

mcm

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by our additional services

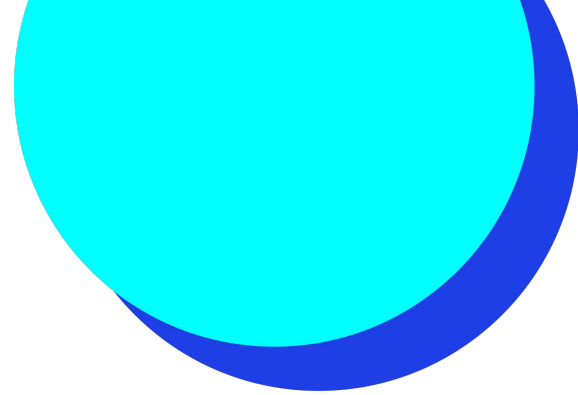


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Keyword landscape

analysis



Keyword landscape analysis

Regular Keyword Landscape Analysis enables us to provide you valuable insights around Organic Keyword Trends. By applying these trends, we're able to work with you to produce a tactical roadmap that will get you where you want to be in Google Search.

By taking a step back from the Paid strategy, implementation and management, we're able to focus on the Organic performance of your events website and tap into future keyword trends, helping future-proof your Organic digital activity.

Discover

- What your delegates are searching to find events like yours.
- The popularity of those keywords and how many searches they get each month.
- What your competitors keyword focus is and how your strategy should adapt to align.
- Real time shifts in search behaviour.
 - Example being, uncovering keyword search trends such as "How to be COVID safe at a face to face event" as a result of the recent shift in users behaviour due to the Pandemic.

Allowing you to

- Adapt your SEO strategy to rank for priority keywords.
- Reduce your reliance on Paid activities as your website begins to rank for the search terms your delegates are actually using.
- Be kept continually abreast of the latest search behaviours relating to your event.
- Bring the right people to your website from Google Search.
- Stay ahead of your competitors.

What You Can Expect From a Keyword Landscape Analysis

Keywords are vital to achieving success in Google Search. We would identify the best and most relevant keywords being used by your target audience to find events just like yours. These keywords would then be mapped to your website to identify the most suitable page to be optimised. Each page would be analysed and an action plan produced with our recommendations for each page. We would then run through this with you either in person or over a call and discuss next steps.

Frequency:
Depending on service

Competitor analysis

Competitor analysis

Our Competitor Analysis provides you with a comprehensive market place review, helping you stay ahead of your competition.

Our team of digital marketing specialists has extensive experience in competitor analysis, as well as access to exclusive tools that help us analyse data, identify trends and delve deep into your competitive landscape. Understanding your online competition offers unparalleled guidance in shaping a digital strategy and the direction for future activities to improve your business' performance.

Discover

- Who your competitors are.
- How your website performance compares to theirs.
- How your Registration process compares to theirs.
- What functionality their website has, that yours doesn't.
- Their top performing content on Social Media.
- What paid adverts they're running and where they're active.
- Which keywords they're optimising for, for SEO and how they're performing.
- Which online publications they're getting the most mentions from.
- How much they're charging for their event and the different pricing tiers.

Allowing you to

- Stay one step ahead at all times.
- Identify short term wins and long term goals.

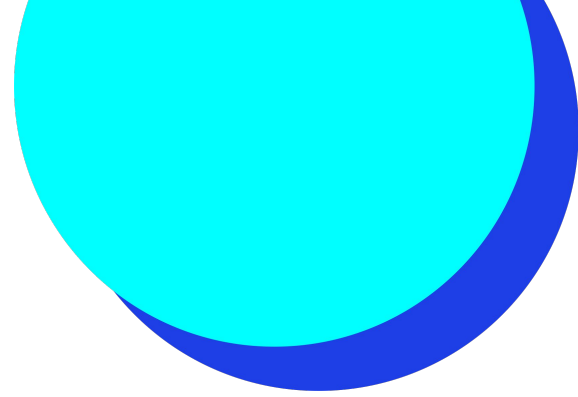
What You Can Expect From a Competitor Analysis

Following a number of thorough competitor reviews, we will have the opportunity to produce a digital marketing strategy. Specifically targeting some of the points identified and continually work to implement this to increase business performance and help reach objectives.

A document detailing all the work and findings will be produced and shared with you. This will be explained in a face-to-face meeting or phone call, whichever best suits.

Frequency:
Quarterly

Search engine optimisation



Search Engine Optimisation

Search Engine Optimisation is vital to ensure your event reaches an online audience. Improving your visibility within search engines such as Google can have a tangible impact on your bottom line and can also help reduce your reliance on Paid Media.

Discover

- Where the opportunities lie to improve the Organic performance of your website.
- What the exact issues are holding your website back from ranking and exactly what needs to be done to rectify them.
- How to improve your content, to make it search worthy and begin to generate traffic.
- What needs to be done to ensure a smooth transition from old platform to new, with minimal errors or traffic loss.
- How Blog content can help deliver traffic from long-tail searches, not otherwise possible for optimisation.

Allowing you to

- Increase your event's reach on the world's largest search engine, Google.

What You Can Expect From Search Engine Optimisation

A successful SEO strategy should be built in line with your business goals, with the following services explaining how we can support your team:

- **SEO Audit** - A full sitewide SEO audit, is a great way to find out where the opportunities lie.
- **Technical SEO** - Technical SEO considerations are the foundation of SEO success. Making sure elements such as Meta Titles, Descriptions, H1 Headings are in line with carefully conducted keyword research, will lead to rankings.
- **Content** - Content optimisation helps maximise your organic visibility and the ability of your website to attract the right audience.
- **Site Migrations** - If you're investing in a site migration it's important to ensure that it's going to have a positive impact on organic performance.
- **Blog Writing** - Investing in content that serves long-tail search queries is an excellent way to futureproof the performance of your website. If you write it, they will come...

Frequency:
Depending on service

YouTube channel optimisation

YouTube channel optimisation

Optimising your YouTube channel can help your videos rank higher in the YouTube search engine and also to appear on Google, with videos often appearing for relevant search queries. Both the YouTube and Google SERPs (Search Engine Results Pages) often feature ads foremost, followed by organic listings. By optimising your videos, you can increase exposure for your events.

Discover

- Which of your videos have the best potential to rank and generate organic traffic.
- How to get Google to associate your videos with the search terms you are targeting.
- Ways to organise your channel to save you time in the long run.
- The best tags and hashtags to use to get discovered by your target audience.
- Optimisations that can be made to video titles and descriptions to increase visibility.
-

Allowing you to

- Increase your event's reach on two of the world's largest search engines (Google and YouTube).

[What You Can Expect From YouTube Channel Optimisation](#)

Each video will be reviewed and recommendations made to improve SEO value, including:

- Video title and description.
- Transcription of the video to add to the description.
- Timestamps for key moments in videos.
- Creation of a thumbnail.
- List of tags and hashtags to use.
- Cards and end screens to encourage action.
- Creation of closed captions.

Implementing these changes can be made by our team or yours depending on your requirements.

Frequency:
Per video

Internal training for marketing

teams

Internal training for marketing teams

As an agency, we have delivered countless training sessions in digital marketing across a variety of formats. Our experienced, in house experts are always eager to share their knowledge to help clients better understand what it is we do and why. Training can cover a wide variety of topics to do with digital and is tailored to the needs of your team.

Discover

- How to decide which channels are most suitable for your campaigns.
- The best KPIs to set depending on the goals of your campaign.
- What tracking you'll need to set up to ensure your campaign is a success.
- Where your knowledge gaps are within digital marketing and how to fill them

Allowing you to

- Better understand the full campaign process and methodology.
- Learn what various metrics mean across platforms such as LinkedIn, Facebook and Twitter.
- Become better marketers.

What You Can Expect From Internal Training

Courses can be held virtually or in person, we can come to you or arrange a suitable location for training and we can cater for any size team. We can cover a variety of topics including:

- Channel-specific training (Google, Facebook, LinkedIn, Twitter, etc.)
- Broad digital marketing fundamentals
- SEO
- Content writing for SEO
- Google Analytics
- Google Tag Manager

Frequency:
Adhoc

A/B testing implementation & analysis

A/B testing implementation and analysis

A/B testing is all about getting better results when people reach your website. By changing key elements of a page such as CTA text, button colours, images, page layout, etc. to create two or more variants, you can experiment to see what works best to help you achieve your goals. It may be that changing button text from Register Now to Book Your Seat generates more engagement. The best way to know which works best for your website is to A/B test whereby half of your visitors see one version and the other half see another.

Discover

- How you can increase conversion rates just by changing elements of your web pages.
- Which CTA text is best to use to get users clicking through.
- What kind of images or video works best on certain pages.
- The best page position for calls-to-action and links.
- Whether changing the colour of buttons can have a positive effect on results.

Allowing you to

- Optimise your website for conversion rates and see a better return from your ad spend.
- Work to develop an even better website for future events.

What You Can Expect From A/B Testing
A/B testing works on data, so the more users coming to your website, the more definite the results of your experiments will be. A/B testing can be set up through non-subscription tools such as Google Optimize by adding just a few lines of code. Experiments can then be set up without development work within a browser. You receive up to date reporting and tests can be paused at any time.

Frequency:
Quarterly

Tracking audit & setup

Tracking audit and setup

Without effective and reliable tracking, campaigns are never going to achieve their full potential. Every element of campaign management requires that you're able to measure results. Before a campaign starts, we always want to ensure that tracking is not only set-up, but is as accurate as it can be.

Discover

- Which ads are working best to generate qualified, relevant traffic.
- Which audiences are generating the most conversions.
- Whether your budget is going into the right channels.
- Where to optimise your campaigns.
- Which channels are providing assisted conversions as well as last-click conversions.

Allowing you to

- Be confident that your campaigns are performing well.
- Know that your budgets are being used efficiently.
- Learn more about performance and adjust future strategies accordingly.
- Present accurate data to key stakeholders.

What You Can Expect From Tracking Audit and Setup

Google Analytics

- Check that the property and views have been set up according to best practice.
- Create audiences in GA that can be targeted with personalised messaging through Google Ads.
- Build dashboards to report on event KPIs when you need to know what's happening at any time.
- Segment data to drill down into the data and compare channels, audiences and landing pages across key metrics.

Google Tag Manager

- Add sitewide pixels to the website without the need for development time.
- Set up tags and triggers to record when key conversion actions and events occur on the website.

Frequency:
Per campaign

Reporting

Reporting

Reporting lets you know how well campaigns are doing. As a rule reporting is done periodically throughout a campaign (usually on a weekly basis) with a final wrap up report once campaigns have ended. Weekly reports give you the opportunity to get an overview of performance including engagement, spend and conversions. It gives you the opportunity to ask questions and learn more about what's working well. It's a collaborative process whereby we can discuss with you how it's gone and the next steps. To take this one step further, we would set up automated reports through Google Data Studio that you could log into at any time to check campaign performance.

Discover

- Up to date information on campaign performance including spend, conversions, clicks, impressions, etc.
- Which are working best.
- Check in on which ads and channels are currently live.
- How current performance compares to previous campaigns.

Allowing you to

- Have flexibility around when you receive data on campaigns.
- A single place to access campaign KPIs.
- Pull reports to share whenever you need to and at short notice.

What You Can Expect From Tracking Audit and Setup

We would produce a one page report in Google Data Studio that contained KPIs for your campaigns. The report would be linked up to ad channels via the relevant APIs. The composition of the reports would be decided during discussion with you so that we are tailoring the reports based on the information you need to know. For example, these could detail performance by channel, or include an overview of combined data.

Frequency:
Per Campaign

Start the next conversation

Let's start conversations with your customers
that deliver an exceptional ROI.

[Get in touch](#)

Get in touch

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+44 (0)1732 368120



Location

Everywhere, with
hubs in
London
Tonbridge
Reykjavík