

About Alloyfish Web-Marketing

The core of web-marketing for many niches is PPC, however it is important to consider other potentially more profitable methods of marketing. Our web-marketing projects, while generally centring upon PPC research, take consideration of these other forms of marketing.

Web marketing, like offline marketing, needs a good understanding of the market in order to be effective. We achieve this through carrying out in-depth research for the first part of the project. Whilst many of our competitors prefer to weed out ineffective terms and methods by spending your budget in trial and error marketing, we understand that it's better to start with the best available data and improve from thereon in.

The structure for a Web-Marketing project goes like this:



1. Set-up, Research, Planning and Proposal

This involves the core components of keyword research, competitive analysis and landing page analysis to obtain the data upon which a strategy can be built. From this we implement a set of small test campaigns aimed at verifying and strengthening the campaign, this is followed by a full report of our findings which includes our strategy proposal and what we believe to be an optimum budget for your campaign commencement.

2. PPC carry out

We charge a 10% commission of your marketing spend. This gives us a strong incentive to get a high ROI as the more profitable your marketing the more you will wish to spend and the more time we will be able to spend monitoring and maintaining the campaign.

3. Other marketing carry out

This completely depends on what you agree to from the proposal and is tailored to fit your marketing budget and can vary widely from social media based campaigns targeting opinion makers to viral advertisements.

SOME GOOD NEWS!

- We do not charge intangible set-up fees with no real work to show for it. Our initial research report provides in-depth market and competitor insight which we give to you for reference and decision making.
- We do not waste your marketing budgets in trial-and-error marketing; instead we research your market and use this insight to save significant amounts of money in the long term.
- We do not price our services on a 'per thousand' key word basis as this simply does not make sense; some businesses will be better off using twenty carefully selected terms rather than a thousand which are automatically generated
- We keep on top of your campaigns enabling you to concentrate on doing your business whilst we concentrate on finding it for you.

EVEN MORE GOOD NEWS! (OUR PRICES)

Research, Planning & Proposal (Small to Medium Companies)

£200

This is suitable for small to medium sized companies with one core market offering. For this we will carry out in-depth research and strategy work which we will hand over to you in a full report. This report will include a full strategy for the best steps to take and can be tailored to fit budgets or scale up.

Research, Planning & Proposal (Multiple Markets)

£POA

Companies with a number of markets and large PPC campaigns require more research. The research will include in-depth information on your competitor strategies, strategies to make the most of their deficiencies and methods to beat them.

PPC Management

10% of monthly spend (£150/Month min management cost)

Other marketing implementation

This work is entirely on-quote and is detailed in the planning and proposal document. All items will be agreed to before commencement.