



DIGITAL MARKETING

ORGANIC SEO.
ADWORDS / PPC.
FACEBOOK ADVERTISING.
LINKEDIN ADVERTISING.





Get a head start with our **digital advertising** which increases both **exposure** and **business...**

ORGANIC SEO

Search Engine Optimisation (SEO) is the process of organically increasing traffic to your website.

Did you know that between 80-90% of customers now browse online prior to making a purchase? We will optimise your website and content to rank higher in natural search results for targeted keywords.

Our SEO services provide regular reviews, up-to-date reporting and on-going support to increase your visibility and ensure good ROI (Return on Investment).

GOOGLE ADWORDS

Google AdWords or Pay Per Click (PPC) is a form of paid advertising that drives traffic to your website for specific targeted keywords.

Providing fast results and marketing efforts with immediate traffic, PPC provides consistent opportunities to create leads, sales and enquiries reaching your target audience online.

There are a number of different forms of advertising within the AdWords platform such as Text Ads, Google Shopping and much more.

FACEBOOK ADS

Facebook's advertising platform is the most popular and most targeted of the top social media networks.

There are different advertising options depending on the goals of the campaign whether this could be to drive traffic and leads to your website or showcase a range of products or services in a single ad.

Facebook Ads allow you to target specific demographics with an affordable budget, ensuring low risk high return on investment.

LINKEDIN ADS

LinkedIn is known as the world's biggest professional network, allowing businesses to connect with potential customers.

Surpassing 450 million users in 2016, LinkedIn is the largest business network in the UK offering advanced B2B advertising.

Through the advertising network, you are able to target individuals by qualifications or job titles, by location, by seniority, even by specific company name.



Features & Benefits

Made to measure campaigns...



- > Get more business - High quality, qualified leads to your website through optimising organic channels.
- > Increase brand awareness – Higher degree of authority, authenticity and credibility than your competitors.
- > Target the right audience - Organic SEO places you directly in front of buyers that want your product or service.
- > Outpace your competitors - Move forward and improve your position before your competitors do.



- > PPC provides fast results and immediate traffic to your website.
- > Adwords remarketing gives every sale a second chance as it appeals to visitors who didn't convert.
- > Product listing ads place your products directly in front of potential buyers.
- > A Google Adwords campaign is measurable, accountable and flexible to your budget.



- > Highly recommended for business' with a localised service and/or product.
- > Low minimum daily spend that makes it perfect for businesses with limited budgets.
- > Extremely targeted audience reach e.g. demographics, interests, job title, location.
- > A great way to reach mobile audiences and Geo-targeting available to focus on a specific area.



- > Enables you to connect with prospective customers on the world's largest professional B2B network.
- > Allows you to generate high quality traffic and leads to your website using targeted methods.
- > Connecting with influencers / sharing and seeding content.
- > Content and ads build brand authority and brand awareness online.



A BIRMINGHAM BASED DIGITAL AGENCY
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