

pdm.

Purpose Driven Marketing

marketing

proposal



Content

Welcome

What We Offer

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FAQ

Thank You

Well hey there.

From my small business to yours, we would like to thank you for being here and considering Purpose Driven Marketing for your business' marketing.

We understand that there was a vision that led you to start your business, and we aim to keep that purpose at the heart of everything we do. Our approach is straightforward: we simplify the complex world of digital marketing so you can focus on what you do best. We're here to create effective strategies that are tailored to strengthen and grow your business.

We're excited about the possibility of joining you on this journey of growth.
Thanks again,

Carla Unuwai





What we offer

The digital space can be daunting but finding an agency with some good people that have your best interests behind it is the best start. So good for you, you found exactly that right here with PDM. You even get useful information written by an actual human and not a ChatGPT bot! *tongue in cheek*

SEO

Search Engine Optimisation
Where the real deal is at, once you crack it in the organic leads space you are creating ongoing quality leads for your business without spending a monthly ads budget. SEO is the perfect long term strategy for business growth.

Google Ads

As Veruca said it in Willy Wonka, "I want it now". You need leads and you need them yesterday. Google Ads is the answer to anyone wanting and ready for that growth now. With the right strategy in place Google Ads can create the right business growth and fast.

Websites

The foundation for any business. Those word of mouth deals can get you far, but only so far. Websites do not need to be complicated, expensive or daunting. Let your website do half of the selling for you, represent your personality, your brand and quality at the end of a click.

Marketing Packages



Google Ads

\$1250 + GST

- Google Ads Set up & Management
- Ongoing edits & review
- Unlimited Campaigns
- Key Word Research
- This also includes Meta ads if they will benefit your results and fit your ad budget.



SEO

\$1750 + GST

- Onpage SEO
- Offpage SEO
- Google My Business
- 2x monthly blogs
- Keyword Research
- Meta Ads
- Link Building
- Full Key Word Research and website Mapping for all website pages



Meta Ads

\$650 + GST

- Facebook Ads
- Instagram Ads
- Up to 2 Campaigns
- Unlimited ads
- Images & Video footage to be provided by you.
- We create the ads with your footage and will edit videos from what you provide.

SEO FAQ

Is content included in my SEO package?

Written content is included as part of our service, you may see this in your proposal/ invoice as \$100 per month - but you have options. If you prefer, you can write the content yourself, or you can edit and refine the content that we provide. Regardless, content is vital for your SEO strategy so if you are time poor, we can cover this for you.

How long does it take to see results?

SEO is a marathon not a sprint - this is your long-term strategy. Typically, it can take 3-6 months to start seeing significant changes in rankings and traffic, depending on the competitiveness of the industry, the current state of the website, and ongoing SEO efforts.

What's on-page & off-page SEO?

On-page SEO involves optimising elements on your own website, such as content, HTML source code, and images, to boost rankings. Off-page SEO involves activities outside your website, mainly building backlinks, to enhance your site's credibility and ranking. It's technical so we can explain it along the way if that helps.

Can you guarantee a #1 ranking on Google?

No ethical SEO can guarantee a #1 ranking on Google due to the unpredictable nature of search engine algorithms. However, effective SEO strategies can significantly improve your rankings and we certainly will aim to get there.

What do you need from me?

We will handle most of the work here but feedback from you on how the campaign is going for your business really helps us make the right adjustments along the way. Any images that you have can really help us too.



Paid Ads FAQ

How does the billing work?

So to break it down, there is the management fee and then the budget that gets paid to Google. We link up your preferred card to the Google Ads platform and we can make sure that only the agreed budget gets charged to that card. We can scale your 'ad budget' as we go depending on your results but we will start with an agreed amount and go from there.

How long does Google Ads take to work?

Google Ads can be work almost immediately after it starts running. Give it a few of weeks to build momentum but the full effectiveness of the ads can vary based on several factors. It may take some time to optimise to its full potential and usually after a month or two you start seeing optimal results.

Who decides what Keywords to bid on?

Keyword selection is a collaborative process. We will conduct thorough keyword research using tools to identify the best keywords based on search volume, competition, and relevance to your business. Your insights into the industry, knowledge of specific terminology etc can greatly influence and refine the selection process. Together, we ensure the keywords we bid on are well-suited to drive qualified traffic.

What do you need from me?

Your input into the keywords that you think will most benefit your business are welcomed. We will always cross check what the data says but align them with your advice on your industry. Working together is the best approach. Aside from that, you can leave the rest to use and provide your feedback on how you are finding it along the way. That helps us a lot!



Thank you.



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