

If you're reading this, then we are going to guess that you are at the research stage for finding a new agency, or looking to work with one for the first time. This is all very exciting, but we bet you have lots of questions...

Where do you start? Who can you trust? Well, one of our values is transparency, so here is the information we think you or they key decision maker will need in order to consider working with us.

OUR PRODUCTS

At Sleeping Giant Media, we essentially sell 'reassurances' that your digital marketing is running as effectively as it can be. Beyond that, we sell our time in the following areas of expertise: SEO, PPC, Content, Data & Social Media Management.



SEO - Search Engine Optimisation - Helping you to be found online when a customer comes looking for a service you provide, or product you offer - using years of expertise, up-to-date knowledge of algorithm updates, and our Google Partner status.



PPC - Pay Per Click - Running ads online can be a bit daunting as you may see ad spend rising, but the results less forthcoming. Driving relevant clicks on your ads to drive that all important return on investment is paramount, but takes a lot of management. Our PPC service sees full management, and clever investment of your advertising budgets - all centered around your own set objectives.



Content - Many say content is king and we happen to agree. The content we produce is to improve the performance of your sites in search engines like Google, but to also capture your audience's attention towards your core products and service. Content, both functional and creative, helps Google to know your website is fresh and kept up-to-date. Having the most relevant keywords and trending subjects will position your brands ahead of your competition, and we can help with that time-consuming task.



Data - Measurement plans, analytics, tracking customers and sales across your website... you name it, we can manage it. Our data experts are here to make sure everything you want to achieve can be measured. Attribution is often a slippery slope, our data service unites all of your KPI's, making it easier to make those all important marketing decisions.



Social Media Management - Identifying audiences, building communities, driving engagement and potential sales through your website or directly through the social platforms themselves. We can help with social media management with both organic and paid activity, developing robust strategies that cover full funnel.

OUR VALUES

Awaken Potential is our mission statement. In each other, in our Giants, in the work we do and the results for you. Our recognition comes from your performance, we are not oblivious to that fact and see our successes as entwined with yours. We are working towards net zero carbon contributions by 2028. We have ambitions to be recognised as one of the best employers in the UK.

If you want to know more about our values, check out [some of the blogs we have put together](#).



OUR COSTS

No agency wants to give you their costs before having a chance to justify them, and rightly so. Agency work is very often bespoke, so an indicative price is often misleading.

We work on a flat day rate here at Sleeping Giant media. This day rate is £895. This doesn't mean we only work for one full day. It means we have 7 hours time to use on your business. Depending on the following will dictate how much of our time you need, for example; the scale of your objectives, your starting position with digital marketing, competition in your sector, etc.

The prices listed are our management costs. Advertising fees would be on top of these.

Please note that the prices listed are intended to give you a rough outline of cost, and we would tailor these costs for your business based on criteria such as that listed above.

Example 1 - Average Price Medium Business

Scale: Small client. 1-10 staff.

Objective: Grow sales through SEO & PPC

Starting position: Mismanaged web presence

Market: Competitive

This client would need 2-3 days a month, which would slowly decrease as the mismanaged site come inline with industry standards.

We might recommend an ad spend of £500 a month.

3 days @ £895.00
+ £500 Ad spend

Total
£2,685 per month + VAT
+ ad Spend

Example 2 - Average Price Large Business

Scale: Large client. 50+ staff.

Objective: Overtake market leader

Starting position: Strong presence

Market: Very Competitive

This client would need 6-7 days a month, which may grow as results are evidenced, or decrease as position is met.

We may recommend an ad spend of £10,000 a month

7 days @ £895.00 = £5,565.00
+ £10,000 ad spend

Total
£6,265 per month + VAT
+ ad Spend

YOUR ROI AND ROAS

Your ROI (Return on Investment) and ROAS (Return on Ad Spend) will come down to the average sale value of your product. The following highlights our average ROI for some key sectors (based on real agency data). Data based on Q4 of 2022.

SEO - Revenue Change - YoY by Industry

Education	16.48%
B2C - Services	18.84%
B2B - Products	20.16%
Transport	130.73%
Retail	206.26%

PPC - Revenue Change YoY by Industry

Education	99.99%
B2B - Services	100%
B2B - Products	53.46%
Transport	59.47%
Retail	81.67%

OUR CLIENTS

Don't just take our word for it, [hear from some of our clients](#) on how we have helped support their business growth. Here are some of our case studies:



34% increase in ROAS

35% increase in organic revenue

17% increase in revenue

20.30% increase in organic sessions

153% increase in paid sessions

78% increase in day tickets sold through paid ads

1280% increase in short break bookings through paid ads

2017% increase in traffic to YouTube channel

2,135% increase in unique visitors to the site

81% decrease in cost per click

“Over the short time we've been working with Sleeping Giant Media, we've already seen some great results across a number of key areas. They have the digital expertise to keep pushing us forward. It is very comforting to know that there is a team of experts just a Zoom call away that can help and guide in all areas of digital and not just SEO.” - Kevin Thorpe, Digital Marketing Manager at Kwik Fit

NEXT STEPS

We would love to learn about your business to see how we can help. We don't like pushy sales calls, but it is helpful to understand your business and objectives in order for us to give you the most accurate price and solutions.

If you would like to ask any questions, then we would welcome a quick (no obligation) call. This can be at a time that works for you with one of our awesome Giants.

Stuck on what you should look for in a good agency? [Read Moz's independent views here.](#)

FAQS

What is included within the monthly cost?

You will get your own expert account team who look after you, your campaigns and your marketing efforts. Depending on what tailored package works best for your business, these teams will actively work on your SEO, PPC and Social Media. We view ourselves as an extension of your business, meaning we care about your goals and objectives as if they were our own.

With our content creation option, our Content Team will make sure that content for your site is regular and written to entice the right clicks and keep people engaged. With monthly reports and regular updates, you will always be kept up-to-date with the going ons of your campaigns.

Why should I use you as a digital marketing agency?

Sleeping Giant Media is made up of over 70 experts in the field of digital marketing - all at your disposal. Our highly trained account managers are trained in the very best technical and customer service skills meaning there's no middle man and you'll always get jargon-free, expert advice. We are a multi-award winning digital marketing agency, recognised by local, national and international bodies for our work and customer service.