



LILAC JAMES
CO LTD

MARKETING CONSULTANCY

The SEO, Social Media Management and
Paid Advertising Experts



BROCHURE

We deliver exceptional digital marketing solutions, allowing you to focus on what you do best.



MISSION

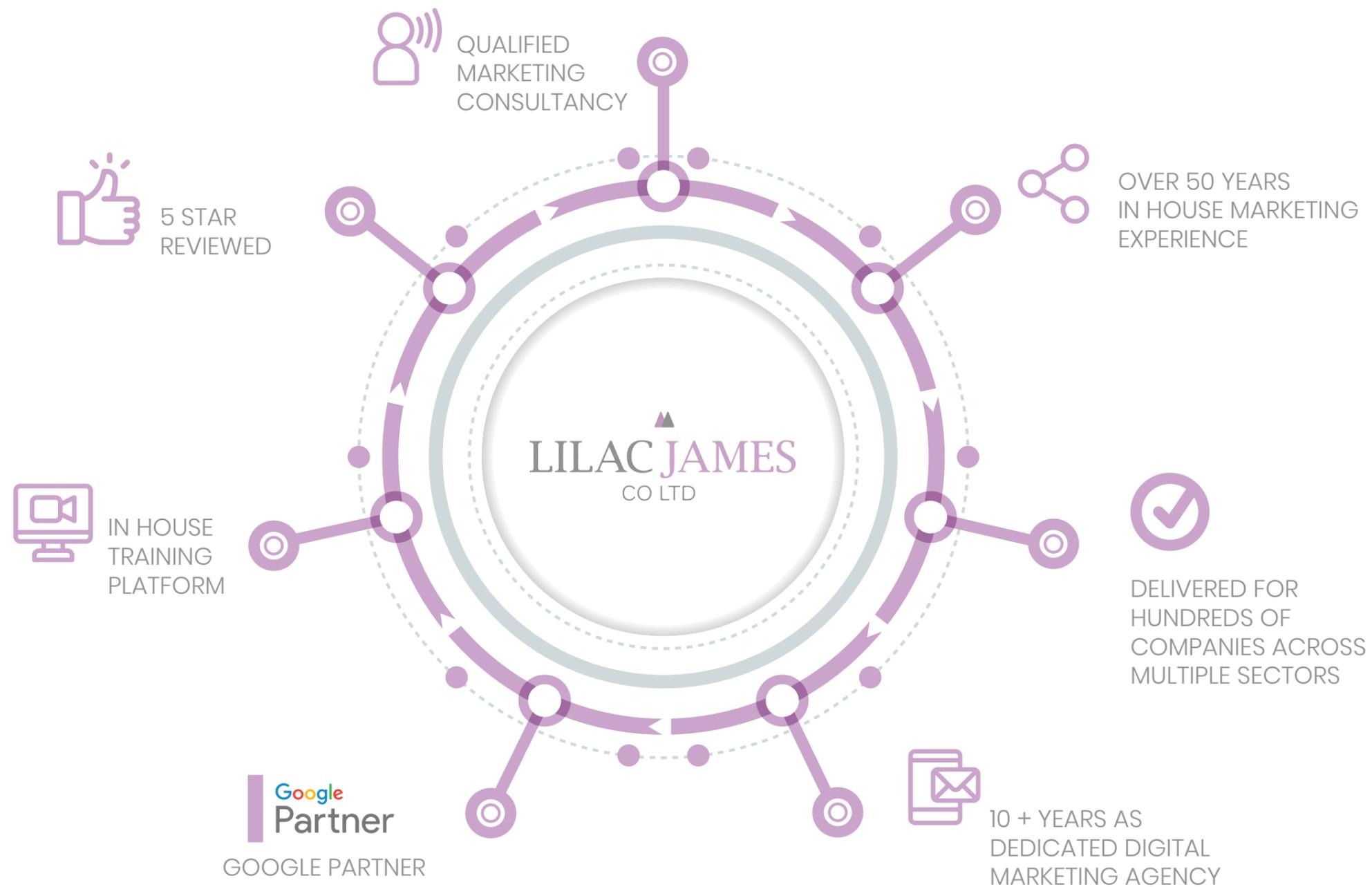
We deliver consultative and transformational marketing services which empower businesses that struggle to deliver consistent and effective marketing. Our tailored consultancy enables growth and realises dreams, allowing our clients to focus on what they do best.

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!



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.



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.



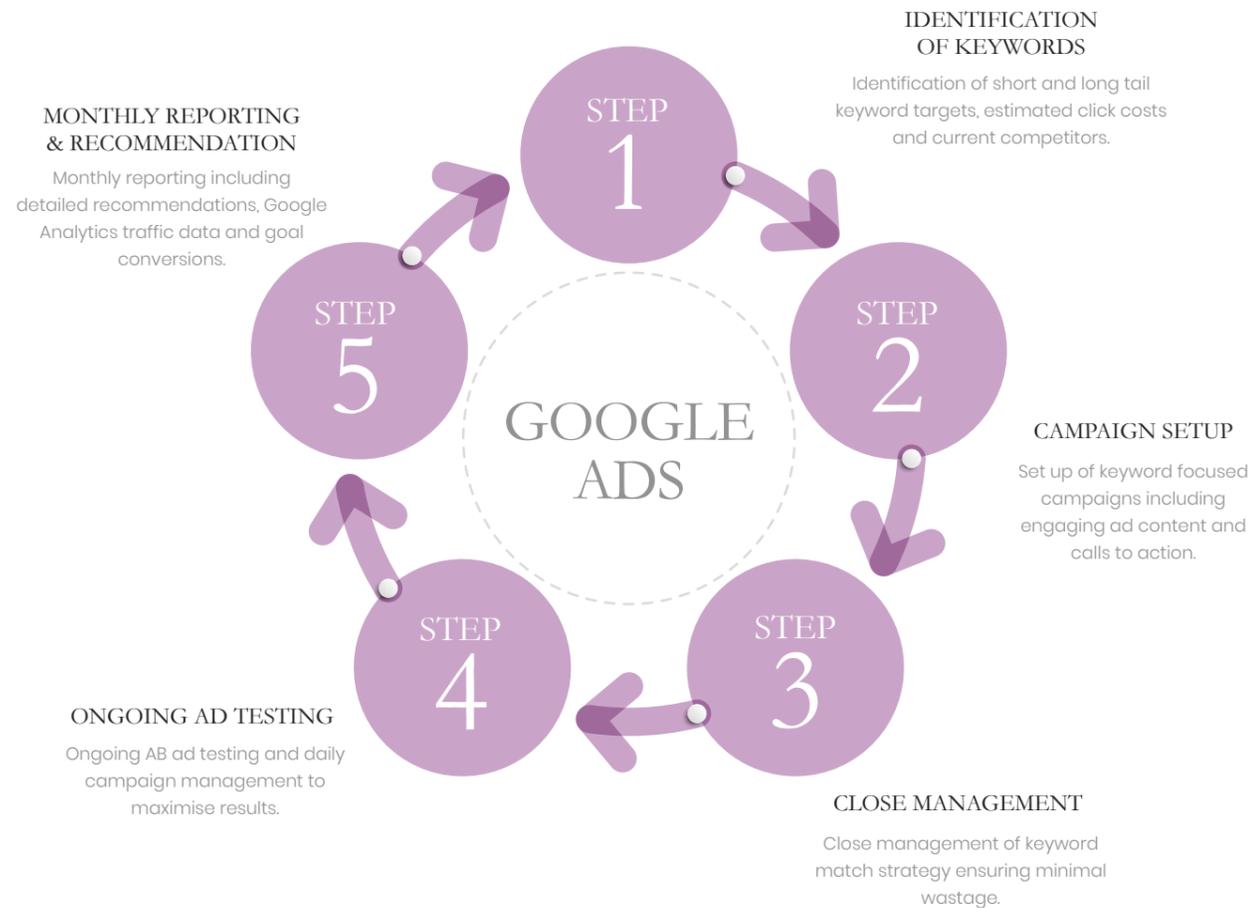
GOOGLE ADS

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



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

TESTIMONIALS

Just a sample of some of our 5 star reviews and case studies.

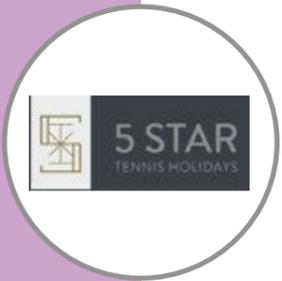
Please check out further reviews and testimonials on Google, Facebook, LinkedIn and Youtube.



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.

Increased organic website traffic by 60%

Secured 30 key page one positions

Increased social media traffic by 75%



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.

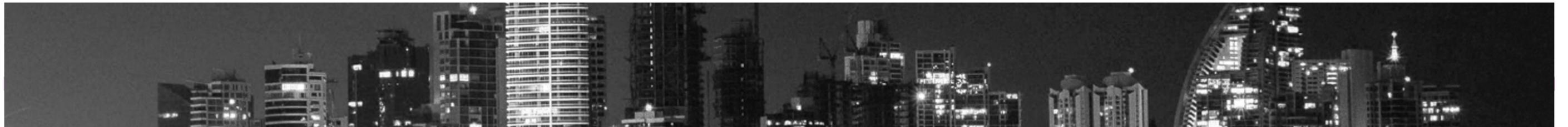


SIMON YOUNGS

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.