LILAC JAMES CO LTD

MARKETING CONSULTANCY
The SEO, Social Media Management and Paid Advertising Experts
We deliver exceptional digital marketing solutions, allowing you to focus on what you do best.

MISSION

We deliver consultative and transformational marketing services which empower businesses that struggle to deliver consistent and effective marketing. Our tailored consultancy enables growth and realises dreams, allowing our clients to focus on what they do best.

WHY

Good Businesses are the backbone of society and a force for good in the world. We continuously see great businesses outperformed by competition and failing to reach their potential due to a lack of consistent and effective marketing which manifests as a lack of leads and sales. We exist to transform the futures and fortunes of those we serve and it is for this very reason we consistently over deliver and improve each day.
Our Marketing Services Drive Leads and Sales.

IT’S OUR PASSION!

QUALIFIED MARKETING CONSULTANCY

OVER 50 YEARS IN HOUSE MARKETING EXPERIENCE

5 STAR REVIEWED

IN HOUSE TRAINING PLATFORM

DELIVERED FOR HUNDREDS OF COMPANIES ACROSS MULTIPLE SECTORS

10+ YEARS AS DEDICATED DIGITAL MARKETING AGENCY

GOOGLE PARTNER
TOP 3 CUSTOMER PAIN POINTS

LACK OF LEADS
Businesses need a consistent stream of qualified leads, there is nothing more worrying for a business than low or declining enquiry levels. Without qualified leads you can’t make sales, without sales you have no cash, without cash you have no business.

LACK OF TIME AND SKILLS
Digital marketing is a fast-changing arena, what worked 12 months ago will achieve limited results today. Businesses focused on delivering their product and service often struggle to stay up to date, to understand what’s changed, to retain in house skills and adapt their marketing tactics accordingly.

WASTING MONEY
Effective marketing pays for itself via a steady stream of inbound leads that convert well. Poor marketing can waste a significant amount of money and portray the business in a very poor light.

OUR PROCESS
(ALL SERVICES)

FACT FINDING
We spend time understanding your business and identifying your target market. We research your keyword and traffic opportunities, channels to market and competitors. In short – where are you now and where could you be?

DIGITAL MARKETING REVIEW
Using our experience and a range of software tools we complete a FREE and thorough review of your digital marketing. This will include keyword research, Google rankings, website review plus social media engagement and opportunities.

CONSULTATION
We present the results of our digital marketing review and provide recommendations of how best to achieve your marketing objectives across all channels.

PROPOSAL
We will provide a clear, detailed proposal including costs. We will recommend the best and most effective strategies for your business within your budget.

DELIVERY
At this point, should you decide to utilise the services of Lilac James, we will take care of everything, leading you in the delivery of your outsourced marketing needs. All costs are agreed up front with no long-term contracts.
SEO

Our proven and highly effective SEO services increase the quality and quantity of web traffic to your website from search engines.

SEO is fast evolving and we continuously keep up to date by heavily investing in our team and our software so we can deliver the most effective SEO strategies for our clients. SEO works fantastically at the Desire stage of the sales pipeline as if you optimise correctly, you will appear highly in your customers' Google results.

Our fully managed SEO service means you won’t lift a finger. We take care of everything including:
- Keyword strategy.
- On and off page optimisation.
- Content Strategy.
- Technical SEO.

1. **STEP 1**
   - **IDENTIFICATION**
   - Identification of short and long-tail keyword targets and current levels of competition.

2. **STEP 2**
   - **MONTHLY REPORTING**
   - Monthly reporting including Google Analytics traffic data, Social Media engagement, and Google Rankings.

3. **STEP 3**
   - **ON PAGE OPTIMISATION**
   - On page optimisation for all product and service related keyword opportunities.

4. **STEP 4**
   - **ONGOING CONTENT STRATEGY**
   - Attracting traffic to unique, informative keyword related content.

5. **STEP 5**
   - **BACK LINK ANALYSIS**
   - Understanding good & bad links, building relevant, authoritative links to protect and improve position.

6. **STEP 6**
   - **TECHNICAL SEO REVIEW**
   - Analysing and rectifying all elements including load speed, mobile responsiveness, hosting and indexing.

SOCIAL MEDIA MANAGEMENT

Social Media is a fantastic place to identify, attract and engage with prospective clients. A lack of training however often results in these channels not being utilised effectively.

45 Million people in the UK use social media channels - 67% of the Population!

Businesses who harness the power of social media forge ahead of the competition. Social media activity often works at the Awareness and Interest stage of the sales pipeline meaning that once the customers' need has solidified users will convert better and faster.

1. **STEP 1**
   - **UNDERSTANDING YOUR BUSINESS**
   - Understanding your business and your target customers. Who are they and on what channel are we most likely to interact with them?

2. **STEP 2**
   - **ANALYSING YOUR COMPETITORS**
   - Analysing your competitors on those channels, how are they communicating? What is your USP in relation to the customers' needs?

3. **STEP 3**
   - **CREATING CAMPAIGN CONTENT**
   - Creating engaging paid and unpaid campaign content to be split tested across the chosen channels.

4. **STEP 4**
   - **MONITORING**
   - Monitoring, measuring and adapting ongoing campaigns utilising a variety of tools to measure real time results.

5. **STEP 5**
   - **MONTHLY REPORTING**
   - Ongoing monthly campaign reporting including Google Analytics traffic data, goal conversions and sales.
GOOGLE ADS

Our proven and highly effective PPC services can drive highly relevant, interested traffic to your website irrespective of your organic SEO position.

A Google Ads PPC strategy is extremely flexible and can be instantly adapted to the season, your budget and the marketplace.

Our fully managed PPC service means you won’t lift a finger. We take care of everything including:

- **Keyword strategy**
- **Campaign creation**
- **Ad group set up**
- **Copywriting for Ads**
- **Designing display adverts**
- **AB split testing**

**MONTHLY REPORTING & RECOMMENDATION**

Monthly reporting including detailed recommendations, Google Analytics traffic data and goal conversions.

**IDENTIFICATION OF KEYWORDS**

Identification of short and long tail keyword targets, estimated click costs and current competitors.

**CAMPAIGN SETUP**

Set up of keyword focused campaigns including engaging ad content and calls to action.

**ONGOING AD TESTING**

Ongoing AB ad testing and daily campaign management to maximise results.

**CLOSE MANAGEMENT**

Close management of keyword match strategy ensuring minimal wastage.

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**OUR TEAM**

At Lilac our team is everything – we are rightly proud of our fun, friendly, non-corporate environment and our customers like it too. We don’t blind you with science, we care, and it shows.

**KAREN JAMES**
Director

**JAMIE STENTON**
Business Development Manager

**HANNAH ALBONE**
Digital Marketing Executive

**RINA PURDIE**
Digital Marketing Executive

**JANE DARBY**
Digital Marketing Executive

**STEPHEN NIVEN**
Digital Marketing Assistant

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TESTIMONIALS

Just a sample of some of our 5 star reviews and case studies. Please check out further reviews and testimonials on Google, Facebook, LinkedIn and Youtube.

BRODIE TOLLER
Wildtracks Ltd – SEO
I have worked with Lilac James for 3 years and find them very professional, knowledgeable and helpful. Previously the website wasn’t performing well on search engines, so we were having to spend a lot of money on Google AdWords. As a result of working with Lilac James we appear at position 1 for 60 regional search terms and because of that our ad spend has dropped. I have had a brilliant experience over the last 3 years working with Lilac James, our company keeps growing so we’ll continue working with them.

MARK LAWRENCE
5 Star Tennis Holidays
I came across Lilac James when searching online for a professional SEO company to resolve serious digital marketing issues that I was experiencing. From the outset it was clear that they were very experienced and professional. They explained exactly what the problems were and how to rectify them. They also refused to over promise, I knew I needed to take a long term view and they managed my expectations perfectly.

STEPHANIE JONES
Bedford Lodge Hotel & Spa – SEO, Social Media Management
Working with Lilac James has been great for our business. Not only have they built us a brand new website, they also look after our SEO, Adwords and Social Media advertising.

GORDON MCLEOD
St Ives Golf Club – Social Media Management
Karen and her team transformed our online and, consequently, local area presence in the space of 6 months. Our Facebook reputation, critically amongst members but also with non-members is, in a word, outstanding.

SIMON YOUNGS
Diligent Cleaning – SEO, Social Media Management and Paid Advertising
Apart from being very personable, amenable, knowledgeable and highly experienced, their greatest achievement is managing to explain the ‘dark art’ of SEO and AdWords to a lay person like me – and cause me to understand it! Nothing is ever too much trouble for any of the team and I have absolute faith in their ability to create an ethical, credible and purposeful online presence that will only serve to build my business.
If you would like to get in touch with Lilac James about any of our services or to see how we can help your business, please email info@lilacjames.com or call 01480 219355 Mon–Fri 9–5.