website Enquiry Booster	-	Bronze: 10 Keywords	Yes	Yes	Yes	1	1 on 1 platform	UK: up to £5k/m spend	£1,283	Focused on Inbound Leads
Google Silver	Yes	Silver: 15 Keywords	Yes	Yes	Yes	1	1 on 1 platform	-	£1,518	
Google Gold	Yes	Gold: 25 Keywords	Yes	Yes	Yes	1	1 across 2 platforms	UK: up to £5k/m spend	£1,965	Full Digital Includes: Google Ads
Full On Digital	Yes	Platinum: 40 Keywords	Yes	Yes	Yes	2	2 across 2 platforms	UK: up to £5k/m spend	£2,262	
		Add telemarketing follow-up calls and email nurturing to any plan: starting from £495/m.				Add cold calling to any plan from £995/m				
Contract length: monthly rolling		All fees plus VAT. Set up fees may apply				*Set up fees and Google charges apply				

Outbound Marketing Packages - Nurturing and Appointment Setting

Find educate, nurture and convert through outbound (direct) marketing

Outbound lead Generation	LinkedIn connections sent	Telemarketing follow ups	Email Marketing	Follow up calls after emails	Cold calling	Money-back guarantee	Digital team also working on your business?	Monthly fee	Notes
Outbound Bronze: LinkedIn outreach	Up to 20 a day	-	-	-	-	-	-	£595	Lowest cost
Outbound Silver: As above + Telemarketing follow up calls	Up to 20 a day	Yes	Yes	-	-	-	-	£1,095	-
Outbound Gold: As above + Drip Feed Email Campaigns	Up to 20 a day	Yes	Yes	-	-	-	-	£1,595	-
Outbound Platinum: The Sales Pipeline Accelerator. As Above + Cold Calling	Up to 20 a day	Yes	Yes	Yes	Yes	-	-	£2,387	Best results
		Add digital marketing to any outbound lead generation plan, starting from £295/m							
Contract length: 3 month rolling		All fees plus VAT. Set up fees may apply				*A LinkedIn Sales Navigator subscription is also advised/required			

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. 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 | Click Through Rates (CTR) | Monitoring and Ad Optimisation Activities - For the Lowest Keyword Bid Adjustments - Top Performing Keywords | Remove and Pause Activities - For Non Converting Keywords | Keyword Match Type Management for Each Ad Group | 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	Notes
Local Monthly PPC Campaign	Up to £5k/m spend	Monthly rolling	£450	Campaign setup fee in month one, in addition to monthly fee
National PPC Campaign	Up to £12k/m spend	Monthly rolling	£700	Campaign setup fee in month one, in addition to monthly fee
International PPC Campaign	Up to £25k/m spend	Monthly rolling	£1,325	Campaign setup fee in month one, in addition to monthly fee
PPC Monthly Management Charges	Monthly spend	Contract length	Monthly fee	Notes
Local Google Ads Management	Up to £5k/m spend	Monthly rolling	£498	All fees plus Google advertising costs
National Google Ads Management	Up to £12k/m spend	Monthly rolling	£900	All fees plus Google advertising costs
International Google Ads Management	Up to £25k/m spend	Monthly rolling	£1,300	All fees plus Google advertising costs
		Add telemarketing follow-up calls and email nurturing to any plan: starting from £495/m.		Add cold calling to any plan from £995/m
Contract length: monthly rolling		All fees plus VAT		*Set up fees and Google charges apply

On a Tight Budget or Want to Start Slowly? No Problem, Let's Grow Together!

Build your own plan: below are some high-value low-cost options to help you to promote your business

Low-cost Individual Services	Quantity?	Technical SEO included?	Content included?	Backlinking included?	Blogs included?	Weekly social media posts	Google Ads mgt.	Monthly fee	Notes
VPS Hosting + Web Mgt. + CMS Updates + Backups + SSL Mgt.	Monthly mgt.	-	-	-	-	-	-	£89	Enterprise level hosting & Mgt.
Budget/Technical SEO	5 keywords	Yes	-	Yes	-	-	-	£446	
Monthly Blogging Service	1 per month	-	Yes	-	Yes	-	-	£225	Lowest cost
Monthly Email Marketing	1 per month	-	Yes	-	-	-	-	£289	
Google Ads Campaign Management. Excludes Setup and Google Charges	Monthly mgt.	-	-	-	-	-	UK: up to £5k/m spend	£498	
Budget Social Media Plan (LinkedIn Company Page)	1 post per week	-	-	-	-	1 post on 1 platform	-	£225	Lowest cost
Daily Social Media Plan (LinkedIn, Facebook and Google My Business Pages)	2 posts per week	-	-	-	-	2 posts on 3 platforms	-	£297	
LinkedIn Outreach: Up to 20 Connection Requests/Day + Nurture Messaging	Up to 20/day	-	-	-	-	-	-	£595	Outbound
		Add telemarketing follow ups to any plan: starting from £495/m							
Contract length: monthly rolling		All fees plus VAT				*Set up fees and Google charges apply			