



Care Advisers.Uk

Google Profile & Web Development Proposal

We help Care Homes tell their story

Scope of Services



12 Month Marketing Plan

We'll provide a written marketing plan that takes stock of your current position, and then lays out the specific strategies and activities that we'll do to help your company reach your lead generation goals within one year.



Target audience

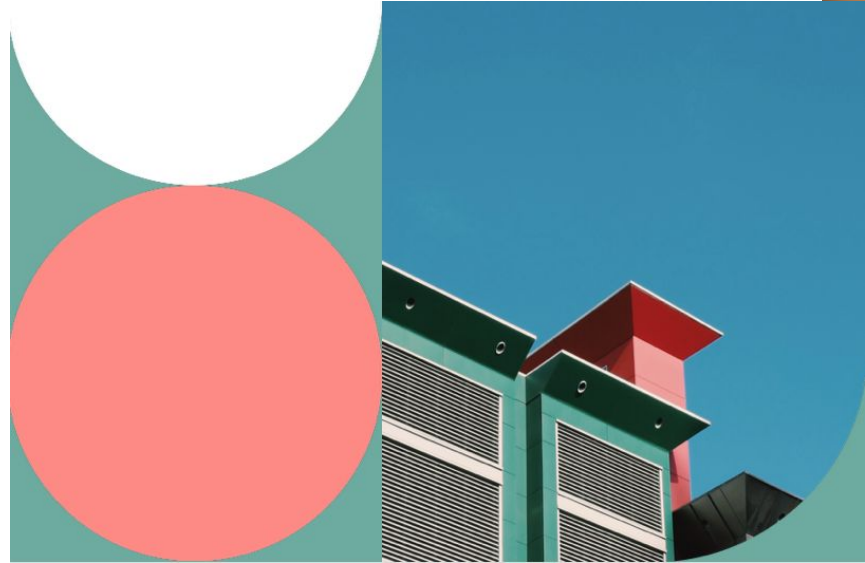
Create Virtual Clients - We'll take what you already know, and bring some new insights, then combine them into several **Virtual Clients**.

Virtual Clients are fictitious people who represent an ideal client for your company. We'll explore what makes them unique, and then craft all content around them.



Create editorial calendar

In order to keep content flowing smoothly, we'll create a collaborative editorial calendar that will keep all content creators on the same page.



Publish 1 Post Per Week

PUBLISH 1 BLOG POSTS PER WEEK - We'll coordinate with your team to help produce two blog posts per week. Creating ongoing fresh content that is interesting to your target audience is a key for inbound marketing success. There are several ways this content will be created...



Monthly Consulting & Monthly Reporting

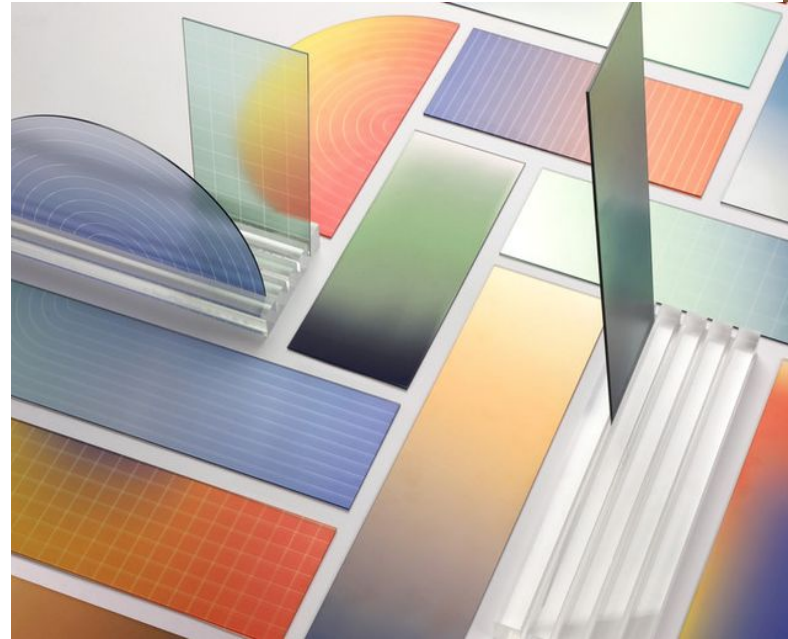
MONTHLY CONSULTING & MONTHLY REPORTING - We'll provide ongoing strategy and monthly reporting of our progress so you can feel confident that things are moving forward. We'll also spend time helping you analyze your existing results, and strategizing for each next step, outside the time frames of these consultations



Promote Content & Email Marketing

PROMOTE CONTENT - For each post and offer, we'll handle promotion on Twitter and Facebook

EMAIL MARKETING - Based on the strategies we create in our 12-Month Care Advisers.Uk Marketing Plan, we'll help you execute all email marketing campaigns.



Your Investment

Below is the Annual budget we've estimated based on the scope of services outlined earlier in this proposal. If you have any questions about our pricing or need to increase or decrease the scope of work, please leave a comment and let us know.

Annual Budget (12 Months) Full Package

Full Inbound Marketing Service And Web Development and CEO	£800
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Registering on Google Business with CEO, Google Maps Platform, Business Email (@.co.uk)	£300
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Total

£1200

Annual Budget (12 Months) Medium Package

Web Development and CEO	£650
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Registering on Google Business with CEO, Google Maps Platform,	£250
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Total	£900
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After the 12 months period the renewal Hosting only for the web content and the google business profile is estimated on £100 per year

Why Us?

At [Care adviser.Uk](#), we're all about the results. We uncover who your market is, how to engage them using content, driving traffic to your site through search, social and other tactics, and then we convert them into paying customers. It's about creating a online experience that transforms users into followers, customers into ambassadors.

We do this by listening to you, understanding your target audience, and putting our extensive online knowledge to work on a plan that will improve your business goals and change the way you think about the potential of the internet.



Thank you

The background features several abstract, colorful geometric shapes. On the left, a large, rounded rectangular shape with a gradient from orange to yellow and a pattern of thin, curved white lines. To its right is a smaller, vertical rectangular shape with a yellow-to-orange gradient. Further right is a tall, rectangular shape with a grid pattern of thin white lines, transitioning from orange at the top to yellow at the bottom. Below this grid shape is another rectangular shape with a horizontal line pattern, transitioning from orange to yellow. On the far right, there are two more vertical rectangular shapes: one with a yellow-to-orange gradient and another with a blue-to-purple gradient. The overall style is modern and abstract.