



LILAC JAMES
CO LTD

WHITE LABEL AND
PARTNER AGENCY SERVICE INFORMATION



BROCHURE

We deliver exceptional digital marketing solutions, allowing you to focus on what you do best whilst generating passive referral income for your agency.

Lilac James partners with other agencies on a referral basis, we are a partner you can trust to deliver exceptional results for your clients, we will be a professional representative of your company either on a white label or declared partner basis.



MISSION

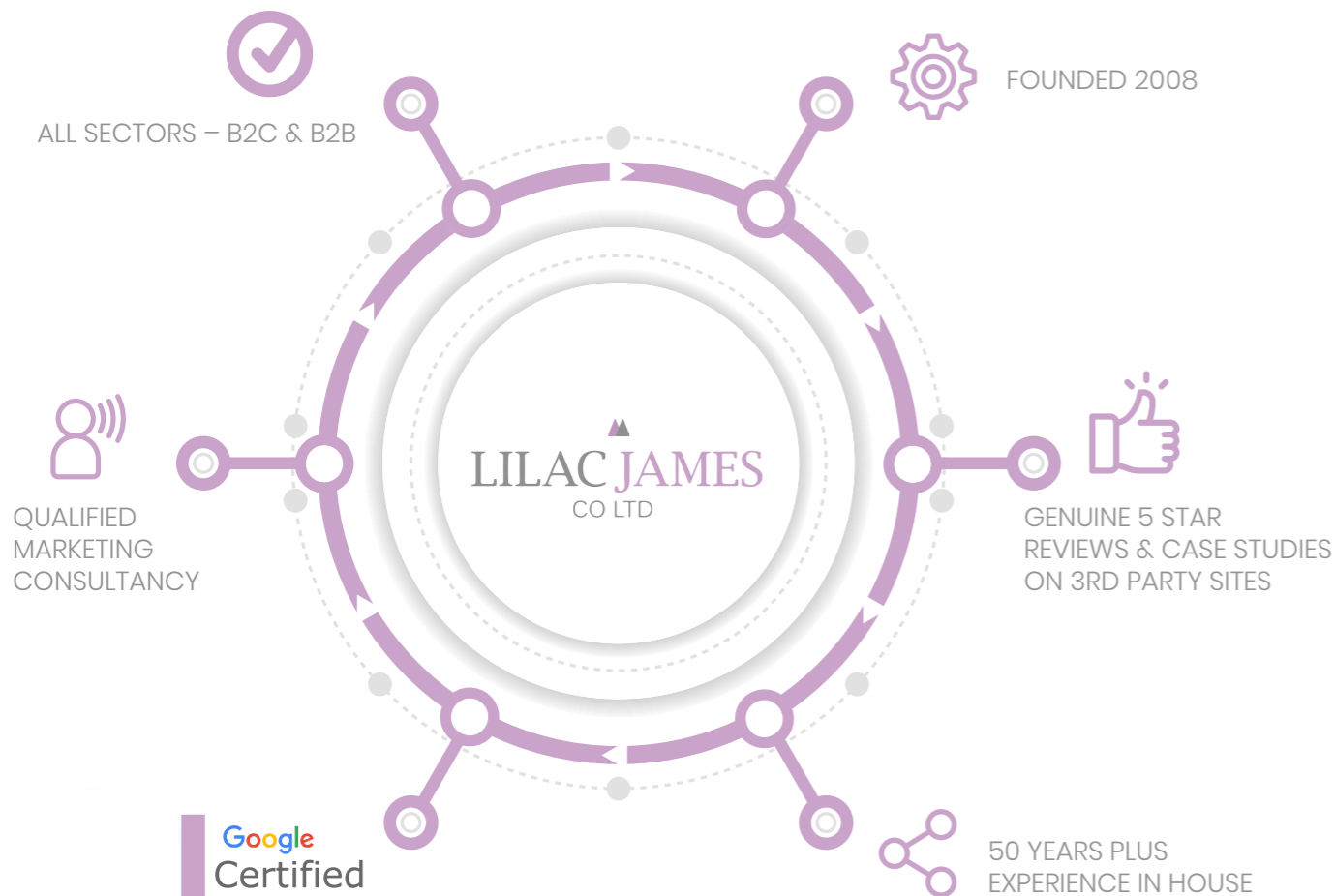
We deliver consultative and transformational marketing services which empower businesses that struggle to deliver consistent and effective marketing. Our tailored consultancy enables growth and realises dreams, allowing our clients to focus on what they do best.

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!



As a digital marketing agency, we specialise in SEO, Social Media Management and Paid Advertising. Agencies we partner with recognise that by trying to do everything yourself you water down what you are most effective at delivering.

By partnering with Lilac James you can outsource your clients SEO, Social Media Management and Paid Advertising needs without risking them engaging competitors.

We offer all partnered agencies a 10-15% ongoing referral fee for the lifetime of that client meaning you can easily generate secure passive referral income.



YOU MAY FIND YOUR CLIENTS:

HAVE A LACK OF LEADS

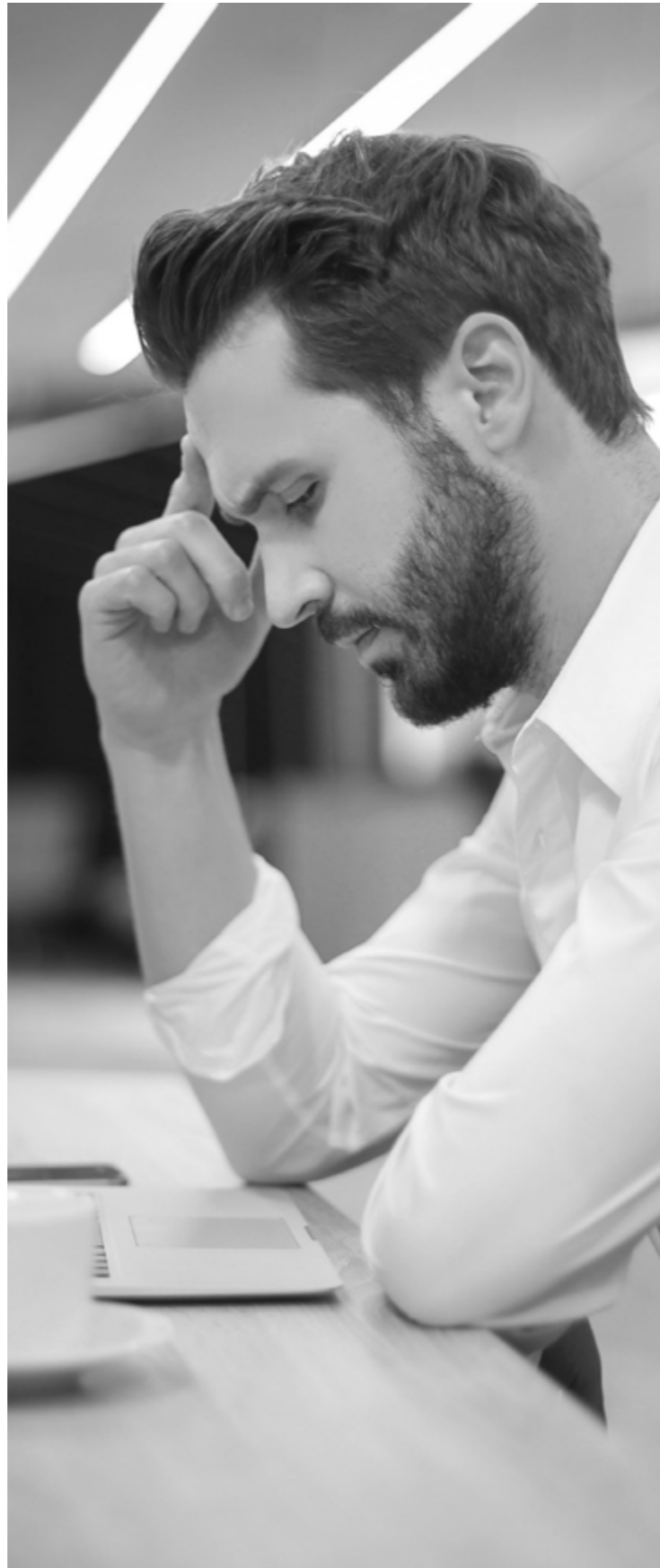
Businesses need a consistent stream of qualified leads, there is nothing more worrying for a business than low or declining enquiry levels. Without qualified leads you can't make sales, without sales you have no cash, without cash you have no business.

HAVE A 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.

ARE 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 clients business and identifying their target market. We research their keyword and traffic opportunities, channels to market and competitors. In short – where they are now and where they could be.

DIGITAL MARKETING REVIEW

Using our experience and a range of software tools we complete a FREE and thorough review of the clients 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 marketing objectives can be achieved across all channels.

PROPOSAL

We will provide a clear, detailed client proposal including all costs. We will recommend the best and most effective strategies for their business within the client's budget.

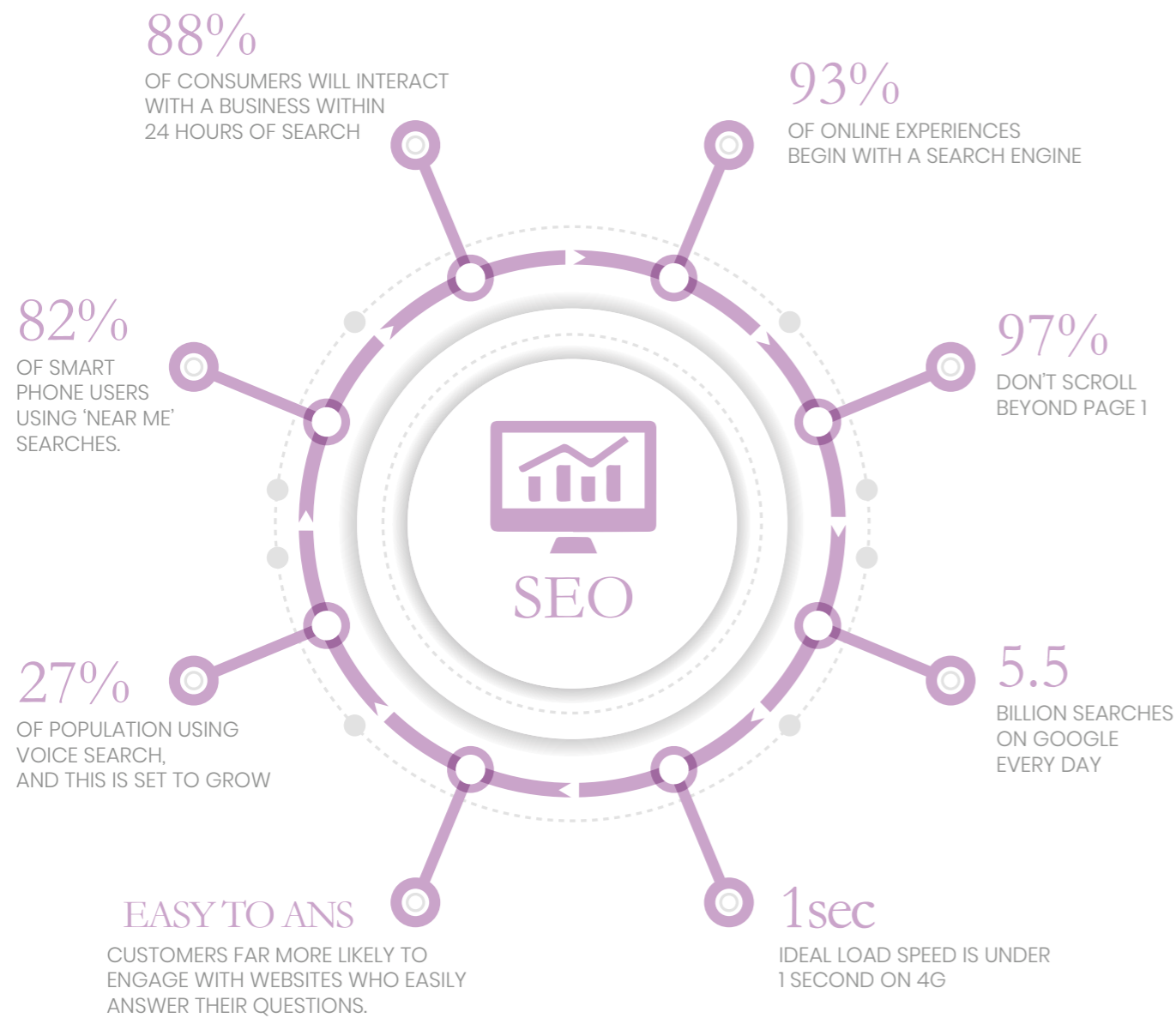
DELIVERY

At this point, if your client decides to utilise the services of Lilac James, we will take care of everything, keeping you informed every step of the way. 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 very well at the 'Desire' stage of the sales pipeline, if you optimise correctly, you will appear highly in the customers Google search 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.



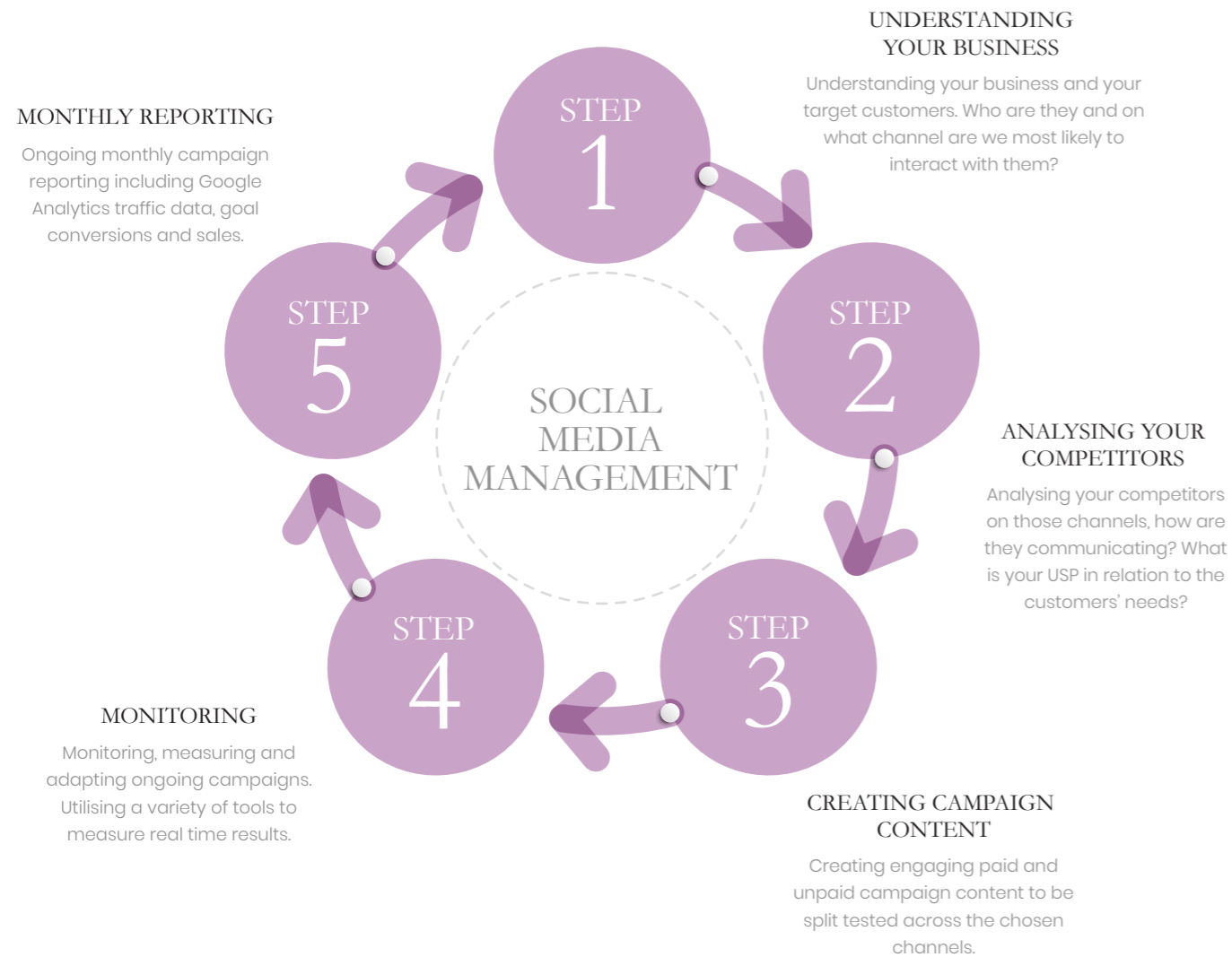
From £795 on page project cost
From £395pcm ongoing

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.



From £495pcm

Full Social Media Management Packages from £995pcm

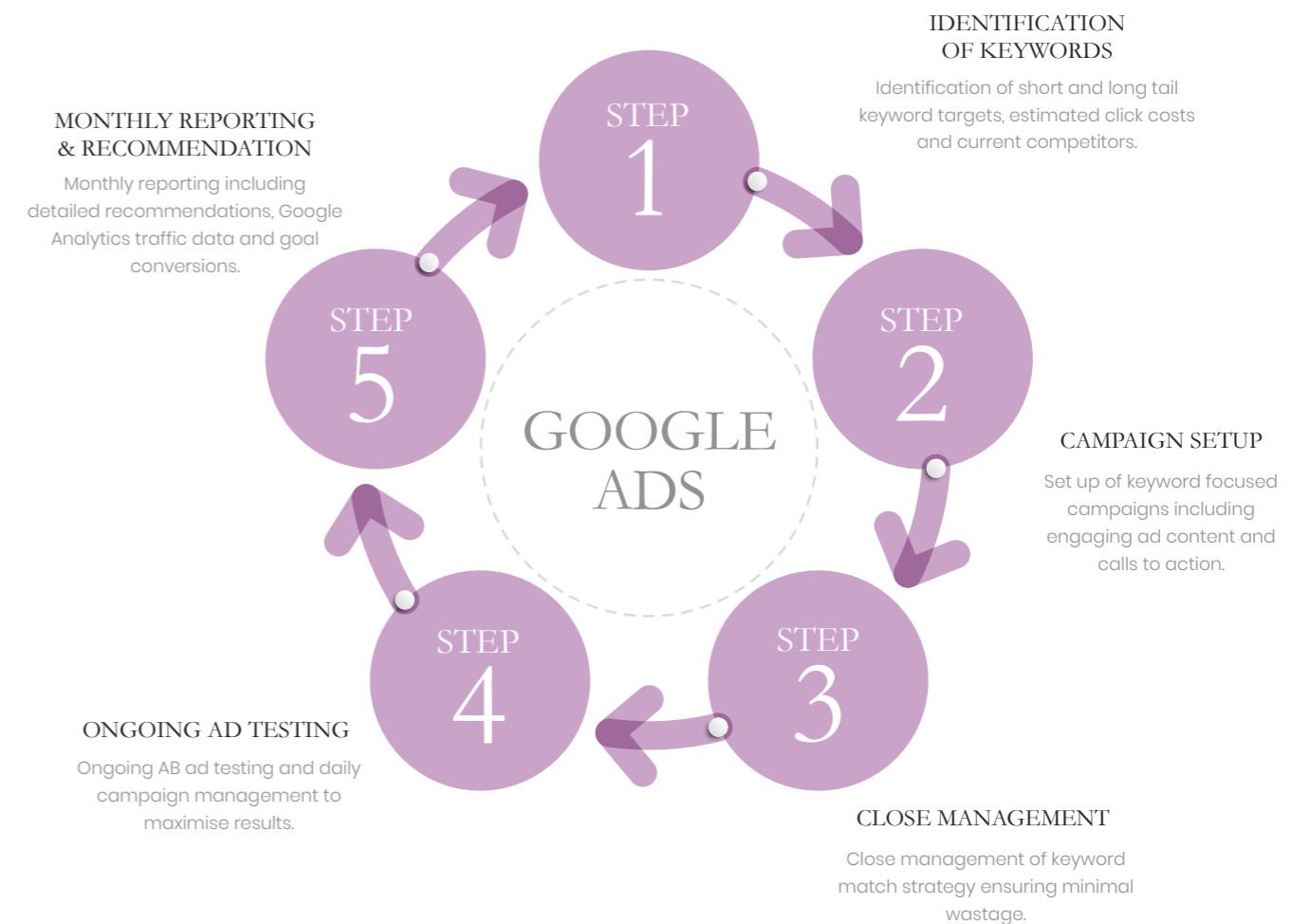
GOOGLE ADS

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



From £295 set up and 20% management fee

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 PURDEE
Digital Marketing
Executive



JANE DARBY
Digital Marketing
Executive



STEPHEN NIVEN
Digital Marketing
Assistant

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.



JAMES HAIGH

Director – We Are Sweet Ltd

I've been working with Lilac James for 3 years and I have found them to be fantastic. I have no issues recommending Karen and her team to our clients as I am confident that they will communicate professionally, their fees are reasonable and crucially they deliver the level of service that I feel comfortable recommending to my clients. We've witnessed great success on one of our clients' social media channels as a result of Lilac James' full management, as well as positive results from SEO and PPC campaigns for a number of different industries. Their reports are easy to understand and they provide helpful insights which go over and above what you would expect from an SEO and digital marketing agency. I would highly recommend Lilac James to anybody looking for help with their SEO or digital marketing.

JANE HORWOOD

Director, Catfish Web Design – Outsourced SEO

I've worked with Lilac James for several years and I can highly recommend them. As a web designer, it's important for me to have an SEO partner that knows their stuff, is competitively priced and gets results. I have used them for one-off optimisation, on-going campaigns and also training for my clients who want to delve a little deeper into the world of SEO for themselves. Lilac James are thorough, efficient, effective and a delight to work with.





STEPHEN MUCHMORE

Director - Design Agency

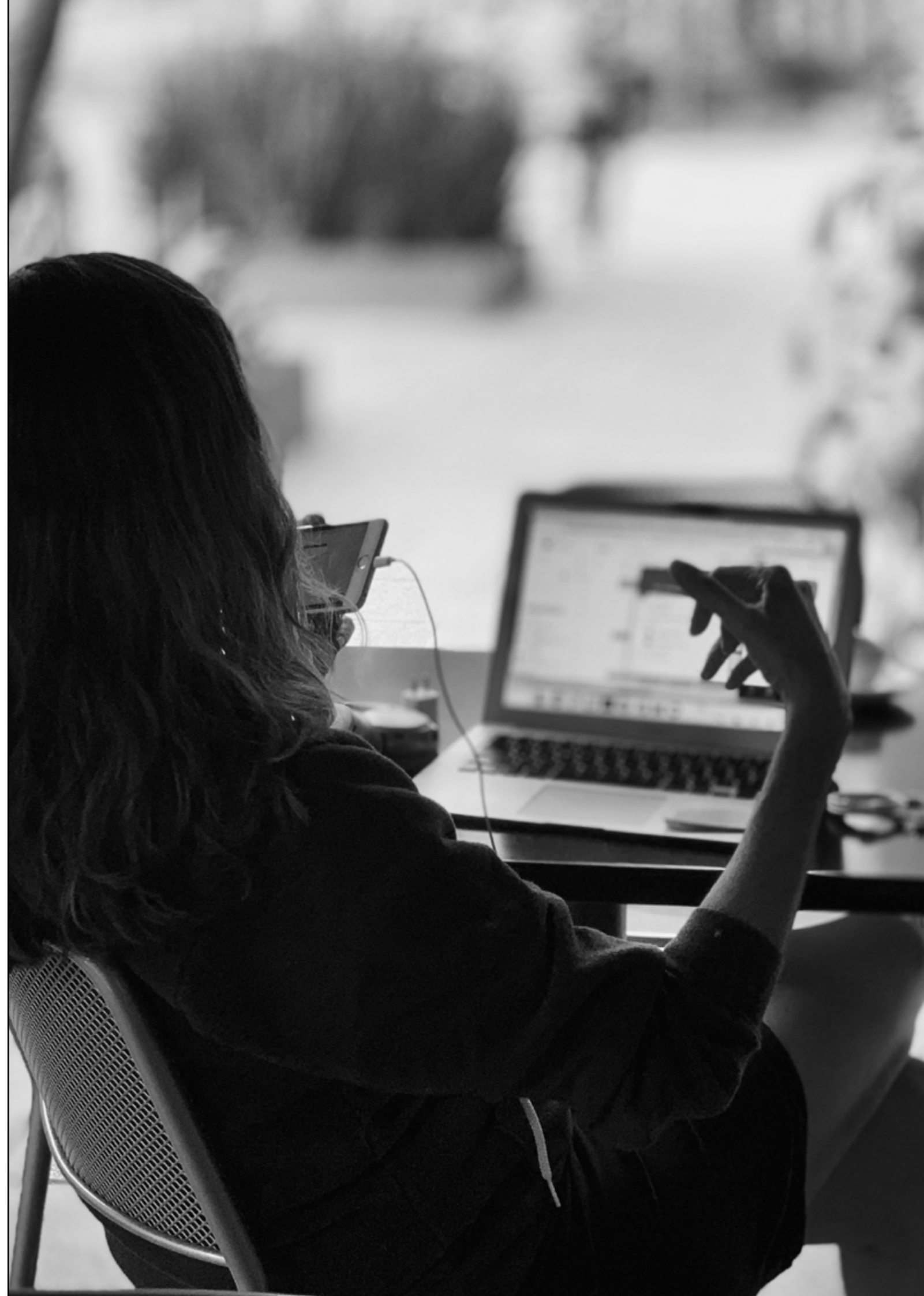
We have been working with Lilac James and using their White Label SEO/PPC services for a number of years, their work shows genuine results and their ongoing support is excellent.



KARI SEWELL

Director - Realnet Marketing

Lilac James have provided services to me on a regular basis... They are a delight to work with and an expert in their field. The circle is then completed by their excellent can do attitude and determination to meet the often tight deadlines we set. Highly recommend.





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.