

Digital Marketing Strategy Planning Programme



Unlocking opportunities for your business online



A Handful Of Our Clients



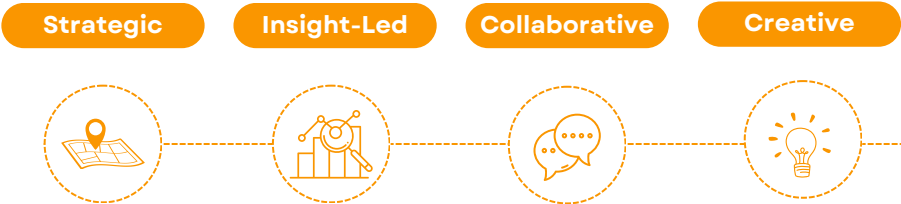
Digital Marketing Strategy Accelerator

Work with our digital marketing experts to create a robust and results-driven digital marketing strategy for your business in 2025.

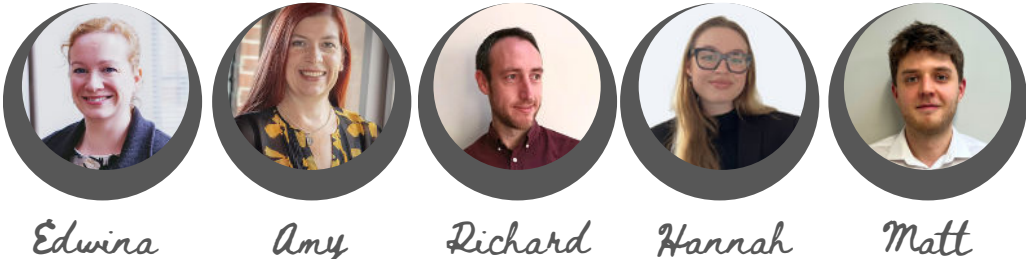
With options for small businesses, SMEs, and large enterprises, we can create a strategy that is completely tailored to your business.

With a thorough understanding of your business goals and your target audience, we will map out priorities with clear steps to help you implement marketing strategies and campaigns to achieve results, whether that's increasing brand awareness, increasing engagement, generating leads or sales.

What You Can Expect From SocialB



Trusted by organisations across the UK, our digital marketing experts are on hand to take your marketing strategy to the next level.



3 Key Stages to Ensure Success

1

Business Immersion

Our first step is to conduct a strategy meeting to fully immerse ourselves into the brand, your objectives, target audiences, your business plan over the next 6-12 months, sales goals, and understanding the inner workings of what you do, to inform our next steps.

2

Strategy Development

With a detailed understanding of your needs and objectives, we will develop a marketing strategy for your business, using a wealth of experience from our digital marketing managers and strategists.

3

Rollout & Support

Once the strategy is finalised, we will consult you on how to roll out and implement the strategy. Our SME and Enterprise packages also include further support to scale this across your organisation.

Small Business Digital Marketing Strategy Accelerator

Perfect for small businesses that want to develop a reliable marketing strategy, with expert advice and support from our digital marketing team. We will put together a realistic strategy that makes the best use of your time and focuses on results.

What you get:

- Half day business immersion session
- Strategy development (conducted by our digital marketing team)
- Half day company rollout
- 4 hours consultancy to help you implement the strategy

Outputs:

Utilising skills and expertise from our digital experts, we immerse ourselves in your business, current digital tools, business goals for 2025 and resources to deliver. We will collaboratively create your marketing strategy and practical plan for delivering your business objectives in 2025. Includes 4 hours of post-strategy consultancy time to support roll out.

Price:

£4,300 (excl. VAT)

SME Digital Marketing Strategy Accelerator

For growing SMEs that need an experienced team to consult and develop a marketing strategy in line with your growth goals. With support from our digital marketing team to rollout the strategy and plan campaigns.

What you get:

- 1 day business immersion session
- Strategy development (conducted by our digital marketing team)
- 2 hour stakeholder buy in meetings
- 1 day workshop with marketing & leadership teams
- Rollout including initial campaign plans, visual content and support with scheduling
- 4 hours consultancy to help you implement the strategy

Outputs:

Utilising skills and expertise from our digital experts, we immerse ourselves in your business, current digital tools, business goals for 2025 and resources to deliver. We will produce a sustainable marketing strategy and practical plan for delivering your business objectives in 2025. We collaborate with all marketing and non-marketing stakeholders to ensure that business, product, sales and marketing teams are bought into the process. We synthesise cross-department objectives and ensure that the marketing strategy is integral to your business success in 2025. We support your campaign planning with practical tools and development of campaigns after strategy sign-off to make sure your marketing team is on the road to success. This programme includes 4 hours of post-strategy consultancy time to support roll out.

Price:

£9,600 (excl. VAT)

Enterprise Digital Marketing Strategy Accelerator

For large enterprises that require detailed and thorough support and guidance to develop a marketing strategy, and encourage buy-in across relevant teams and stakeholders in the business. With support to plan and map out campaigns.

What you get:

- 3 days business immersion
- Strategy development (conducted by our digital marketing team)
- 4 hour stakeholder buy-in meetings
- 1 day workshop with marketing & leadership teams
- Rollout including initial campaign plans, visual content and support with scheduling
- 4+ hours consultancy to help you implement the strategy

Outputs:

Utilising skills and expertise from our digital experts, we immerse ourselves in your business, current digital tools, business goals for 2025 and resources to deliver. We understand enterprise-size business and the unique set of stakeholders that need to be part of a strategy process in order to ensure success. Working with project and non-project members, we will produce a sustainable marketing strategy and practical plan for delivering your business objectives in 2025. We support your marketing team(s) in the tactical campaign planning with practical tools and development of multiple campaigns after strategy sign-off to make sure it's easy for your marketing team to then take over and succeed. This is a collaborative programme which will upskill your team and enable them to succeed for many years to come. This programme can include 4+ hours of post-strategy consultancy time to support roll out.

Price:

Upon request subject to consultation

socialb

Let's talk!

(+44)01223 258000

info@socialb.co.uk

www.socialb.co.uk

