

BOOST 360



Give your service business a boost.

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OUR CLIENTS...



About us

Located in London and Guildford, Boost 360 provide digital marketing services to service based companies across the UK and abroad.

With 20 years of experience in our team, our end goal is to use Google and Social Media to turbo boost your revenue and increase the amount of sales in your business.

Case Studies



At the beginning of 2021, Pro Carpet Cleaning made contact with Boost 360 to discuss a website redesign, conducting local search engine optimisation, developing a social media strategy and managing their Google ads.

To begin with, we conducted a strategy session to understand their brand more, what their goals and objectives were for the following 2-3 years and a thorough audit of their website & Google ads account.

Once this was completed, we developed a strategy for them based on our findings. What we did and the results we achieved (and continue to achieve) are outlined below:

- Website redesign

A big problem that Pro Carpet Cleaning experienced was that their website was not mobile friendly which hindered their SEO & Google ad results. Therefore, we decided to start from scratch and develop them a brand new website. This would allow us to conduct a successful local SEO campaign and bring their brand into the mobile age.

Check out their website here: www.procarpetcleaning.co.uk

- Google ads

Pro Carpet were spending around £10k per month on Google advertising and running campaigns that resulted in a cost per conversion of £25-£30.

We decided that due to our experience, standalone landing pages connected with a subdomain worked better than SEO optimised local pages. Therefore, we developed local landing pages for each of their targeted locations and we set them up to a CRM system called What Converts.

Additionally, we edited the keywords and added a number of negative keywords so that they would gain the most relevant traffic.

They now run campaigns with a cost per conversion of around £10-£15 which means that they are saving a considerable amount of money through Google ads and generating more conversions and revenue.

- Local SEO

Pro Carpet Cleaning had never run a local SEO campaign before. Therefore, when we explained it to them, they jumped at the idea.

We worked with them to find out what locations they operated from and once we had a list, we developed local landing pages with a large amount of content, gained local and directory backlinks, conducted technical SEO, and updated and posted on Google My Business.

From our efforts of local SEO, they are now receiving around 2 leads per day from their website and GMB.

- Facebook Advertising

At the beginning of their journey, Pro Carpet were extremely hesitant to practice Facebook advertising as they had always worked with Google ads. However, we managed to convince them to allocate 10% of their budget into Facebook.

We currently run both link click and messenger campaigns and the results are as follows:

Messenger Campaigns: Cost per Message=£3.00, Cost per job booked=£20

Link Click campaigns: Link clicks (average cost)=£0.35, Cost per conversion=£15

- Social Media Management

We currently post three times per week on Instagram and Facebook and have seen an uplift in engagement as well as page likes (they currently have 1800 likes and 100 followers). This has led to an increased amount of work from their loyal customers.



We provide Met Concrete Supplies with both local SEO and organic social media management with them signing up as a client in December 2021.

Met Concrete had never considered local SEO before nor had they done anything with their social media. However, when they made contact with us and enquired about our services, we developed a strategy for them that would increase the amount of leads and sales in their business.

We took our process and implemented it on Met Concretes website. We developed landing pages for target locations, gained local and directory backlinks, conducted technical SEO, and updated and posted on Google My Business and social media.

They now receive 50-75 leads per month through our work and in early 2021, they had a record month and received more than 150 leads.



In August 2019, Boost 360 designed and developed a website for Fletchers Landscaping & Garden Maintenance and started conducting local SEO.

Before this, they did not have any web presence and they had never even heard of SEO.

As we normally do, we booked a strategy call to discuss exactly what they needed and how we could best help.

We then went away and made a list of their target locations as well as creating a sitemap and a mockup. Once approved, we developed their website and made it as user friendly as possible. Feel free to check it out: www.fletchersgardening.co.uk

For local SEO, we conducted the same process as mentioned in the two case studies above and now we regularly work on a 1000% ROI for the client.



What we can do for you...

Website Development

Website development is one of the most crucial elements of digital marketing and we recommend developing one if you haven't already.

Our 5 step process means that you will be online in no time:

- 1.Strategy call
- 2.Sitemap
- 3.Mockup
- 4.Website development
- 5.Handover

Additionally, we will make sure your website has the following attributes:

- Beautiful and elegant design
- Mobile friendliness
- Readable & SEO ready content
- User friendly design
- Clear lead generation magnets
- Fast loading speed

Local SEO

Most business owners consider local SEO to be a dark art. Luckily here at Boost 360, we are experts at it.

Our carefully crafted approach has been tried and tested over many years to make you accelerate up the rankings for your keywords and locations. We will take care of the following for you:

- Keyword research
- Technical SEO
- On page SEO including; content writing, user experience, & landing page development
- Off page SEO including; guest blogs, backlinks and directories
- Google my business management

The main advantage of conducting local SEO is that it will provide your website with more organic traffic compared to your competitors which will lead to more enquiries and sales.

Google Advertising

Google advertising or PPC is one of the best elements of digital marketing to increase the amount of leads and sales in your business.

We have practiced and perfected our Google advertising methods and discovered that the best way to get leads is to create separate landing pages for each location with a subdomain. You can check out one of our landing pages here:

get.procarpetcleaning.co.uk .

A separate landing page allows us to develop your offer, and the page is based purely for conversion purposes. This includes; your offer, social proof, pictures of previous work, your process, a localised phone number, and a form fill.

Lastly, for Google advertising, we use a CRM called What Converts. With this, we can track everyone who fills out your form or gives you a call. This will allow us to only send 'good' data back to Google to optimise and provides real time data.

Facebook Advertising

Facebook advertising is one of the best elements of digital marketing and allows you to build a presence in the local area which generates more leads and sales.

One of the benefits of Facebook over Google ads is that it is a lot cheaper to run (you don't need the same budget for Facebook as you do for Google).

To begin with, we will develop your landing pages (similar to Google) and setup What Converts so that we can track form fills and phone calls.

After this has been set up, we will choose your advertising objective (we suggest either a messaging, link click or conversion campaign).

Then we will set up your ad and have you running in no time. We will continue to optimise and refine your traffic with lookalike audiences and the campaigns will continue to get better and better the more you work with us!

Organic Social Media Management

Organic social media management can be a little bit tricky and sometimes business owners struggle to dedicate time to posting.

However, if you have a loyal following, why would you not start a digital marketing campaign by targeting people who already know who you are.

We recommend posting 3 times per week to keep everyone engaged and the more you post on your social media platforms, the more the algorithm will work in your favour and show your posts to a wider audience.



OUR PRICING

SEO

BRONZE- £300+VAT: 8 HOURS OF WORK PER MONTH

SILVER- £500+VAT: 16 HOURS OF WORK PER MONTH

GOLD- £1000+VAT: 30 HOURS OF WORK PER MONTH

BESPOKE- BESPOKE+VAT: BESPOKE HOURS OF WORK PER MONTH

FACEBOOK ADS

BRONZE- £200+VAT FOR SPEND UP TO £500 PER MONTH

SILVER- £375+VAT FOR SPEND UP TO £1000 PER MONTH

GOLD-£500+VAT FOR SPEND UP TO £1500 PER MONTH

PLATINUM- £750+VAT FOR SPEND UP TO £2500 PER MONTH

BESPOKE- BESPOKE+VAT: BESPOKE SPEND PER MONTH

GOOGLE ADS

BRONZE- £350+VAT FOR SPEND UP TO £500 PER MONTH

SILVER- £450+VAT FOR SPEND BETWEEN £501 & £1000 PER MONTH

GOLD-£700+VAT FOR SPEND BETWEEN £1001 & £1750

PLATINUM- £800+VAT FOR SPEND BETWEEN £1751-£2500

BESPOKE- BESPOKE+VAT: BESPOKE SPEND PER MONTH ABOVE £2500

WEBSITE DEVELOPMENT

£40 PER HOUR



SOCIAL MEDIA MANAGEMENT

BRONZE- £250+VAT: 3 POSTS PER WEEK ON UP TO 2 PLATFORMS

SILVER- £350+VAT: 4 POSTS PER WEEK ON UP TO 3 PLATFORMS

GOLD- £450+VAT: 5 POSTS PER WEEK ON UP TO 4 PLATFORMS

GOOGLE ADS

WEBSITE DEVELOPMENT

£40 PER HOUR



NEXT STEPS...

- Discuss your requirements and we will help you choose the best services for your business
- Sign a 3 month contract
- Have an introductory call with myself and your account manager
- Begin your digital campaign in the same week.... it's that simple!