

Digital Marketing

Effective online digital marketing for printers



 Improve ranking positions

 Generate more enquiries

 Attract more visitors

 Receive more orders

 Improve client engagement

 Grow your print business

flex4  **PS**
web to print



Marketing

Increase your visibility online
and boost your sales by
driving targeted traffic to
your website or online print
store

Search engines and social media are now the most frequently used tools by individuals seeking the products and services they need on the internet. This means it is now vitally important that your printer website is optimised and ranked in search engines as highly as possible. Being active on social media platforms is also essential for a successful digital marketing campaign.

We have over 10 years of experience in delivering effective marketing techniques that will increase your visibility online. Whether you need more enquiries or would like to generate print orders online, our digital marketing services can help.

Be seen.
Be visited.
Be bought.
Be happy.



What we do



Keyword SEO

Research and select the best print keywords to target qualified traffic from search engines to your website



Content Marketing

Generation of regular blogs, posted to your website to help engage your customers and increase search visibility



Link Development

Powerful and essential link building strategies to increase your web recognition and search engine rankings



Social Media

Setup, branding and blog integration of social media platforms enabling you to engage with your customers



Google Adwords

Monthly management of Pay per Click (PPC) campaigns to instantly boost search visibility, website traffic and sales orders



Email Marketing

Send company newsletters and promotions directly to the inbox of your customer base with targeted email campaigns

Marketing Packages

One-time SEO

A single job of optimising your website for search engines using a range of standard print keywords and phrases

Local Campaign

On-going monthly campaign focusing on driving traffic and print orders from across your local areas

National Campaign

On-going monthly campaign focusing on driving website traffic and print orders on a national level

	One-time SEO	Local Campaign	National Campaign
Keyword research	✓	✓	✓
On-page optimisation	✓	✓	✓
Google My Business setup	✓	✓	✓
Link development	✗	Local	National
Blog content generation	✗	Monthly	Weekly
Social Media setup	✗	✓	✓
SEO maintenance & health checks	✗	✓	✓
Ongoing consultancy	✗	✓	✓
Performance reports & reviews	✗	✓	✓

Analysis & reporting

Monthly Reports

Clear and concise summary reports showing the performance of your website and progress of your digital marketing campaign; including keyword rankings, visitor traffic and conversion data such as sales orders and enquiries.

Annual Reviews

Comprehensive annual reviews documenting rankings, visitor and conversion performance of your website for the full campaign period, with consultancy and recommendations to continue improving, gaining more print sales and enquiries from your website

Case Study



www.instaprint.co.uk

In 2012 Instaprint implemented an OPS website and commissioned Flex4 to run an on-going digital marketing campaign. Since then the level of online orders and enquiries has increased dramatically.

A new design layout was implemented in 2015, based on the outcome of a conversion rate experiment. This resulted in a large (over 30%) improvement in conversions and since 2015 the number of orders received has doubled each year.

Want more leads & print orders?

Call or email us today to find out how Digital Marketing from Flex4 can help increase your print revenues.

 **020 7952 8160**

 **info@onlineprintsolution.co.uk**



flex4  **PS**
web to print