

Buyer's Journey

Awareness

Blogging & Content focused on tutorials or FAQs. Optimized for search engines

Google Ads (Search and Display)
Ad group 1

Facebook Campaign 1 – Awareness

Social Media Calender

Email Newsletter campaign

Consideration

Google Ads (Search and Display)
Ad group 2

Activity on social groups (such as those on facebook, linkedin), forums where people seek help with problems (such as stack exchange)

Email Newsletter campaigns for free
Site and Campaign Audits

Facebook Campaign 2 - for free Site
and Campaign Audits

Decision

Sharing snapshots of performance of past campaigns

Client Testimonials

Google display remarketing campaigns

Facebook remarketing campaigns -
Offering no management fees for a limited period

Giving flexibility in signing up, such as no retainer fees.