

A grayscale background image of a desk setup. In the upper left, there is a white mug. Below it, a white computer keyboard is visible. To the right of the keyboard, a hand is resting on a dark surface, possibly a mouse or a desk. A thin black cable runs across the desk. The overall scene is dimly lit, with soft shadows.

# Digital Marketing Plan

A stylized logo consisting of a square with a diagonal line and a small triangle at the bottom left corner.

**Hallam**



The University of  
Nottingham

# Meet the Team

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# Objective

Create a lead generation campaign for Hallam's web design & development services, designed to target prospects in the manufacturing and engineering sector.

# Presentation structure

- Target audience
- Competition Analysis
- PPC Strategy
- Digital PR
- Paid Social Ad



# Identifying target audience



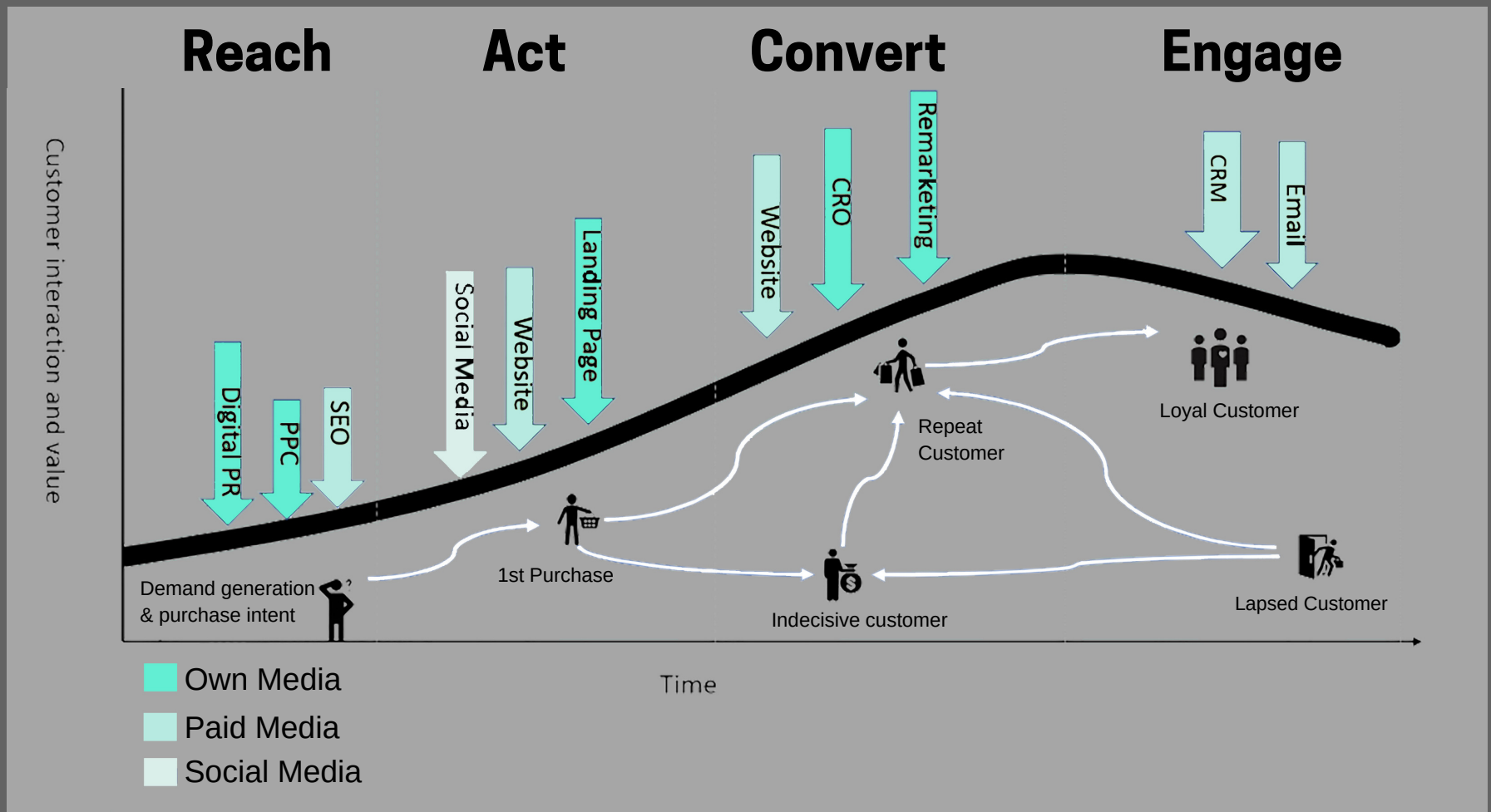
# Experience working with manufacturing sector

CAMPAIGN	RESULT
IML	52 average increase in keyword ranking
BFT	335% increase in organic traffic
ROOF MAKER	143% increase in ROI
TIGERCAT	multilingual website designed for 6 languages and 19 territories
CASTLE ROCK BREWERY	mobile friendly, database driven website, catering for all customers
CAT AUTOKEYS	a local led SEO campaign that ensured online organic growth
FIRST FENCE	49.72 increase in organic session

# Competitive analysis

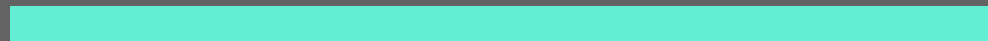
Company	Visits	Average Visit Duration	Bounce Rate
Hallam Internet	93.6K	02:49	50.42%
Distinction	3.2K	00:16	51.57%
Imaginaire	159.4K	02:28	31.84%
Impression	14.4K	00:22	54.73%
Fifteen Design	14.3K	02:33	44.57%

# Digital Marketing Strategy



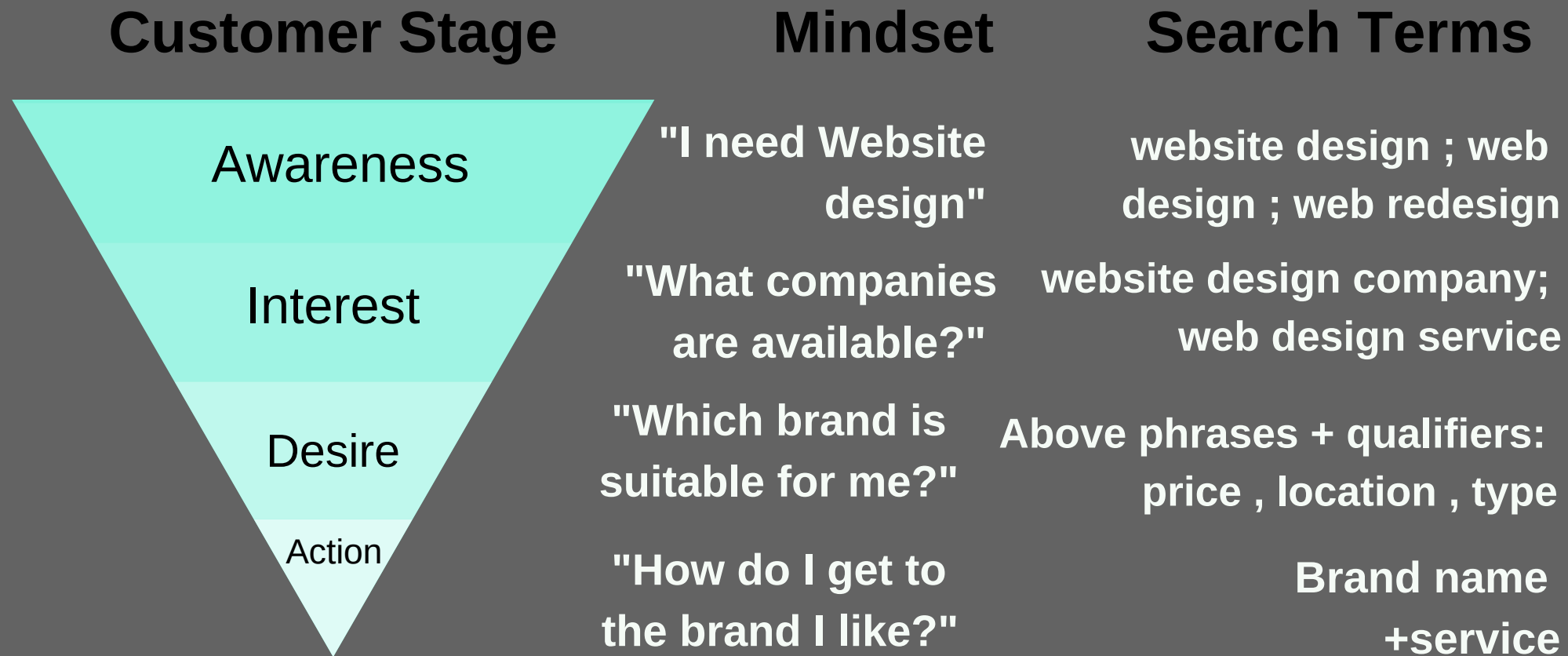
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# Digital Marketing Collateral





# PPC Strategy: Key Word Selection



# PPC Strategy: Ad Copy Optimization

Feature	Benefit 1	Benefit 2	Benefit 3	CTA
<b>Professional Web Design</b>	Free Analysis	Low Cost	Competitive Price	Get A Free Analysis Today
<b>E-commerce Website</b>	Nottingham-Based	User-Centred Design	Results-focused	Prices to Suit All Budgets

# PPC Strategy: Ad Copy Example

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## Cost Effective Website Design | For Small&Growing Business

<http://www.hallaminternet.com/web-development>

Web Design Services in Nottingham, Dedicated to Helping Your Business Grow. One Stop Service!

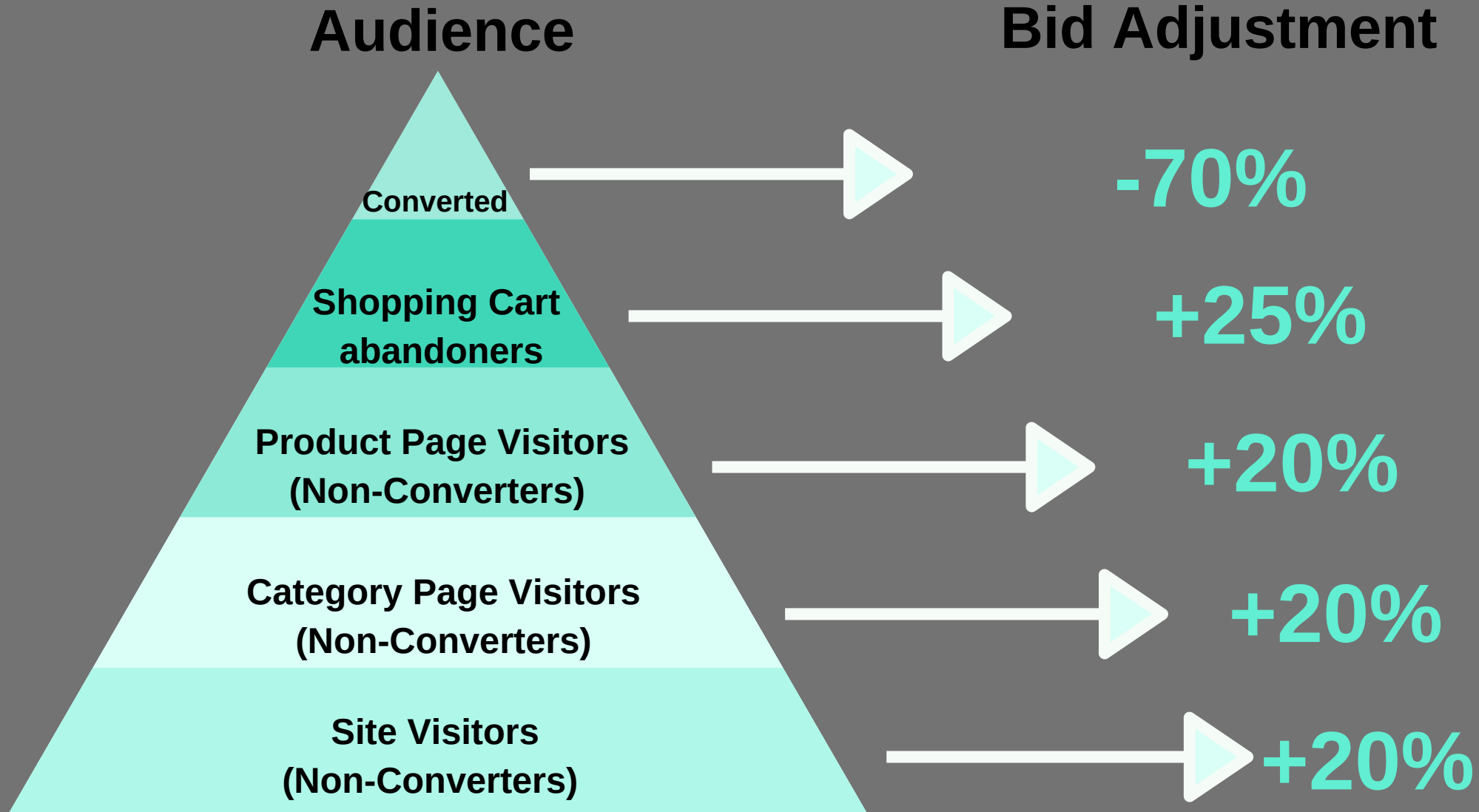
## Web Design Service| Best Nottingham Web Designer

<http://www.hallaminternet.com/web-development>

Leading Digital Agency - Delivering Award Winning Web Design Projects!

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# PPC Strategy: Retargeting (GDN)

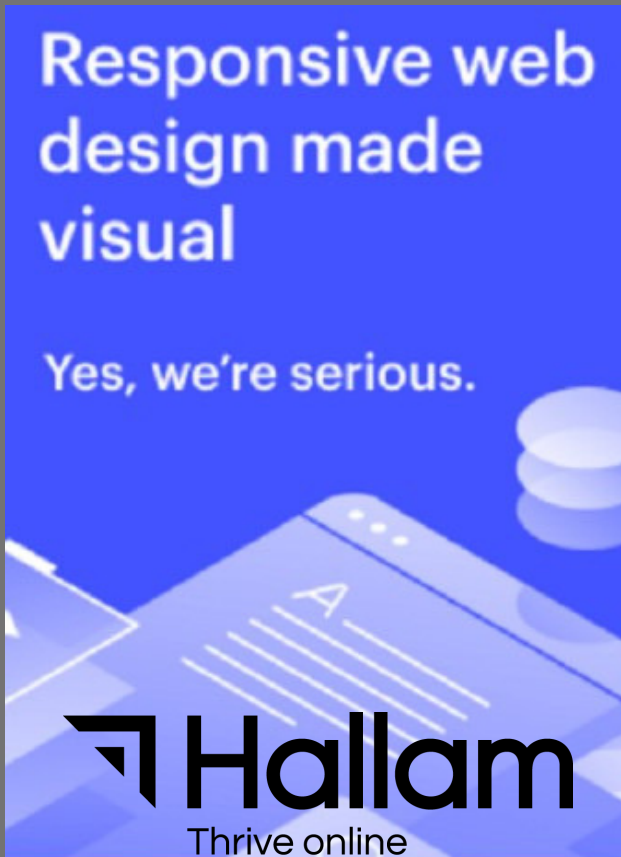



# PPC Strategy: Retargeting Creatives

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Responsive web  
design made  
visual

Yes, we're serious.



 **Hallam**  
Thrive online

WANT MORE WEBSITE  
TRAFFIC & LEADS?

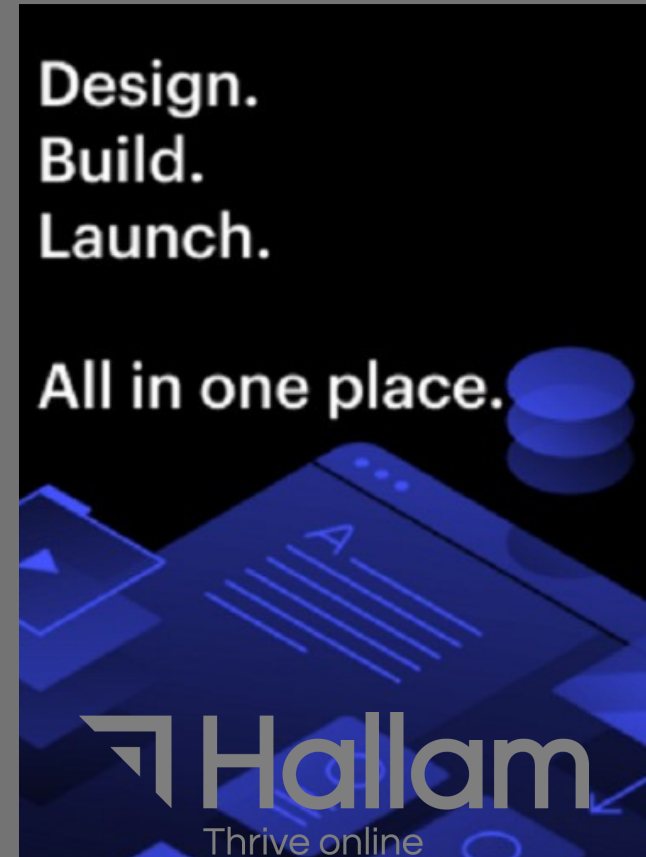





GET A FREE  
CONSULTATION! 

Design.  
Build.  
Launch.

All in one place.



 **Hallam**  
Thrive online



# Digital PR: Motivation



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# Digital PR: Target Audience



# Digital PR: Platform

**Would Lord Sugar approve of your company's online presence?**

6 Step Guide to Improving Your Business

- Domain
- Social Media
- SEO
- Consistency
- Advertise



# Social Media Strategy: LinkedIn Ad

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Inform



Reach



Engage



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# Social Media Strategy: Target Demographic



## LinkedIn Targeting

**Job Position**

Senior/management

**Location**

East-Midlands

**Business Size**

Small-medium

**Industry**

Manufacturing

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# Social Media Strategy: Content

How Much Do You Know About Putting Your Business Online?



Do You know your SEO From your PPC  
Take this fun quiz to put your marketing knowledge to the test!

**START NOW!**

## Demonstrates

- Customer Weaknesses
- Hallam's Services
- Engagement



Thank you!

