



Search Engine Marketing (SEO & PPC) and Social Media

Service Definition

Tony Addison
Free Rein
Hadleigh Enterprise Park
Crockatt Road
Hadleigh
Ipswich
IP7 6RJ

01473 810002

tony.addison@free-rein.net

Contents

1	Introduction	1
2	Key Features.....	1
3	Service Definitions	2
3.1	Search Engine Marketing (SEM)	2
3.2	Online Advertising	2
3.3	Social Media	3
4	Supporting Case Studies	5
4.1	Brand experience.....	5
4.2	Testimonials.....	5
Appendix A	Case studies.....	6
CS.1	London Lions – Social Media	6
CS.2	Pet Prescription - AdWords & SEO.....	7
CS.3	Challs International - Social Media	7
CS.4	Suffolk Show - SEO	8

Document Control

Title	Free Rein - Search Engine Marketing (SEO & PPC) and Social Media
Supplier Code	G11 - PRC-CS-GCD-0704-007
Description	Service Definition
Date	21 May 2019
Issue	7.0

1 Introduction

For an updated Service Definition and to download case studies - www.free-rein.net/g-cloud

Free Rein's Search and Social Media division specialises in creating cutting-edge campaigns that connect top UK brands, products and services with their target audiences.

Our range of digital marketing services aim to deliver outstanding results across three key areas of online marketing; social media, search engine marketing and online advertising. Whether you want to boost your online presence, strengthen relationships or target new customers, we have the tools and expertise to give your brand leverage and connect it with your target audience.

Combining creative thinking with in-depth knowledge, research and technical skills, we develop and deliver online strategies across all digital channels – to boost your online presence and communicate effectively, while delivering ROI. Our philosophy is simple; we sell your brand to an online audience. We do this strategically, creatively and through measureable activity, to maximise the visibility of your brand and ensure results.

2 Key Features

Search Engine Marketing

- Initial research and strategy formation
- Strategy delivery and management
 - Housekeeping
 - Content optimisation
 - Link building
- Performance reports and ongoing review

Online Advertising

- Creating the strategy
- Audit and initial overhaul of AdWords - for clients with existing AdWords account
- Keyword selection
- Ad creation
- Tracking enquiries
- Budget adjustments
- Ongoing management - monitoring and improving

Social Media

- Research company, product/service and target audience in relation to online marketing
- Create pool of ideas for campaign
- Refine ideas and select most appropriate social media platforms
- Create campaign strategy, designs and setup social media presence
- Manage initial launch and ongoing management, engagement and promotion
- Performance reports and ongoing review

3 Service Definitions

3.1 Search Engine Marketing (SEM)

Our background is founded not only in marketing, but also in the use and development of online technology. Search Engine Marketing (SEM) is all about improving website rankings in organic search results.

Higher rankings, increased web traffic and rising revenue are just some of the characteristics of good SEM - and our refined SEM strategy has been tried and tested to ensure the best results.

Our service comprises research and strategy formation through to content optimisation and link building. We also provide performance reports and can undergo ongoing review.

Campaign breakdown:

- Initial Research
- Strategy Development
- Strategy Delivery and Management

The 3 steps outlined above form the basis of a typical search marketing campaign with emphasis on in-depth and exploratory research from which the findings are drafted into a comprehensive strategy for optimising the site followed up with the Implementation, ongoing management and reporting on the campaign.

3.1.1 Research and initial stages

Extensive research into marketplace, competitors and target keywords.

3.1.2 Developing the strategy

Free Rein will research, liaise, create and document a 12-month flexible and rolling search marketing strategy based around meeting agreed business objectives.

3.1.3 Implementing and managing the strategy

Implement and manage the search marketing strategy between 6-12 months.

After the research stage is complete and the strategy is drawn up for the optimisation of the site ongoing work is required to achieve and maintain high search positions for chosen keywords.

Link building is also an ongoing requirement and takes extensive time to identify and execute quality inbound links, Free Rein manually identifies and builds inbound links as part of the SEO campaign ensuring the highest quality links are targeted.

3.2 Online Advertising

Our online advertising services are primarily targeted at PPC - however we can help clients explore the best use of online advertising across multiple platforms - from Google and Facebook - through to sourcing online advertising opportunities on the external websites your audience love most.

In short, we handle all aspects of online advertising, from paid search and media buying, all the way through to ad management, making budget adjustments and reporting. Online advertising is an ideal channel for increasing your exposure and driving people to conversion.

3.2.1 Creating the strategy / audit and initial overhaul of AdWords

Best suited to PPC - AdWords, Free Rein will undergo research, planning and drafting of a search marketing strategy. (We can provide blueprint strategy for PPC activity which is designed to be manageable by people outside Free Rein if required.)

This would entail keyword identification and selection, as well as initial budget recommendations.

For customers with existing AdWords campaigns - we can undergo an audit and initial overhaul; to audit and change the AdWords campaign and overhauling to resolve issues from the Audit.

3.2.2 Set up and ad creation

Once a list of phrases has been selected, similar phrases will be grouped together for writing of ad text. To ensure high click through rates of ads, ad copy must match key phrases. Keywords will be split into ad groups and concise copy will be written for each.

3.2.3 Campaign management

Monthly campaign monitoring service includes the following:

- Monitoring of campaign and any adjustments necessary to ensure continued spend at optimum level.
- Reports showing detailed breakdown of activity will be sent to the client at monthly intervals.
- Split Testing Ads — primary benefit is lower cost per click for better performing ads (measured by click through rate). Over time we will reduce the cost per click by increasing the click through rate of your ads.
- Continuous monitoring of conversions of different phrases and eliminating over time those that do not generate enquiries.
- Budget adjustments.

3.3 Social Media

Effective use of social media harnesses brand awareness, sales and customer retention - and our social media services are focused on developing the online profile of brands, while growing and connecting them with your target audience.

Building an online community and maintaining a healthy following requires time and range of activity. Social media should be delivered in line with wider marketing strategies - and a suggested programme would be developed based on your resources and requirements.

Our social media services range from initial research and strategy, creating your online presence and making improvements to the execution of proactive messaging, social engagement and promotional activity.

3.3.1 Social media research and strategy formation

Usually working to a 12 months online marketing plan, we will develop a comprehensive online marketing strategy which entails:

- Research in the club/organization
- Researching the fans and their online activities
- Research into competitors (on field and in marketing terms)
- Benchmarking against market leaders

- Benchmarking against other sports
- Understanding the local landscape

The result of the detailed foundation work we put in, is a strategy that is measurable and gives clear guidance and value for the Dons as an internal document, acting as a guide for the marketing department. Which has the quality to outlive agency relationships.

The strategy will certainly cover, but not limited to:

- Use of Facebook
- Use of Twitter
- Use of other channels (Flickr, YouTube, etc)
- Use of email marketing
- Use of paid for advertising
- Content tone, structure and purpose
- Incentives and Competitions

This strategy will be delivered in document format, and will provide the basis of the management campaign, giving overall governance and guidance to everyone involved in the online marketing process.

3.3.2 Social media management

We will take control of the updating and maintenance of the Social Media sites. We currently work this way with fellow sporting team, the London Lions.

Working within the guidelines set out and agreed, and operating with a level of trust, we will handle the day-to-day running of Facebook and Twitter. Acting in effect like an Online Marketing department.

3.3.3 Social media campaigns

We can create, launch and manage one off social media campaigns including setting up and managing promotions such as Twitter competitions and Facebook Page competitions using our Facebook tab system.

4 Supporting Case Studies

4.1 Brand experience

We work with commercial and corporate businesses, from leading national brands and FMCG, to smaller independent companies.

Our brand experience ranges from working with UK leading brands such as [National Express](#), [C2C](#) and Challs International - a consumer goods manufacturer with products in supermarkets internationally, for example [Buster Plughole Unblocker](#) - as well as county shows such as [Suffolk Show](#), leading solicitors, sports teams - [London Lions](#) and e-commerce organisations.

Over the years, we've developed a reputation for delivering cost-effective solutions that meet the expectations of all our customers.

4.2 Testimonials

Louise Renwick, Buster Plughole Unblocker Brand Manager

"Working with Free Rein on specific online marketing campaigns has proved beneficial especially using social media channels to delivery time critical campaigns; we really value their support and creative, strategic thinking."

John Dugmore, Chief Executive at Suffolk Chamber of Commerce

I would highly recommend Free Rein's work in the field of Online Marketing. Since working with the team, their knowledge and creative thinking is leading us to achieve great success online."

Appendix A Case studies

We've worked on many successful campaigns that have led to the formation of strong relationships with clients. Here are some examples of our work across the areas of SEO, AdWords and social media.

For an updated Service Definition and to download case studies - <http://www.free-rein.net/g-cloud>

CS.1 London Lions – Social Media

BBL Basketball team, London Lions - London's Only Pro Basketball Team

Brief: Originally appointed to promote its brand and raise the profile of UK basketball in the run up to the 2012 Olympics, our relationship with the Lions has gone from strength-to-strength.

We met the club's initial goal of increasing its fan base through online marketing activities that allowed the club to open a two-way dialogue with fans for the first time - as well as raising awareness of the team amongst a wider audience.



In September, the Lions had a new challenge. The team (then known as the MK Lions) were forced out of their stadium in Milton Keynes - leaving them having to rebrand and relocate to Crystal Palace. The newly formed London Lions urgently needed to increase morale and retain support from existing Milton Keynes fans - while building a new fan base in London.

Solution: We developed a strategy to help the team retain support from existing fans, while reaching out and mustering support from a new community in London. Our plan included an increase in online marketing activity across a range of social media platforms - and included campaign creation utilising competitions and promotions, fan engagement and proactive communications, content creation and continual website analysis.

Results:

Our work with the Lions has seen its online fan base double - and that's just since the teams relocation. Here's a taster of some of the things we've achieved:

- Over 1000+ fans on Twitter through competitions, promotions news and two-way customer service interaction.

- Being unable to re-name the existing Facebook Page, we created a brand new one - and facilitated fan growth from 0-800 fans in only three months. Exceeding the number of fans and growth rate of the original fan page. The Lions now have 1000+ fans.
- With Facebook's stringent rules on running competitions, we developed a strategy and selection of Facebook apps to enable the management of online promotions that don't break any guidelines. Our apps facilitate the creation and management of regular promotions that receive **hundreds** of entries for the Lions.
- To influence two-way interaction and provide a way to gather feedback from fans, we developed an online presence for Louis the Lion, the London Lion's Official Team Mascot - who not only drums up support for the team, but deals with any problems the fans face. He's now a true mascot, offline and online.

CS.2 Pet Prescription - AdWords & SEO

Online Veterinary dispensary

Issue: We were appointed by Pet Prescription to manage their extensive AdWords advertising and undergo SEO on their site www.petprescription.co.uk.

Solution: With the aim to achieve a full optimisation, reduction in spend and increase in performance on an ongoing basis, Free Rein Digital kick-started this project with an initial audit and overhaul - followed by monthly management and reporting to aid continued improvement and value for money from the campaign. This project has now been transferred back to the company's growing in-house team.

Results:

- 900 adverts across 15 campaigns
- Implemented monthly special offers across campaigns
- Further optimisation and support for Pet Prescription micro-sites
- AdWords ROI of 13:1 in 2012

CS.3 Challs International - Social Media

International FMCG company with brands in major supermarkets

Issue: Challs needed to raise the awareness of its brands online and increase customer loyalty to products.

Solution: Free Rein Digital began managing all online marketing for Challs' brands, including planning and implementing social media campaigns, ongoing website optimisation and viral campaigns. We also created a character to act as an ambassador for brands through social media and news channels.

Results:

- Over 25,000 competition entries with data capture
- 8,000 + YouTube views with specific product placement
- Thousands of visits to the corporate website
- Combined following with engaged audience of 1,000+

CS.4 Suffolk Show - SEO

East Anglia's premier County show

Issue: Free Rein was commissioned to increase online ticket purchases and memberships to the Suffolk Show.

Solution: We developed a strategy that enabled us to work on all aspects of the Suffolk Show's online marketing, including SEO, social media and email marketing activity. As a direct result, we successfully increased online ticket purchases and memberships to the Suffolk Show.

Results:

- Year on year growth in online ticket sales:
 - Year 1 online ticket sales grew 55%
 - Year 2 rose to 129% above base
 - Year 3 was 141% over base
- Attraction of new demographics to the show

