

nIVO

Flexible Digital Marketing

Flexible SEO, strategy, social media, website, design, email, training/coaching and PPC support fully adapted to your business needs.

Available as One-Off or Monthly Project Options

Focused on making the biggest impact on your business.

At Nivo, we become part of your team, helping you achieve your business goals by supporting you to do marketing 'right'.

Our flexible service is for businesses that need marketing support, but not in the traditional cookie-cutter one size fits all approach.

SEO, strategy, PPC, social media, website design/dev and email marketing requires the right balance and investment, in the right place at the right time.

If you need a marketing team to work with your business for a few hours per week or just to manage a specific project, our flexible approach to digital marketing is a great solution.

Collaborative team to drive results

No matter which areas of digital marketing you need support with - at Nivo, we've got the expertise that you need. We are a team of website designers, developers, pay-per-click (PPC), search engine optimisation (SEO) and social media professionals.

Our holistic approach to digital marketing means you don't need to buy separate services each month.

Our flexible monthly service includes a minimum of eight hours support which can be used towards improving your digital visibility. We also dedicate time to planning and reviewing to make sure what we do each month helps you get the results you want.

Flexible digital marketing

Whether you're just starting out and looking to collect your first leads, or you're an established business looking to bring down your cost per lead and get more valuable leads, our Flexible Digital Marketing Package will cover all the marketing areas you need to take care of.

We flex each month to focus on what will make the biggest difference to your business at that time whether it's getting leads from paid ads or investing in your SEO.

Services can include:

- Strategy & Insights
- Paid Ads setup, development and monitoring
- Google Analytics and tracking setup
- Onsite and offsite Search Engine Optimisation (SEO)
- Content development, including design & video
- Website & logo design
- Branding & messaging
- Website development

- Social ads setup and management
- Email marketing (automated or manual)

How does it work?

Welcome to our project management camp

Basecamp is a project management and communication tool. We use it to manage your project and communicate with you and other members of our team.

On day 1, you'll receive your personal invitation to your project and you'll meet the team. You can also invite up to two of your colleagues for free.

The screenshot displays the 'Your Project' interface in Basecamp. At the top right, there is a progress bar showing '0 of 8h (0%)' and a currency icon. Below the title 'Your Project', there are several user profile icons, one of which is labeled 'DT', and a button that says 'Add/remove people'. The main area is divided into six functional cards:

- Message Board:** Represented by a blue speech bubble icon. Description: 'Post announcements, pitch ideas, progress updates, etc. and keep feedback on-topic.'
- To-dos:** Represented by a green checkmark icon. Description: 'Make lists of work that needs to get done, assign items, set due dates, and discuss.'
- Docs & Files:** Represented by a yellow document icon. Description: 'Share docs, files, images, and spreadsheets. Organize in folders so they're easy to find.'
- Campfire:** Represented by a teal speech bubble icon. Description: 'Chat casually with the group, ask random questions, and share stuff without ceremony.'
- Schedule:** Represented by a red calendar icon. Description: 'Set important dates on a shared schedule. Subscribe to events in Google Cal, iCal, or Outlook.'
- Automatic Check-ins:** Represented by a blue question mark icon. Description: 'Create recurring questions so you don't have to pester your team about what's going on.'

Benefits of Basecamp

Using Basecamp rather than emails allows us to keep track of all project tasks and communication in one place, improving collaboration and efficiency for both our team and for

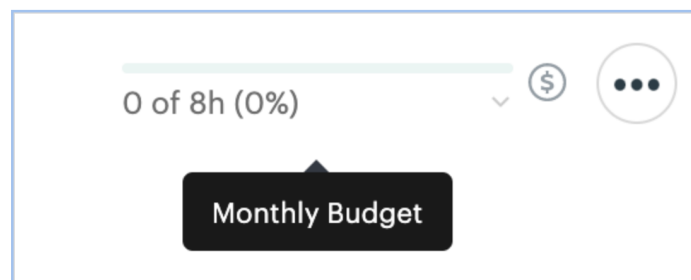
you, passing on the cost savings over to you. You will have full visibility of where we are with each project, what we are working on, recommendations, plans for each month, etc.

And if you prefer your email inbox over apps, you can still reply to most Basecamp emails directly from your inbox. There's even a phone and desktop app you can use.

Clean and transparent

Our aim is to provide you with value and transparency, so you can clearly see what you are investing in and what is giving you value.

At the start of each month, we load your project with how many hours you would like to invest.



Every time each of us works on your project we start a timer in your account. When we complete a task we tick it so you're updated with progress. You will also receive an update on the 1st day of each month with an overview of all the tasks we have worked on and time it's taken.

If we don't reach 100% fulfilled the time is rolled over and added to next month.

For example, if you sign up for 24 hours a month support and we use 20 hours in January then in February you will have 28 hours in your account.

Step 1: Research & Brand Discovery

Before we do anything, the most important step is to clearly define your goals, unique selling points (USPs) and understand who your competitors and potential customers are.

After you arrive on Basecamp we will invite you to share information about your business that will be important throughout your business journey online.

You may already have this, which will speed the process. Our ultimate aim is to make you a key company of influence online.

To achieve this, there are five areas that we initially need to focus on:

1. The perfect pitch: We develop a concise but accurate answer to the question “what do you do?”. This will let your clients know what they can expect from you and improve your business’ credibility online.
2. Publish content: We explore opportunities online and to create quality content that your audience is interested in.
3. Product placement: We clearly define what your main products/services are and collect related content so that we can promote it effectively with case studies, web pages, photo galleries and more.
4. Raise your profile(s): We make sure that your brand and KPI's (Key Persons Of Influence - directors etc) stands out and that it's/are recognised.
5. Partner with others We identify who the “people of influence” are in your niche and plan how to leverage your network for opportunities.

We can work with you during the initial stage to really understand your audience and create a plan that will engage those that are most likely to invest in your products or services.

+ New list

To-dos 0/20

View as... ▾

0/4 completed

Welcome!

Please read the below welcome tasks to get started...

Getting Started

- How Basecamp works, our team and more 📄 ▶
- Account access 📄 ▶
- Your business and goals 📄 ▶

Planning

- Analyse & Strategise 📄 ▶

Add a to-do

0/12 completed

Research & Forming

Key Business Of Influence

- The perfect pitch 📄 ▶
- Publish content 📄 ▶
- Product placement 📄 ▶
- Raise your profile 📄 ▶
- Leverage & partner 📄 ▶

Many new business owners make the huge mistake of using a “shotgun” approach to digital marketing, which can waste a lot of money.

“Marketing without market research is like driving with your eyes closed”

At Nivo, we help you understand your users’ journey from the moment they show interest to the moment they make a purchase. To understand what your customers want, what keeps them up at night, and how your product or service can help them is the backbone of every successful campaign.

We can then use this information to create highly effective campaigns using content, social media and pay-per-click (PPC) ads. With this efficient method, we can make sure that every lead you collect is likely to turn into a high paying client.

Research could include:

- Your competitors’ websites, keywords, PPC campaigns and more
- Who your audience is exactly and where to find it online
- The landing pages you need for effective goal conversion
- Content ideas that will engage your audience
- Elements that your ad copy needs to engage your perfect audience
- Where to focus energy on your ad spend

If you already have a solid plan in place, perfect, we can review this and jump straight into step 2 or even step 3, depending on your requirements.

Step 2: Strategy and collaboration

Now it’s time to create a plan that includes the areas that will have the biggest impact. We will take into account your goals, website traffic data and what we know about your users, potential customers and your competitors to create this plan.

“If you fail to plan, you are planning to fail”

The tasks we can include:

- Google Analytics and tracking configuration
- SEO, including local SEO strategies
- Content ideas and content writing
- Website design and fixes
- Social media management

- Paid ads setup and monitoring

Once we have a list of priority tasks we agree on 'who will do what' and schedule in and assign each of those tasks to a member of our team (or yourself) that specialises in this area. You will be able to see who has been assigned to each task and ask them any questions you may have or review any completed work.

If we need your feedback or any other information to complete any of the tasks, you will receive a notification from our management system.

Step 3: Executing the strategy

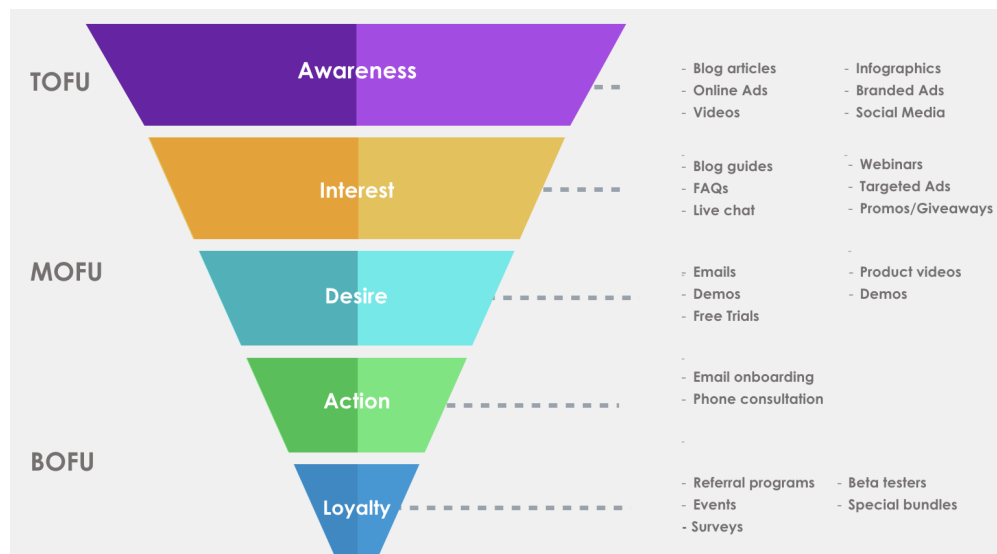
Once everything has been planned, our SEO, PPC, website and social media professionals will start executing the tasks.

“Execution is more important than planning”

The right content and SEO optimisation will help your website get to the top positions in Google and stay there. By helping grow your website and your business sustainably and organically, you can eventually reduce your PPC costs.

We could also leverage social media to amplify your content and SEO efforts and to drive more traffic to your website. With PPC (pay per click) , usually Google Ads, we can generate high-quality, targeted traffic to your website, helping you to increase conversions and transactions. We are always on hand if your website needs any technical improvements or new pages to improve the user journey and get more conversions.

Executing the funnel to conversion effectively will get you results.



In order to get you on the right track to success, the following are included with our ongoing support at no additional cost to you.

Why? Because they will help you achieve your goals faster and we know these tools will help.

1. High-quality website hosting (if required)

If you don't already have a hosting solution, or if you need faster and reliable hosting and you are on WordPress, we will migrate it and manage it for you, for free. T's & C's apply.

2. Tailored SEO reports

See how your keywords are performing and how your SEO campaign is impacting your website traffic with your monthly report.

3. Real-time report to track website traffic

Track your website traffic stats as well as information about your pay-per-click campaigns to see how they are performing in real-time.

4. Tools, Tools & Tools

We use market leading tools that will speed up the process of getting results, whether this is creating a website, carrying out research, reporting, designing, analysing and more.

SEMRush

SEMRush allows us to conduct relevant keyword and competitors research for your brand and create confident strategies to help you reach your goals. It also provides you with a curated report with all the statistics and insights from your website in the last month.

SEMRush Social

SEMRush's social media tool is perfect to create scheduled content calendars as well as tracking your engagement and insights on pretty much every social media platform available.

Elementor Pro

The Elementor Pro Website Builder has it all: drag and drops page builder, pixel perfect design, mobile responsive editing, and more. It allows us to customize your entire theme: header, footer, single post, archive, and 404 pages.

BrightLocal

BrightLocal allows us to create, manage and optimise all your business listings, including Google, Bing and other popular citation sites.

Screaming Frog

With Screaming Frog we can audit your whole website for any duplicate content or technical SEO issues that are negatively affecting your visibility online.

Adobe

We use the Adobe Creative Suite to create graphics and other design aspects of your website, ads and social posts.

Bannersnack

Bannersnack is the design tool we use to create attractive ads that are the correct dimensions for Google, Facebook, Instagram etc.

Canva

Another design tool that we use to create relevant social media posts for your business from tried and tested templates.

Nivo's Flexible Digital Marketing

Every successful business needs effective digital marketing to get leads that convert into clients consistently. Nivo's Flexible Digital Marketing Package will help you with this without breaking the bank.

Don't waste your time and money on inefficient lead generation strategies that leave you with empty pockets and no new customers. We also offer a Monthly rolling agreement. Cancel anytime.

What's the Investment?

Investing in your business's success should not cost you. There is no magic wand in the world of marketing to get you customers, however, there are tried and tested methods and best practices that can be followed and adapted based on your business's marketing mix.

By providing transparency and collaboration we get our clients results.

How Much Does it Cost?

- £75 per hour plus VAT

Have Questions?

You can either

- Email us at hello@nivo.co.uk or
- [Arrange for a video call here](#)

What Our Clients Are Saying...

"Professional and personal service backed by excellent knowledge and understanding.

Nivo have not only improved our digital performance, increasing ROI and customer enquiries, but continue to educate us with enthusiasm and a determination for Safari & Beach to succeed."

**safari&
beach** **Jo Jenkins**
Safari & Beach

"The speedy rise of the website for online rankings has been nothing short of spectacular. From being an online nobody we are now being found organically for our keywords: position 1-3 for 10 keywords and position 4-10 for 23 keywords which means we spend a relatively small budget on Google Adwords."

SF **Kate Wills**
Salcombe Finest

"We've used Nivo for just over a year to take care of our SEO affairs as well as Google Adwords. And I can say it's a great company to work with. Super responsive and very professional. We have seen such an improvement over the year and have only temporarily stopped working with them due to the Covid situation. As soon as things go back to normal we will pick up where we left off :)"



Nadine Vaas
Self Catered Saint Martin

"Met Colin around 2 years ago and employed him and his company Nivo Digital to manage my website, PPC account and social media platforms. This was by far one of the best decisions as a company we've made. Our workload has increased our visibility and our presence on the internet has never been so strong. I would recommend Nivo Digital to any business looking to expand and progress"



Ashley Dart
Dart & Co Foundations

We have used Nivo for a number of years to support with all things digital. They have rebuilt our website (twice!) and we now have a stunning website showcasing all of our hard work which we couldn't be happier with. Not only are they experts in what they do, they are also a bunch of really great people.



Zoe Holland
Sustainable Kitchens

Nivo have been invaluable to me as I have taken my first steps into launching a start up company. They have transformed our companies website and implemented a targeted digital marketing campaign. As a novice they have guided me through various processes answering my questions and generally going beyond their brief to help. The prices are also very reasonable. Highly recommended.



Rob Colliver
Ambia Health

Nivo Digital are great! They are extremely professional and efficient but at the same time friendly and willing to work at a budget that suits individual needs. I hope to work with them again in the future and have no hesitation in recommending Colin and his Bristol-based team.



Ann Smythe
Author

Nivo have looked after us for years. Really nice people, friendly, professional, responsiveness, Bristol based, bespoke budget solutions. Very pleased to recommend Colin and the team.



Peter Wise
Minuteman Press Bristol

Nivo have been fantastic at handling our digital marketing and web site changes. Colin, Phil and Sadie are always great at responding and answering queries or any issues we are trying to resolve, and always come back in a professional and upbeat manner, no matter how challenging some of the requests we throw at them. Nivo are also very proactive at looking at and suggesting other improvements and solutions we can implement to improve our business.

IFA Alex Sullivan
IFA Magazine

Having worked with the team at Nivo Digital for over 2 years, I can honestly say that they are a great team to work with. Colin is always available and nothing is too much trouble, they are extremely good at what they do and involve you thoroughly throughout the process in achieving your business needs. I would have no hesitation in recommending Nivo Digital to anyone who are looking for a professional SEO company to grow their business.

 **Ian Lively**
Lively Professional Services