

# MARKETING SERVICES

M34



# OVERVIEW

M34 specialises in a wide range of marketing services to boost your online visibility and drive customer engagement.

Our core offerings include Email Marketing, SEO, and PPC, designed to deliver measurable results and ROI.



# ABOUT M34

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M34 is a digital marketing agency based in Manchester—a place known for its entrepreneurs who built their businesses from the ground up, constantly adapting to changing times and embracing new opportunities.

Inspired by this entrepreneurial spirit, M34 brings the same level of creativity and innovation to the digital marketing world. We believe in helping businesses grow by crafting custom strategies that stand out in a crowded market. Our team is driven by a passion for digital marketing and a commitment to helping our clients succeed.

### **Our Journey**

Over the years, we've worked with clients across various industries, including local government, fashion, leisure, retail, and construction. This diverse experience has equipped us with a deep understanding of the unique challenges each sector faces, allowing us to create customised digital marketing solutions that meet their specific needs.

### **What We Offer**

At M34, we offer a comprehensive range of digital marketing services, including SEO, branding, PPC, email marketing, and web design. We do much of the work in-house, ensuring consistent quality and seamless communication with our clients. When necessary, we also collaborate with trusted partners to bring additional expertise to the table, giving us the flexibility to scale our services as needed.

### **Our Philosophy**

We believe in building strong relationships with our clients based on trust, transparency, and open communication. Our team is committed to providing professional, accessible service, ensuring that you feel supported every step of the way. Whether you're a small business looking to improve your online visibility or a larger organisation seeking a comprehensive digital marketing strategy, we're here to help.

### **Why Choose M34?**

- **Local Expertise:** Being based in Manchester, we understand the local market and have strong connections within the community.
- **Diverse Experience:** Our work across various industries gives us unique insights into what works and what doesn't in digital marketing.
- **Tailored Solutions:** We don't believe in one-size-fits-all. Our strategies are customised to meet your specific goals.
- **Professional Team:** Our team is a mix of experienced marketers, designers, and strategists who are passionate about what they do.

**SERVICES**

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# WHAT IS DIGITAL MARKETING

Digital marketing is the component of marketing that uses the internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

It's all about hitting our client's goals in the most effective way possible by showcasing their services/product to the relevant target audience in order to achieve the desired effect.

This could be building brand awareness, driving traffic and engagement or generating brand conversions such as sales or leads.



**EMAIL MARKETING**

## Engage and Convert with Effective Email Marketing in Manchester

Welcome to M34, your trusted partner for email marketing services in Manchester. Email marketing is one of the most powerful tools for engaging customers, building relationships, and driving conversions. Our email marketing experts help you create compelling campaigns that resonate with your audience and deliver results. Whether you're looking to grow your email list, boost open rates, or increase sales, we're here to help.

### Why Email Marketing Matters

Email marketing offers a direct line of communication with your customers. It's cost-effective, highly targeted, and measurable. When done right, it can lead to higher engagement, repeat business, and customer loyalty. At M34, we design email marketing strategies tailored to your business, ensuring you reach the right people with the right message.

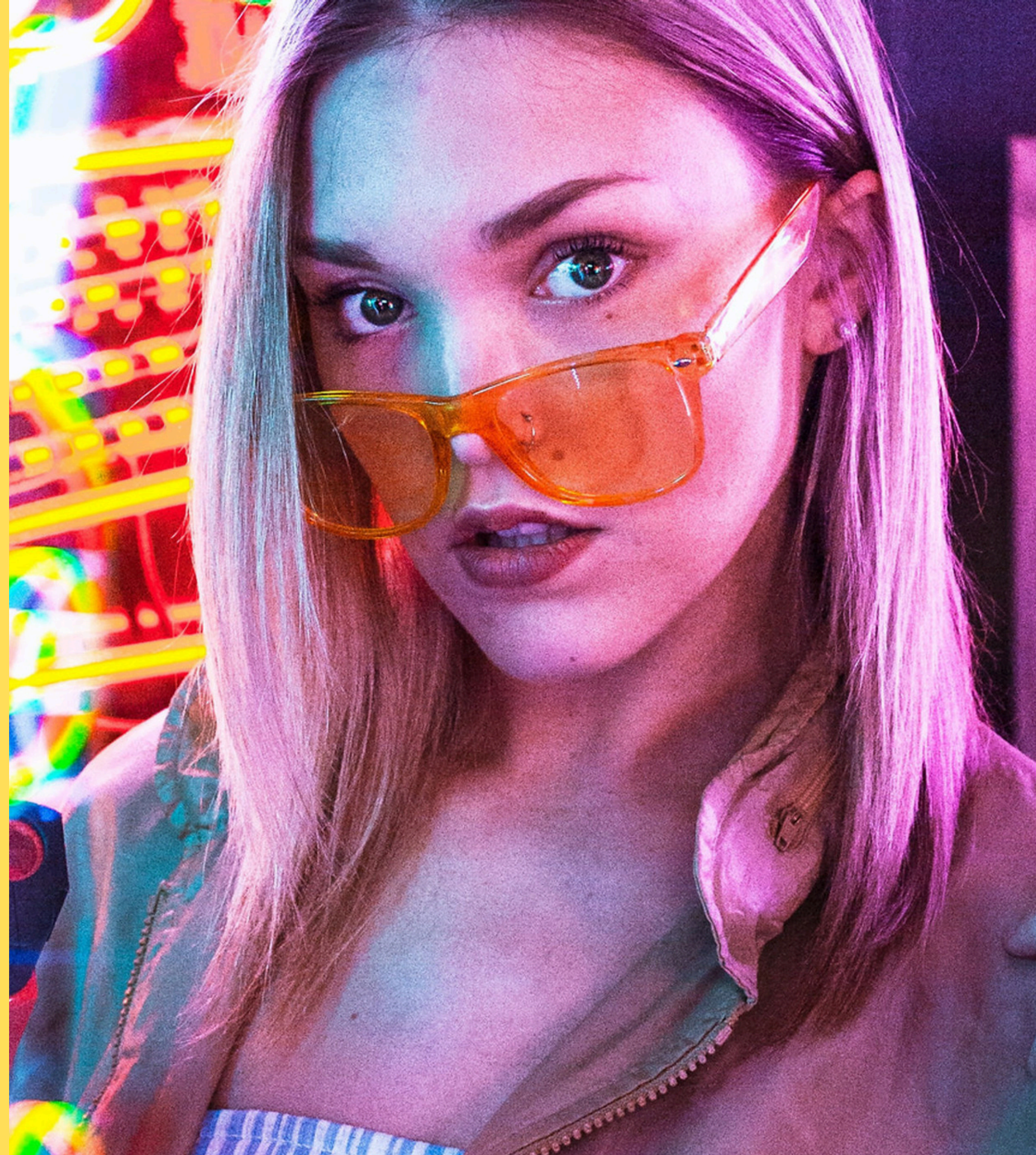
### Our Email Marketing Services

**At M34, we offer a full suite of email marketing services to help you achieve your marketing goals. Our services include:**

- **Campaign Strategy and Planning:** We develop a customised email marketing strategy based on your business objectives and target audience. This includes segmentation, scheduling, and content planning.
- **Email Design and Content Creation:** Our team designs visually appealing emails that are on-brand and easy to read. We create engaging content that captures attention and encourages action.
- **Automation and Personalisation:** We set up email automation workflows that streamline your communication process. Personalised emails can significantly improve open and click-through rates, leading to higher conversions.
- **List Management and Growth:** We help you manage your email list, ensuring compliance with regulations like GDPR. We also provide strategies to grow your email list organically.
- **Analytics and Reporting:** We track the performance of your email campaigns, providing detailed reports on key metrics like open rates, click-through rates, and conversion rates. This data helps us refine your strategy for better results.

### When you work with M34, you get:

- **Customised Campaigns:** We create email marketing campaigns designed specifically for your business, ensuring your message resonates with your audience.
- **Expert Team:** Our email marketing specialists have years of experience in crafting successful campaigns that drive results.
- **Advanced Automation:** We use the latest tools and techniques to automate your email marketing, saving you time and improving efficiency.
- **Transparent Communication:** We keep you informed throughout the process, providing regular updates and insights into your email marketing performance.







# SEO SERVICES

## **Boost Your Online Visibility with Expert SEO Services in Manchester**

Welcome to M34, your trusted partner for Search Engine Optimisation (SEO) in Manchester. If you're looking to increase your website's visibility on search engines and attract more organic traffic, you're in the right place. Our expert SEO team has the knowledge and experience to help your business climb the search engine rankings and stay ahead of the competition.

### **Why SEO Matters**

In today's digital landscape, having a well-optimised website is crucial for success. SEO is the key to driving organic traffic, building credibility, and establishing your brand online. Whether you're a small business in Tameside or a large corporation in Manchester, our tailored SEO strategies are designed to meet your specific needs and deliver measurable results.

### **Our SEO Services**

At M34, we offer a comprehensive range of SEO services to help you achieve your business goals. Our services include:

- **Keyword Research and Analysis:** We conduct in-depth keyword research to identify the best keywords for your industry and target audience. This ensures your content is optimised for the right search terms.
- **On-Page Optimisation:** We optimise your website's content, meta tags, headings, and internal links to improve search engine visibility.
- **Technical SEO:** We address technical issues that may be affecting your site's performance, such as site speed, mobile responsiveness, and crawlability.
- **Link Building:** Our team develops a strategic link-building plan to increase your website's authority and credibility in the eyes of search engines.
- **Content Optimisation:** We help you create high-quality, SEO-friendly content that resonates with your audience and drives organic traffic.
- **SEO Audits and Reporting:** We conduct regular SEO audits to track your progress and provide detailed reports on key metrics.

### **When you work with M34, you get:**

- **Tailored Strategies:** We don't believe in one-size-fits-all. Our SEO strategies are customised to meet your specific business objectives.
- **Experienced Team:** Our SEO experts have years of experience in the industry, ensuring you get top-notch service.
- **Proven Results:** We've helped numerous businesses in Manchester and beyond achieve higher search engine rankings and increased organic traffic.
- **Clear Communication:** We keep you informed every step of the way, providing regular updates and insights into your SEO performance.

**PPC SERVICES**

## Drive Instant Traffic and Results with PPC Advertising in Manchester

Welcome to M34, your trusted partner for Pay-Per-Click (PPC) advertising in Manchester. If you're looking for a fast and effective way to drive targeted traffic to your website, PPC is the answer. Our experienced PPC team specialises in creating and managing successful campaigns that deliver results, helping you get the most out of your advertising budget.

### Why PPC Advertising Matters

PPC advertising allows you to reach your audience with precision, targeting specific keywords, demographics, and locations. Unlike organic traffic, PPC provides instant visibility, allowing you to get in front of potential customers right away. Whether you're running a small local business or a large eCommerce site, our PPC services in Manchester are designed to meet your specific needs and goals.

### Our PPC Services

At M34, we offer a comprehensive range of PPC services to help you achieve your advertising objectives. Our services include:

- **Campaign Strategy and Setup:** We work with you to develop a PPC strategy that aligns with your business goals. We set up your campaigns, including keyword research, ad group structure, and targeting options, to maximise your return on investment (ROI).
- **Ad Creation and Optimisation:** Our team creates compelling ad copy and designs visually appealing ads that grab attention. We continually optimise your ads for better performance, ensuring you get the most out of every click.
- **Bid Management:** We manage your PPC bids to ensure you're getting the best value. This involves monitoring keyword costs and adjusting bids as needed to keep your campaigns on track.
- **Performance Tracking and Reporting:** We provide detailed reports on your PPC campaign performance, including key metrics like click-through rates (CTR), conversion rates, and cost per click (CPC). This transparency allows you to understand the impact of your advertising spend.
- **Remarketing and Retargeting:** We help you reconnect with potential customers who have visited your site but haven't converted. Remarketing campaigns can significantly increase your chances of closing a sale.

### When you choose M34 for your PPC needs, you get:

- **Customised Campaigns:** We create PPC campaigns tailored to your industry, audience, and objectives.
- **Expertise Across Platforms:** Our team is skilled in Google Ads, Bing Ads, Facebook Ads, and other major PPC platforms, giving you a comprehensive advertising strategy.
- **Continuous Optimisation:** We don't set and forget. We continually monitor and adjust your campaigns to improve performance.
- **Clear Communication:** We believe in keeping you informed, providing regular updates and insights into your campaign's progress.



# LET'S WORK

*Together*



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