

### 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	£2,799	Most predictable results and ROI and therefore comes with a money back guarantee!
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   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	7 step Guarantee on our top plans
Platinum	Yes	40 keywords	Yes	Yes	Yes	1	Yes	Yes	£1,334	7 step Guarantee on our top plans
Platinum +	Yes	40 keywords	Yes	Yes	Yes	1	Yes	Yes	£1,492	7 step Guarantee on our top plans
Corporate	Yes	75 keywords	Yes	Yes	Yes	2	Yes	Yes	£2,221	7 step Guarantee on our top plans
Corporate +	Yes	100 keywords	Yes	Yes	Yes	4	Yes	Yes	£3,454	7 step Guarantee on our top plans
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 Bronze	-	5 Keywords	Yes	-	Yes	-	1 on 1 platform	-	£499	Lowest cost
Digital Silver	-	10 Keywords	Yes	Yes	Yes	1	1 on 1 platform	-	£999	-
Digital Gold	Yes	15 Keywords	Yes	Yes	Yes	1	1 across 2 platforms	UK: up to £5k/m spend	£1,499	Most Popular
Digital Platinum	Yes	25 Keywords	Yes	Yes	Yes	2	1 across 2 platforms	UK: up to £5k/m spend	£1,999	-
Enterprise	Yes	40 Keywords	Yes	Yes	Yes	2	2 across 3 platforms	UK: up to £5k/m spend	£2,499	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. 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	-	-	-	-	-	-	£599	Lowest cost
Outbound Silver: As Above + Telemarketing follow up calls	Up to 20 a day	Yes	Yes	-	-	-	-	£999	-
Outbound Gold: As Above + Drip Feed Email Campaigns + Cold Calling	Up to 20 a day	Yes	Yes	Yes	Yes	-	-	£1,999	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 intention to purchase. 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									