

# CATALYST.

## MARKETING GROWTH FUND ANNOUNCEMENT

2020 is almost over but the challenging times are most definitely not.

Yet, being the ever optimistic people we are, we've put together a **limited time offer** to help you get back to marketing your business the way it should be.

Three definitive packages designed and tailored to your immediate and future business needs to help you

- 1 Drive awareness
- 2 Educate your audience
- 3 Convert leads

Better yet, the marketing growth fund has subsidised the packages to ensure they're more budget friendly during these challenging times.

## THE PACKAGES

### Digital Growth Package

Perfect for any business who has a digital presence but are not seeing the returns they need from their channels or campaigns.

Cost: **£3,000** per month  
subsidised from **£5,000**

This package covers:

- ✓ Website optimisation
- ✓ SEO plan and implementation
- ✓ Content and Email campaigns (2-3 blogs and 1 lead magnet per month)
- ✓ Social marketing optimisation
- ✓ LinkedIn branding and profile optimisation
- ✓ Appointment booking
- ✓ Top level campaign reporting

### Digital Transformation Package

Perfect for any organisation who needs to overhaul their business software and tools, and are in need of a shake-up in their approach to market.

Cost: **£5,000** per month  
subsidised from **£7,000**

This package covers:

- ✓ Website rebuild/rebrand and optimisation
- ✓ SEO plan and implementation
- ✓ Content & Email campaigns (3-4 blogs and 1-2 lead magnets per month)
- ✓ Lead nurturing workflows
- ✓ Social marketing and advertising optimisation
- ✓ LinkedIn branding and profile optimisation
- ✓ PPC management
- ✓ Lead qualification and appointment setting
- ✓ HubSpot migration and support
- ✓ Growth analysis and monthly reporting on campaign performance

### Digital E-Commerce Package

Ideal for businesses looking to develop an e-commerce website. This will not only cover the development of an e-commerce website, but also the marketing strategy to make it a success.

Cost: **£7,000** per month  
subsidised from **£9,000**

This package covers:

- ✓ E-commerce website design and development
- ✓ SEO plan and implementation
- ✓ Content & Email campaigns (4-5 blogs)
- ✓ Social marketing and optimisation
- ✓ Social advertising management
- ✓ PPC management
- ✓ Full reporting of marketing performance

### Additional bolt-ons

There are some services you may want to add on to these packages to expand your marketing efforts even further. These would need to be defined on a project-by-project basis and can cover:



Video



PR



HubSpot Optimisation



Additional premium content

Once you've chosen your package you will be introduced to a dedicated account manager who will be your point of contact.

They'll ensure all your digital marketing activities are on-point and on-time.

Behind the scenes they'll work with the wider experts and professionals at Catalyst.

- ✓ Copywriters
- ✓ Web developers/design/UX
- ✓ Graphic designers
- ✓ Sales professionals
- ✓ Google experts
- ✓ And everything in-between



Each package has been designed, tailored and developed in accordance with typical business needs to deliver leads, opportunities and ROI.



This analysis will inform the best fit campaigns for your audience, the right messaging for your brand and the right channels to achieve success.

Search

We'll use research, data and insights to provide the analysis that will determine the best route to growth for your business.

Due to the subsidiary applied to these packages we only have a **limited number** that we can deliver. We are also **closing the offer on Friday 18th December 2020**. Therefore, if your business is in need of lead generating marketing, website support and an overall strategy, don't hang about.

**Get in touch today and secure your business' future**

\*Each package will be contracted for a minimum term of 3 months. Subject to terms & conditions.

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