

**AWAKE**

**RATE CARD**

PPC. SOCIAL MEDIA. SEO.

PRESENTED BY AWAKE ONLINE



MONTHLY PACKAGES

Google Ads (Pay Per Click)

## Start-up.

1-3 Campaigns

Campaign Budget: £100-£500\*

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Free account review or setup

Campaigns and Ad Groups creation

Conversion tracking setup and configuration

Keyword research and bidding

Competitor research

Ad Creation (landing page design)

Optimisation / click data review

Refinement – Ad split testing

Monthly reporting

£450 pm

## Pro.

4-6 Campaigns

Campaign Budget: £500-£1000\*

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Free account review or setup

Campaigns and Ad Groups creation

Conversion tracking setup and configuration

Keyword research and bidding

Competitor research

Ad Creation (landing page design)

Optimisation / click data review

Refinement – Ad split testing

Monthly reporting

£695 pm

## Enterprise.

6+ Campaigns

Campaign Budget: £1000+\*

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Free account review or setup

Campaigns and Ad Groups creation

Conversion tracking setup and configuration

Keyword research and bidding

Competitor research

Ad Creation (landing page design)

Optimisation / click data review

Refinement – Ad split testing

Monthly reporting

from £950 pm

\* Ad budget paid in addition to monthly fee directly to Google



**MONTHLY PACKAGES**  
**Social Media Management**



Kickstart  
your brand

2 social media channels\*

Initial research piece

2 posts per week; including  
design, copywriting & posting

Content delivery plan

Monthly review

**£350 pm**



Unlock  
your potential

3 social media channels\*

Initial research piece

3 posts per week; including  
design, copywriting & posting

Content delivery plan

Content strategy document

Monthly review

**£575 pm**



Maximise  
your performance

3 social media channels\*

Initial research piece

4 posts per week; including design,  
copywriting & posting

Content delivery plan

Content strategy document

1 blog article per month

Monthly review

**£750 pm**



Bespoke  
packages

Packages tailored to suit your  
individual needs.

**Contact us to discuss**

**from £1000 pm**

\*Additional social media channels can be added at £50 per month



MONTHLY PACKAGES  
Search Engine Optimisation

1.

Ideal for start-up campaigns

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Initial keyword and competitor research / analysis

Automated site audits

Optimisation of 5 keywords

Backlink creation

2 x 750 word blogs

Monthly analytics report (pdf)

£600 pm

2.

Ideal for local campaigns

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Initial keyword and competitor research / analysis

Bespoke campaign tailored for your business

Automated site audits

Optimisation of 10 keywords

Backlink creation

Citation optimisation

3 x 1000 word blogs

Monthly analytics report (pdf)

Report commentary

£850 pm

3.

Ideal for semi-national campaigns

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Initial keyword and competitor research / analysis

Bespoke campaign tailored for your business

Automated & manual site audits

Optimisation of 15 keywords

Advanced backlink creation

Citation optimisation

Google my business (GMB) management

Content review & optimisation

5 x 1000 word blogs

Online report (24/7 real time data)

Advanced report commentary

£1200 pm

4.

Ideal for national campaigns

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Initial keyword and competitor research / analysis

Bespoke campaign tailored for your business

Automated & manual site audits

Optimisation of 20+ keywords

Premium backlink creation

Premium citation optimisation

Google my business (GMB) management

Conversion rate optimisation

6+ 1000 word blogs

Online report (24/7 real time data)

Advanced report commentary

from £1500 pm





### **ADDITIONAL SERVICES**

We are dedicated to supporting our clients with high-impact content and online marketing.

We can provide the below as part of, or in addition to, the services already mentioned:

- Website development
- Photography & videography
- Graphic design & illustration
- Events production



## THANK YOU

Please send any queries to  
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