Agency B2B Plan Proposal

**Current exam of agency website page**

* Very media production oriented
* Does not rank for “agency work” “social media agency” “digital marketing agency”
* Too much text
* No CTA buttons
* Does not explain specific services we offer
* Good text on why to choose us

**Competitors Website Analysis**

* Atomic.ie – brief mission statement, clients, cta to register, why they are useful, why they are different, cta to talk
* Saltmarketing.ie – first thing is a phone capture, explains services with buttons to read more, “why us”, work processes, clients
* Socialmediamanager.ie – first two buttons are services and blog, explains services to segment customers, about us, testimonials
* Socially.ie – first two buttons are learn more and contact us, chat box, services, process, testimonials
* Scocialmediaelite.ie – first button is read more, lists reasons to choose them, cta to different actions, who they’ve worked with, data of achievements
* Aspiremedia.ie – what they do and cta to “start your project”, who they’ve worked with, services, testimonials
* Urbanbrandcreative.com – 1st thing is a cta button to book a call, chat box, why you need them, what they do, testimonials, what they offer

**Actions needed**

**Landing page**

* Aim of the page is to capture emails and track interest levels based on clicks
* “What we’ve done” can be translated into case studies
* We need to explain more clearly our services
* 3 services – Vid production, Campaigns, Digital strategy
* More CTA buttons – free consultation/demo
* Possibility – different website for agency work to keep it from becoming muddled with tv production work

**Blog**

* Blog needed to increase search ranking
* Consistency shows google our reliability
* Provides option for email capture
* Portrays us as experts
* EAT – Expertise, Authoritativeness, Trustworthiness i.e. We need to be the experts on digital strategy
* Keyword examples- compelling content, email marketing, PPC campaigns, data driven marketing, social media content, business branding
* Proposed plan – One blog a week followed by an email and social post to promote it

**Newsletter**

* Useful for tracking engagement and adding engagement points system
* Increase interest in our activities
* Promote agency work – links to mentions by other sites
* Consistency while not being irritating
* Proposed plan – monthly newsletter moving to biweekly if engagement is high and we have sufficient content