

Inbound Marketing packages and prices



Our clients vary from innovative SMEs through to larger companies and brands. That's why we offer three Inbound Marketing packages and prices, which are designed to help businesses of different sizes meet their lead generation and revenue goals.

Each package provides a different level of Inbound Marketing activity at a fixed monthly budget - and at the fraction of the cost of a full-time marketing employee.

They allow our clients to outsource their Inbound Marketing to a [HubSpot Certified Partner](#) agency. HubSpot is the market leading Inbound Marketing

software and is highly recommended to all clients (packages exclude a HubSpot licence, please [click here](#) for more details of HubSpot pricing).

For clients who wish to manage their Inbound Marketing in-house, we also offer our Launch package (this can be supplemented by ad hoc consultancy support as required).



Launch Package

Want to get started with Inbound Marketing? We can help your Marketing team get up and running quickly.

Inbound Marketing set up, including:

- Initial website appraisal
- Advice on Inbound Marketing strategy
- Assistance in developing initial lead generation content offers
- Build of landing pages
- Design of website calls to action
- Creating automated email lead nurturing campaigns
- Search audit & keyword strategy
- Website optimisation for search
- Business blogging editorial plan
- Social media set up (Twitter, Facebook, Google+, LinkedIn)
- HubSpot portal set-up, blog & landing page template build/integration
- HubSpot training.

SME Package

Designed for smaller to medium sized businesses that are looking for new leads & sales at an affordable budget.

Help and advice on getting started (ask about our Launch Package), plus:

Get found

- Search engine optimisation (1 day pm)
- 2 blog posts per month (researched & optimised)
- Social media consultancy.

Convert

- New lead generation campaign offer per quarter.
- Landing page build and call to action design. A/B testing
- Lead nurturing.

Analyse

- Monthly management reporting, including traffic & search ranking report
- HubSpot management.

Enterprise Package

For fast growing enterprises looking to generate more sales leads to meet ambitious revenue goals.

Full Inbound Marketing set up (Launch Package included FREE) plus:

Get found

- Search engine optimisation (2 days pm)
- 4 blog posts per month (researched & optimised)
- Social media consultancy.

Convert

- Two new lead generation campaign offers per quarter.
- Landing page build and call to action design. A/B testing
- Lead nurturing.

Analyse

- Monthly management reporting, including traffic & search ranking report
- HubSpot management.

Corporate Package

For larger companies and brands with significant lead generation requirements or dedicated Sales teams.

Full Inbound Marketing set up (Launch Package included FREE) plus:

Get found

- Search engine optimisation (3 days pm)
- 6 blog posts per month (researched & optimised)
- Social media management.

Convert

- Monthly new lead generation campaign offer.
- Landing page build and call to action design. A/B testing
- Lead nurturing.

Analyse

- Monthly management reporting, including traffic & search ranking report
- HubSpot management.

£3,000 (if purchased separately). FREE to clients on our Enterprise & Corporate packages.

£999 pm

£1,999 pm

£2,999 pm

*** Bespoke packages available**

* These packages are designed to be flexible and clients can also add additional services as they wish. We can also create bespoke packages to meet specific requirements.

Please note:

Inbound Marketing is best seen as an ongoing business activity. As such, our SME, Enterprise and Corporate packages are offered on a minimum 6-month contract. All prices exclude VAT.

51-53 Church Road Hove East Sussex BN3 2BD. United Kingdom

t 0845 034 5603

e info@concentricmarketing.co.uk

w www.concentricmarketing.co.uk



Outbound telemarketing packages and prices



Together Concentric Marketing and Marketing Panacea have unified best of breed Inbound and Outbound Marketing solutions to release their full potential. By combining these two tried and tested lead generation methodologies we deliver results that are measurable and will increase your revenues.

Offered in addition to Concentric's popular Inbound Marketing packages - which incorporate proven strategies to help your business be found by potential customers and then convert them into leads - Marketing Panacea offer outstanding telemarketing support to qualify and develop your best opportunities.

This service offers telemarketing support at three distinct levels, as detailed below:

Option 1: Lead qualification (prior to handover to your Sales team)

- Target company with a certain turnover
- Target company within a specific geographical area/number of employees
- The company operates within a specific market sector
- The company develops a specific product/solution
- One of your competitors is currently an incumbent
- The pitch carried past the initial introduction
- The prospect requested further info - case study/whitepaper
- The prospect will attend a webinar/event.

Option 2: Arranging introductory meetings

- Arranging a telephone or a face to face meetings to introduce your solutions/services
- Targeting key Decision Makers at Director/Manager/Head of Business Unit/Head Buyer level (may not necessarily have budget, need or a timeframe).

Option 3: Arranging qualified meetings with key decision makers

- Usually a face to face or Video Conference (although can be a telephone meeting)
- Issues have been discussed
- Need established
- A timeframe to solve has been discussed
- A budget is in place or can be raised/requested.



Inbound Marketing Package	Telemarketing Option	Leads Qualified/ Meetings Arranged	Price (per month)
SME Package	Option 1: Lead qualification	Up to 4 qualified leads	£300
	Option 2: Arranging introductory meetings	Up to 3 introductory meetings	
Enterprise Package	Option 2: Arranging introductory meetings	Up to 6 introductory meetings	£600
	Option 3: Arranging qualified meetings	Up to 5 qualified meetings	
Corporate Package	Option 1: Lead qualification	Up to 12 qualified leads	£900
	Option 2: Arranging introductory meetings	Up to 9 introductory meetings	
	Option 3: Arranging qualified meetings	Up to 7 qualified meetings	

* These packages are designed to be flexible and clients can also add additional services as they wish. We can also create bespoke packages to meet specific requirements.

For more information please [click here](#) or if you prefer call us on +44 20 3286 5060.

Please note:
Inbound Marketing is best seen as an ongoing business activity. As such, our SME, Enterprise and Corporate packages are offered on a minimum 6-month contract. All prices exclude VAT.

