



S C O T T
Marketing
....research for results

DIGITAL SERVICE OFFERING 2020



DIGITAL MARKETING SERVICES

Reaching more
parents and
students through
online marketing

After 20+ years of providing direct marketing services to over 250 FE & HE establishments, we are now launching a comprehensive digital marketing offer for valued clients.

For the first time, we are enriching our data services, which give us access to over 19 million data records, to include digital platforms and online services.

With the option to select the campaigns that best suit you our new services, have been designed to complement your direct mail activity and your existing resources.

SERVICES

Selecting the campaigns you want, when you want them.

We understand your client market place and also understand that you may have a need for some of the online services, some of the time. That's why we've devised a pick and mix approach to the range of services we offer: -

[Advertising](#) - Social Media, PPC including Google & Microsoft Ads, Youtube

[Review and report](#) - SEO, Digital analysis

[Building a presence](#) - Social Media profiles and content as well as reviewing and enhancing website performance

PPC SERVICES

Targeted traffic via Google Ads and PPC

As a Google Partner agency our team are certified experts within PPC (pay-per-click) and manage a wide range of client accounts.

PPC within the FE & HE sectors is a key, but highly competitive channel. We run high-performing, results driven advertising campaigns and typically uncover opportunities for performance improvements via an initial audit.

 Google Ads



GOOGLE ADS & REMARKETING

Encouraging visitors to convert

We use Google Ads and advanced remarketing technology to re-target visitors to your website and encourage them to return and complete an action.

Visitors can be encouraged to download a prospectus, register for an open day or submit an enquiry.

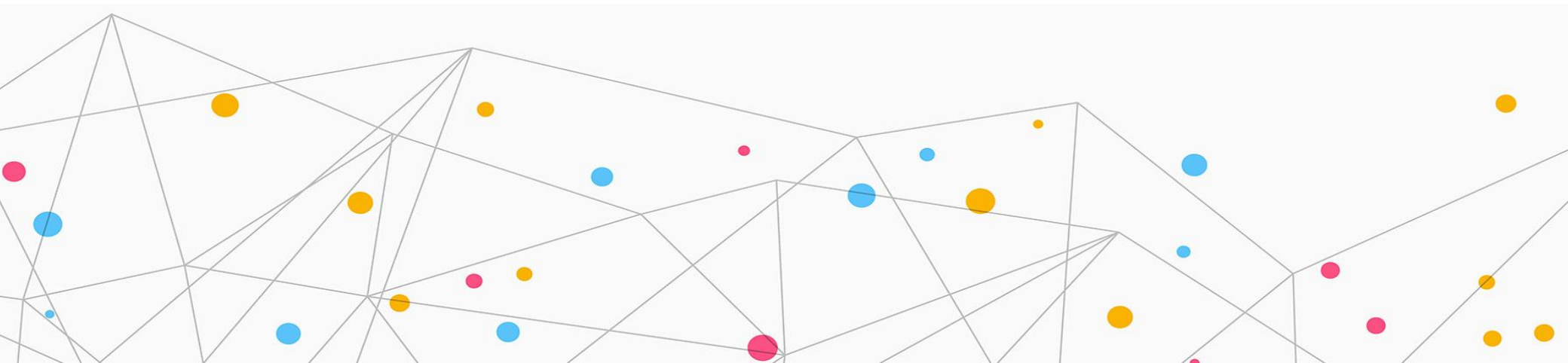


GOOGLE ADS + DM DATA TARGETING

**Our unique blend of
data and targeting**

We use our unique blend of 19 million data records and Google Advertising technology to target a very specific and relevant audience.

Our data driven campaigns are then used to reach an extremely targeted audience, delivering conversion results.



SOCIAL MEDIA ADVERTISING

Social Media management and advertising

Social Media channels are particularly influential for both recruitment and marketing activity within the FE & HE sectors.

We can work with you to set up your social media campaigns and advertising using our knowledge of the market and the data insights we have available.



SOCIAL ADS + DM DATA TARGETING

**Our unique blend of
data and digital
targeting**

We use our unique blend of 19 million data records and Facebook & Instagram technology platforms to target your very specific and relevant audience.

Our data driven campaigns are then used to reach an extremely targeted audience, delivering stronger activity and conversions.

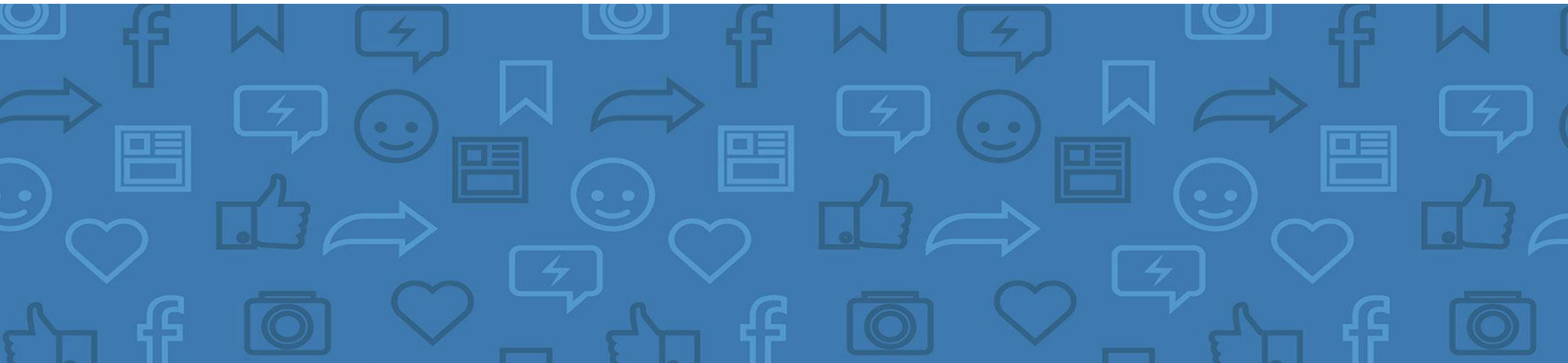


SOCIAL MEDIA MANAGEMENT

Social management and social advertising

Social Media channels are particularly influential for both recruitment and marketing activity within the FE & HE sectors.

Our team can create, distribute and manage your content across key social channels, whilst also responding to questions and interactions. We can also support existing in-house teams by providing advice and extra resource when required.



YOUTUBE ADVERTISING

Via Youtube and Google Ads

Video is a particularly powerful medium and a significant amount of content is consumed by students and parents each day via Youtube.

Our digital advertising campaigns also include YouTube advertising services, making the best use of video content to reach a very targeted audience.



SEO

Improving search engine optimisation

Our team of experts can audit your existing website and review your organic visibility within search engines to identify areas for improvement.

We can make technical improvements and content optimisations to increase SEO and increase the amount of organic visitors delivered to your website.



CUSTOM DIGITAL REPORTING

Via Google data studio

Our custom reports import multiple data sources, allowing us to create insight-led, visual dashboards for you.

This will enable you to quickly review student recruitment campaign performance and key metrics throughout your campaigns.





**FIND OUT MORE ABOUT HOW THE NEW
DIGITAL SERVICE FROM SCOTT MARKETING CAN
HELP YOU TO RECRUIT MORE NEW STUDENTS.**

EMAIL NOW TO BOOK A CALL

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