

CHECK OUT OUR PACKAGES BELOW:

	DRIVING DIGITAL 40 £2,250+vat.	DRIVING DIGITAL 100 £4,800+vat
Time: How much expert support and guidance does this package provide?	40 HOURS OVER 2 MONTHS	100 HOURS OVER 4 MONTHS
Marketing and PR audit: Whilst for many organisations audits can feel like a luxury, a digital marketing audit is one of the most important pieces of work any organisation can undertake. We start every project with an in-depth audit of your online, digital channels, to give us an overview of your current performance, diagnose potential issues, and identify areas for growth and improvement.	✓	✓
Discovery Sessions: This is where we listen, learn and ask lots of questions about your challenges and priorities, what you have tried (what has or hasn't worked in the past), your goals (financial and social) and how you want to achieve these. These Discovery sessions can be in-person or online.	✓	✓
Strategy: A detailed marketing strategy is pure gold. It pulls all your marketing goals and objectives into a single comprehensive plan and includes SMART (specific, measurable, achievable, realistic and timed) goals and measurable outcomes. We will agree Key Performance Indicators (KPIs) to keep your campaign on track and monitor success.	6 MONTH STRATEGY	12 MONTH STRATEGY
Social Media Strategy: We will look at what channels you are using and are seeking to embrace and will then support you with your next steps.		✓
Professional Photography: A two-hour photography session.		✓
Design and Imagery: A library of branded assets for your social media channels, website and other communications channels.		✓
Newsletters: We will ensure you have branded templates and a GDPR compliant database.	✓	✓
Content and story-telling: We will work with you to identify newsworthy press opportunities as well as blogs and online news stories for your website.	1 PRESS RELEASE 2 BLOGS	2 PRESS RELEASES 3 BLOGS
Media and press: A branded press release template, two-hour training session (how to identify a press angle) and a list of your target publications and journalists.		✓
Upskilling and Training: Choose from our range of digital marketing and PR training modules. Visit our Turtle Academy for all the options.	1 X HALF DAY MODULE	2 X HALF DAY MODULES
Review: Project review meetings (fortnightly).	✓	✓

FIND OUT MORE:

Book a 30-minute Discovery Call with our team to find out all about how our two Driving Digital packages could work for your organisation.

This is your chance to ask questions and even get a taster of our approach and training modules. You can also use this time to talk about anything related to digital marketing, learning and strategy, PR and media.