



Anchor

DIGITAL MARKETING
PROPOSAL

Introduction

We are a full-service digital marketing agency that manages all aspects of a company's online presence. We have different departments that focus on one area, for example a department for design, website development, content writing, social media management, SEO and SEM. We feel like we are a good fit for one another. I've spoken with my team, and they're excited to get to work helping you reach your marketing goals. Our Digital marketing service encompasses all kind of activity which takes place online to promote your brand, or to drive sales. Any company wanting to reach out to an audience nowadays, needs to have a digital presence.

About Us

The agency's aim is to come up with a holistic strategy for a company, whereby we define their KPI, and evaluate how each and every department can help in the accomplishment of this end goal. We are based at Akamwesi Complex, Nakawa-Kampala, founded in 2016 and have grown to become the one of the first companies that offer Sales as a Service. In today's digital business world, you need a partner who can help you take advantage of marketing opportunities across a variety of channels in real-time. With the Anchor you are a click away from people finding you? Well it all depends on how good your online presence is, and this does not just concern one factor, but multiple factors.

Hence, the "full service" is exactly what entails us. A holistic strategy, that consists of these sub-strategies according to the area. Your company would benefit from:

- A UX and design strategy
- A content strategy
- An SEO strategy
- An SEM strategy
- A Social Media strategy

Our Vision

To create the world's largest demand driven market.

Our Mission

To front satisfaction by perusing customer interests and creating more sales experience for our clients

Our Services

Our in-house services include:

- Web Design & Development
- Social Media Management
- Digital Content Development
- Keyword Research & Competitive Analysis
- Search Engine Optimization
- Consulting and Strategy development

Executive Summary

Creating Engaging Social Content

Beginning with quick yet thorough planning/preparation, our team will plan out a dynamic on-going social content calendar to guide you to your goals.

We will grow an increasing social audience and follower base through: hash tag campaigns, strong use of keywords, sharing/retweeting relevant news, “liking” posts, staying updated within the industry, and contributing our own unique content to broaden reach.

Posting Company Related Updates

Our plan is to engage our social media audience by sharing company news, press releases, events, employee spotlights, and more.

We will also pay close attention to industry trends, and share it. This will help to gain exposure with your target market.

Promotions and Social Campaigns

We will utilize social channels to connect with your follower base, and engage them with promotions to get them excited about both current events, and the brand itself.

These campaigns can last as short as a day, or can run up to six months. We'll be able to analyse the results from each campaign, and then we will provide a report of its success.

Results of campaigns can be compared so the most effective promotions, offers, or contests can be replicated.

Integrate Social Media Activity into Other Marketing Plans

With clear communication and monthly brainstorm meetings, we'll be able to consolidate the marketing initiatives to fit your goals and promotional material. Campaigns via social media are more important than just sharing about giveaways, sales, contests, and/or promotions. We will agree on a schedule for a series of posts to keep up the exciting momentum for all prospective customers.

Sustained Monitoring

It is important to regularly maintain marketing activity for maximum growth.

We will continually monitor each channel, and will respond to any questions, comments, and posts within a two-hour time period. Two hours will allow us to confirm that accurate information is relayed back to the person asking.

Analytics

We will provide you with:

1. Daily and Weekly Analytics — Such as: follower growth, reach, demographics, comments, “likes”, shares, retweets, etc.
2. Reporting- Summarizing various results and activities over each quarter.

We will set up a meeting to go over the results, to then tweak our approach accordingly.

SOCIAL MEDIA MANAGEMENT

We know a thing or two about social media marketing – At the Anchor Agency, we admin several popular Facebook groups.

You'll be hard pressed to find an agency with the kind of social passion that we do. It's because we consistently bring the value, and know how to optimize our social media marketing efforts in a way that bring brands ROI.

We even make our strategies completely transparent – we don't just manage social media for clients, we also teach them how to do it themselves.

FACEBOOK

- Unique Posts – We will post 2 times on your Facebook page, on average, every day. This post will be a combination of custom graphics, video content, calls to action to visit the website and company – based news.
- Content Promotion – Every piece of unique content that we write and create for you will be promoted on social media. Not only will this increase the number of people who will reading and viewing this content, but it will improve your SEO as well.
- Interacting with Other Pages – To help catch the eye of complementary, non-competing businesses. This will lead to more sharing of company content and status updates and introduce people to the brand.
- Creating Custom Images -We will create a minimum of two custom graphics per week but often that number can be as high as two or more a day across the channels depending on what the objectives are.
- Customer service – Whether people are happy or unhappy about a program or product, they'll often head to social media to voice their options, we'll respond to any feedback that's received promptly and courteously. We'll also answer any questions that potential users may have or, when your team is better suited to respond, we'll bring these comments to your attention to ensure a quick follow up.

TWITTER

- Daily tweets – We generally tweet an average of 2 times each day. Approximately 20 -30% of the content will usually be self-promotional, the rest of the focus will be on providing value to the community and interacting with the company' target audience.
- Hashtag Creation and Management – We'll keep a close eye on trending topics, and when appropriate, jump in on the conversation using the appropriate hashtag. This will help increase visibility of the company as well as lead to more followers and interaction.
- Interacting for PR Purposes - One of the most effective users of Twitter is as a PR tool Journalists are active on Twitter and regularly use it to find sources to quote in their articles. We'll create lists of journalists, bloggers and industry influencers to target on Twitter, build relationships and introduce them to the company. This is one of the best ways Twitter can deliver ROI and a method that is likely to give you a unique advantage over your competitors.
- Content Promotion – We'll continually share company content which will help drive traffic to the site and raise awareness of the brand. This also send signals to the search engines that your content is worth sharing which can help improve the site's SEO
- Customer Service – We'll monitor for people tweeting about the company even if they don't @ them directly. If they have something awesome to say we'll make sure to retweet, favorite and let everyone know. If they have something negative to say we'll let you know and respond to them promptly and courteously. And if they have questions, we'll help you answer them right away.
- Keyword Monitoring – We'll use Hootsuite to monitor for people talking about particular topics relevant to your company and jump into interact when appropriate.
- Twitter Chats – We can participate in one Twitter chat per month on behalf of your brand. If no Twitter chats exist, we can create and manage our own (this isn't easy, but we know what we're doing)

PINTEREST

- Original Pins - We'll create original pins that will promote the company and engage people who love what it offers, but don't know it yet. Infographics with tips, humorous memes, images showing your product in a lifestyle context, etc. are all great types of content that will get repined and put the company in front of the right audience. An average of three per day is included.
- Engagement - Interacting and pinning content from other sites that have a "Pin It" button next to them will help to build the relationships you need to bring the company to the next level. This will also ensure that you're not being viewed by users as being overly self-promotional. In addition to creating original pins, we will look for valuable appropriate pins from other accounts to share and research their pages to ensure you're not sending your followers to any bad links.
- Creating Boards - We'll create an average of one new board a week based on what your followers are interested in. We can also consolidate, clean up and when prudent, delete old or underperforming boards that can lower your ranking.
- INSTAGRAM
- Optimizing Your Profile - If you're just starting out on this channel, we'll ensure that you're set up correctly as a business account and linked to your Facebook page. We'll optimize your bio and edit your profile as needed so that you have a professional presence that attracts followers and converts them into loyal customers.
- Engagement - We will strategically follow the accounts that you need to be engaging with (both influencers and potential customers). We will like, comment and reshare IG posts relevant to your followers' interest and your marketing objectives.
- Posting - Similar to Facebook management, we'll create an average of 2-3 IG posts per day (including occasional videos and stories when relevant). We will research the most effective hashtags for every post and optimize the size and content of each image created on your behalf.
- Bio Editing - Instagram often acts more as a branding tool than a traffic generator in the traditional sense. However, we can change the URL in your bio each time we create a new post so that others will be encouraged to click through to your website from their IG. Additionally, we can create stories with links back to your content for additional traffic.

LINKEDIN

- Updates - We will create an average of two posts on the company's LinkedIn page which will be targeted to this channel's interests. All blog posts, articles and press mentions will be promoted via the page as well as things that are uniquely targeted to this channel like B2B content and job postings. We will tag other users and implement the best hashtag strategy to get your posts seen.
- Interaction - We will follow other LinkedIn pages, focusing on thought leaders and companies that are related to your brand, but are not your competitors. We'll share their content periodically when it is the type of content that speaks to your audience.
- LinkedIn Group Involvement - We can join and engage with members of LinkedIn groups via your profile. This will increase engagement from those not already following the company page and drive traffic back to the website. We may join up to 5 group discussions a week. This includes promoting content from the site when appropriate.
- LinkedIn Group Management - If your account has a group set up, we can post regularly in your group and jump into the discussion's others are having when appropriate. If you don't have your own group but would like to start one, we can advise and assist in that process as well, giving you the ability to control the conversation and become a thought leader on the channel.

GOOGLE MY BUSINESS (GMB)

- **Google My Business Listing Creation** - GMB is more than just a social network — it's also the most powerful local directory listing you can maintain and the single most important thing you can do for local SEO. We can create a GMB page to specs that makes your brand look incredible, optimized for the keywords you want to rank for.
- **Google Posts** - Weekly GMB posts are almost like a shortcut to ranking high, at least in local search. When a user within your service area searches for a business like yours, they'll see local results — including your Google My Business listing — before they even see the top-ranking results in first-page SERPs.
Not to mention, making sure that your brand voice matches across all the different channels

ANALYTICS AND REPORTING

Included with your social media marketing package, you'll receive a thorough progress report each month, detailing:

- Increases in social media following, referral traffic and engagement
- Changes in site traffic
- Referral traffic - interesting referrers, percentage increases, etc.
- Popular content - this helps to determine what your followers are most interested in
- Opportunities via PR and social media
- Interesting stories the brand may be able to take advantage of
- Recommendations on where to focus efforts for the following month

Facebook

Twitter



KEYWORD RESEARCH & COMPETITIVE ANALYSIS

The place where most new clients start is with keyword research and competitive analysis- this is because before we can start implementing a strategy, we need to develop the strategy in the first place.

The Anchor Agency keyword research and competitive analysis report helps to inform your overall digital marketing strategy moving forward. By the time we're finished with the report, we have a thoroughly research plan of attack that clearly directs your marketing activities.

This package includes an evaluation of your company's digital presence and two competitors of your choice, as outlined below:

SEO ANALYSIS

A full SEO analysis for your website. This includes a complete list of keywords to targets, plus a thorough evaluation of two competitors, as outlined below:

- Helping to identify keywords to integrate into your sitemap, copy, and identifying opportunities to create cornerstone content as the website is developed.
- The above will also help dictate what kinds to topics should be covered in the content first.
- Identifying the 'easy wins' and low-hanging fruit: your existing site content. We'll check out which pages are currently driving some organic traffic, but are prime targets for revamping to bump the pages up the SERPs.
- A large list of highly targeted keywords to go after with website the blog copy.
- 15 blog content topic suggestions based on keywords, including descriptions of the suggested posts
- How much your competitors spend on AdWords campaigns per month?
- Which keywords they're ranking for, and the corresponding pages on their site that drew the search traffic.
- Which sites link to theirs (where they're getting media coverage/backlinks from).
- Graphic representation of both their organic search traffic and their estimated AdWords spend.
- All keywords will be vetted to make sure you actually have a chance of making the top 10 of the SERPs. We'll also prioritize the list of keywords for you, starting with the low hanging fruit (keywords you're already renting well for, but could tweak the pages to improve your position).
- Up to one hour of technical SEO consulting with your website developer, to make sure industry best practices are followed and your site is foundationally set up for success from an SEO perspective.

COMPETITIVE ANALYSIS: PR AND SOCIAL MEDIA MARKETING

We'll also run a full competitive analysis against two competitors of your choosing, which includes:

- A review of their blogging strategy (if they have one)
- A review of their online PR strategy, including press releases and marketing collateral (if available)
- An analysis of executive PR – are they writing articles of other sites, to establish expertise and drive leads?
- A review and analysis of their media coverage. What angles did reporters tend to go with? What stories got the most engagement and shares?
- A review of where they're focusing their social efforts, which channels and types of posts are most successful
- Identifying industry influencers
- Identifying media outlets worth targeting

RECOMMENDATIONS FOR THE FUTURE

After we've pulled the complete competitive analysis, we'll identify which strategies have worked well (or not) for others in your industry.

We'll outline a digital marketing strategy that will include content ideas that implement the right SEO keywords, suggestions for how to generate earned media coverage via PR initiatives, and what kind of tactics should be employed across each social media channel

Once we've delivered the report and your team has had a chance to review it, we'll schedule a walkthrough conference meeting/ call to go over any outstanding questions and review the recommendations.

Post report review, on hour of technical SEO consulting is included in the package, and we're happy to coordinate with you to make sure that the keywords are properly incorporated throughout the site.

Testimonial

“THE ANCHOR AGENCY PROVIDED US NOT ONLY WITH THE ULTIMATE SET OF TOOLS TO ACCOMPLISH EFFECTIVE DIGITAL PR, SEO, AND SOCIAL MEDIA SERVICES.

THEY PROVIDED US WITH AMAZING CUSTOMER SERVICE AND AN ATMOSPHERE THAT TRULY REFLECTED HOW MUCH THEY CARE ABOUT OTHER'S SUCCESSES.

THE TEAM AT ANCHOR AGENCY, WITHOUT A DOUBT, ENJOY WHAT THEY DO. CAN'T RECOMMEND THE ENOUGH!”

Bwoye Charles, MD- Bin It Services.

TECHNICAL SEO

Technical SEO is what makes your website crawlable, indexable and easy to understand for search engines. If you don't build your website to Google's specs, it could hurt your visibility on the search engine results pages (SERPs)

In other words, even if you're publishing content following SEO best practices, you may not gain organic traffic if you have serious technical issues keeping you from ranking well.

Unlike SEO content writing and on-page optimizations, resolving technical SEO Issues requires web development skills

Many SEO specialists will perform a site audit and give you a list of recommendations to give to your developer, and it's difficult to find web developers with deep SEO expertise.

If you have a WordPress website, TC can do both! We can provide you the full audit and recommendations to give to your developer, or we can make the remediation ourselves. We have the requisite HTML, CSS and PHP skills on hand to clean up your site's code without having to hire a separate developer (usually at much steeper rates than we charge), and we've succeeded in making websites load faster in the process.

TECHNICAL SEO AUDIT

We don't just pull a PDF report from SEM rush and call it a day. We gather data from multiple sources, including SEMrush (technical and on-page SEO). GT matrix (speed and performance) and Google Search Console (mobile friendliness and structured data testing) to give you a holistic view of your technical SEO posture.

We then synthesize all that information to provide you a list of recommendations – explained in plain English (not the technobabble of an automated export!) – and the priority level of each required optimization.

We'll audit every page on your site to uncover technical issues that could be impacting your SEO performance, including:

- Lack of SSL/incorrectly implemented SSL
- Duplicate content
- Slow site speed
- 4XX errors (404 pages, broken internal links)
- Mobile friendliness
- Crawl depth
- Robots.txt and sitemap.xml errors
- Orphan pages
- No index and no follow tags
- Improperly optimized on-page factors: titles.H1s, H2s, image alt text, meta descriptions, Schema markup

We'll the send you a detailed report listing all the issues that need remediation, as well as a scope of work estimating the time it will take to complete all remediation.

TECHNICAL SEO UPDATES

Depending on your audit results, you need very few changes to bring your site to full health, or you may require more substantial issue resolution. For technical SEO, you can only pay for the work you need.

We provide conservative quote estimates so that you're never hit with any final invoice "surprise"

Remediation

We'll start by tackling issues we uncover in your site audit in order of priority, from implementing 301 redirects on broken internal links to optimizing images, implementing a CDN and configuring caching to give your site a significant performance boost. You'd be amazed at how quickly we can write optimized alt text on hundreds of image assets!

Optimization

We don't just fix technical SEO problems- we also optimize your site to make it ahead of the curve. This includes:

- Performance and speed updates: Page loading speed and SEO go hand in hand. Mobile speed is a Google ranking factor, and 40% of users abandon pages that take more than 3 seconds to load. We'll configure caching, magnify HTML and compress images to give you a speed boost.
- Schema and structured data markup: Rich cards are more visible in search than even #1 ranking results. We'll implement structured data markup to help you get that prized SERP real estate.
- Engagement optimization: Time on site is an important metric in SEO, and we'll help you keep user attention longer using "target blank" markup on external links, adding strategic internal link opportunities, and adding anchor-linked tables of contents where appropriate.
- Engagement optimization: Time on site is an important metric in SEO, and we'll help you keep user attention longer using "target blank" markup on external links, adding strategic internal link opportunities, and adding anchor-linked tables of contents where appropriate.

DIGITAL CONTENT MARKETING

Content is the king of today's marketing environment. The most successful brands in the world have developed detailed content strategies that help them inspire, entertain, and educate their target audiences. At the Anchor Agency we specialize in helping our clients plan, produce, and promote content that drives audience engagement and conversions. Our full suite of content services includes:

- Digital Content Strategy
- Content Production
- Video Production
- Graphic Design
- Multi-language Content

Whether you're producing blog posts, images, or videos, the Anchor Agency can be trusted to support your content marketing efforts. If you are looking for content, you've come to the right place. Effective content development is at the core of everything we do here. Every successful Facebook post, email campaign, and landing page starts with great content. This proposal here? More content.

We're content experts, and know what it takes to create compelling content that leads the viewer down a path to purchase. We've developed several graphic posts content which often pay for themselves many times as they climb the SERPs and continue to deliver traffic and sales.

Our goal is to create ROI for you, so we can keep the arrows green and pointing upward in the reports. Happy clients are long-term clients, and we have great retention rate. It all starts with the right kind of content strategy.

CONSULTING & STRATEGY DEVELOPMENT

Having an existing marketing team and strategy in place, but it's not quite yielding the results that you're looking for?

Want to maximize the efficiency of the team you already have, without making any staffing changes?

Just want a "sanity check" on where you're at, and the efforts that you're employing to get where you want to be?

Not sure if your current agency is doing what they should be doing and want an objective third-party opinion?

We've got you covered!

In many cases, companies come to The Anchor Agency for an objective, an honest third-party perspective on their current efforts and strategies. This type of consulting work is customized per company – or agency – and is a one-time service that provides both a high-level overview and in-depth series of recommendations for.

- Areas for improvement (and maximizing your current spend via strategy shifts)
- The low-hanging fruit is from an ROI perspective
- Missed opportunities that you can start capturing. Immediately
- An analysis of your current agency's performance, and areas where they may be lacking
- Quick fixes that will achieve long term results (Usually, in technical SEO, conversion optimization or PR)
- Many others, depending on your specific situation, need and objectives

PUBLIC RELATIONS

The right PR campaign can deliver millions of dollars' worth of ad placement – we've done it in the past and we'll do it again.

This is also an area where we practice what we preach – The Anchor Agency employees have passion worth of experience in PR – and we've got the contacts to match. Over the year we've worked with journalists at just about every major media outlet you can think of, and we can work those contacts to help tell your brand's story.

Each client we work with is different, and we'll meet with you to find out what your story is, and how we can help you tell it to as many people as possible. There are never any guarantees with PR, but we can guarantee that you're in highly capable hands with us.

PR SERVICES

Strategic Campaign Development

Creative campaign development is one of our favorite parts of the job – it's also a critical aspect of your overall PR strategy. We'll work with you to identify stories that the media will be likely to latch onto and then work to get the word out via press release, social media and content initiatives.

This can include anything from securing and managing brand ambassadors to developing a survey to generate unique statistics that we can then pitch to reporters (we have 100% success rate with this tactic, by the way). Bottom line: when there isn't news, we can help you create it. When there is news, we can help you amplify it.

We'll work with you to come up with up to two strategic campaigns per year, and additional budget may be required (for example, if we have to pay a survey company to get patchable stats)

Additionally, we'll help you maximize the earned media coverage we generate for your brand. We'll coach you through best practices for social sharing and connecting with other influencers in your space.

We also offer media coaching; in the event your interview skills aren't ready for prime time yet. It can be intimidating to have the spotlight shinning on you, and we'll help make sure you're ready for all major interviews with talking points outlines ahead of time.

Identifying Guest Blogging Opportunities

Another strategy to improve SEO and drive traffic to the company's site is to write content and get it published on other websites. These posts will feature favorable SEO anchor text that links back to the company's website, increasing brand visibility and backlinks. This will help reach more of your target audience.

Analytics and Reporting

You'll receive a thorough report each month, detailing:

- Progress on PR – what's pending publishing, what we're currently working on and what we're lining up for the future
- Earned media coverage secured for the month
- Social share of the coverage
- Interesting stories the brand Amy be able to take advantage of

EVENTS MANAGEMENT

We'll send two Anchor Agency team members to any event that you'd like us to on behalf of your business. This includes conferences, trade shows, parades, festivals and other promotional events,

In our experience, being there to focus on social media interaction live and in person makes a huge difference.

Social Media

- Taking photos and short videos and uploading them to social media during all events
- Monitoring the event hashtag for who's talking about your company and connect with participants via Twitter to keep the conversation going
- 50+ tweets throughout the course of each event
- 100+ high quality photos per event for Facebook/website/Instagram

Public Relations

- Identify journalists who will be present at the event by collecting organizers for media lists, pitch additional journalists not already scheduled to attend if necessary.
- Creating Twitter lists of journalists who are scheduled to attend the event and interact with them before, during and after the event in order to help secure placement.

WEBSITE DESIGN AND DEVELOPMENT

Your website is the centre of your digital presence. It's one of the few places on the internet where you can deliver your brand's message free of distortion or distraction. The Anchor Agency's web development services are perfect for brands at any stage.

Our web development team can help you build your brand's website from the ground up. We specialize in building websites that tell a unique brand story while meeting the expectations of today's most discerning consumers.

If your website is already built but isn't performing to expectations, we can perform a detailed audit and work with you to improve site architecture, design, and responsiveness.

Our website content is designed to clearly outline your brand's value proposition, as well as help convert website visitors into buyers.

The Anchor Agency's Process for developing website copy is as follows:

1. Following contract signing, we'll schedule a call to go over any outstanding questions before we move forward with content production.
2. Completed pages of site copy will be tricked in as they're completed, so you can provide feedback as the content is being developed.
3. Remaining pages will be sent in on a schedule that's been mutually agreed to.



EMAIL MARKETING

One of the fastest paths to monetization is email marketing – you do have a plan for that, right? If not, we can help you develop a comprehensive campaign that will keep your list warm and ready to convert. We know what we're doing here- we're successfully monetized our own email list for years, and get more than 40 new subscribers every day.

Are you currently GDPR compliant? If not, we can change that. We work Active Campaign, Infusionsoft, MailChimp, and all your favorite email marketing systems.

We can help you craft targeted if /then sequences by the subscriber's behavior, so your automations will feel anything but automated. We can also help you generate new subscribers via Facebook groups, downloads assets (like templates, guide, etc.) with both traditional and creative tactics we've developed over the years.

ANALYTICS AND REPORTING

With any ongoing content development contract, you'll receive a through report each month, detailing:

- Changes in site traffic
- Referral traffic – interesting referrers, percentage increase, etc.
- Popular content – this helps to determine what your viewers are most interested in, so we can generate more of it (and link more to existing popular content)
- Interesting stories the brand may be able to take advantage of



Anchor

Akamwesi Complex - New Port Bell Rd.

P. O. Box 8423, Kampala (U).

agency.anc@gmail.com

+256 772 659 668 +256 755 966 901