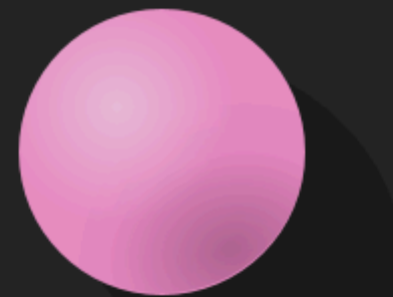


ROAR

Services and Pricing Guide

# MAKE WAVES NOT NOISE







## COMPANY INFORMATION

### Registered Name

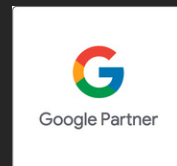
ROAR Digital Marketing LTD.  
Est 2016.

### Address

Cobalt Business Exchange,  
Newcastle,  
NE28 9NZ

### Website

[roardigitalmarketing.co.uk](http://roardigitalmarketing.co.uk)



# WHO ARE ROAR?

We're a UK-based search marketing agency. We help 7 and 8-figure brands get found online and turn clicks into customers. We do this via SEO, PPC, and content to drive sustainable growth.



# MAKE WAVES, NOT NOISE

Get found online and turn clicks into customers  
with tailored search marketing

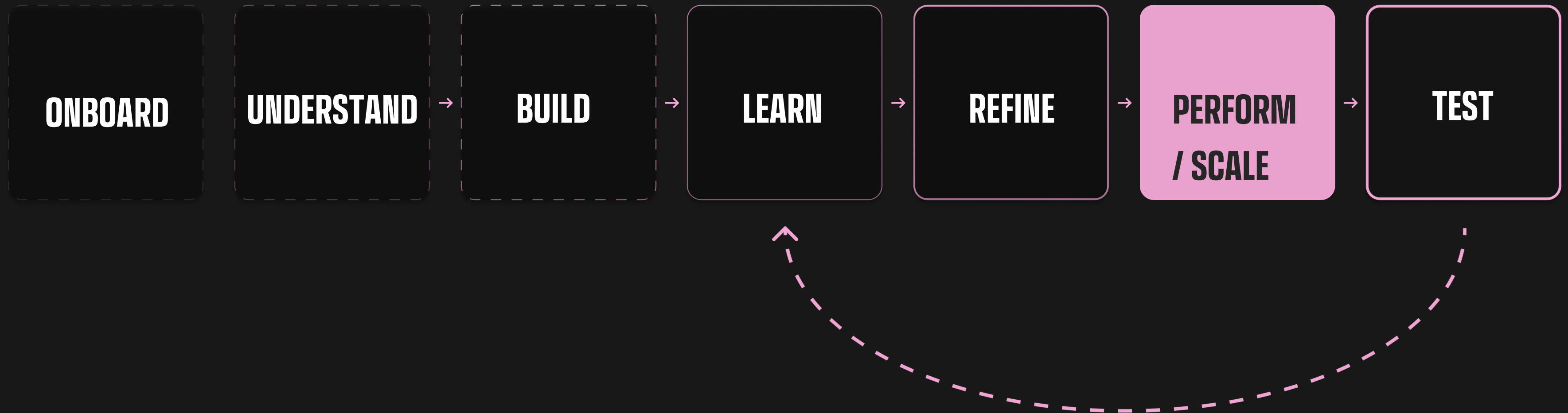
Sculpting digital strategies through organic and paid search, we  
generate success for brands with a results-led philosophy and  
clear ROI.

ROAR

An abstract geometric composition on a dark background. It features several dark gray cubes of various sizes, some of which are tilted or broken apart, creating a sense of movement and depth. In the upper right corner, there is a solid pink sphere. The overall aesthetic is modern and minimalist.

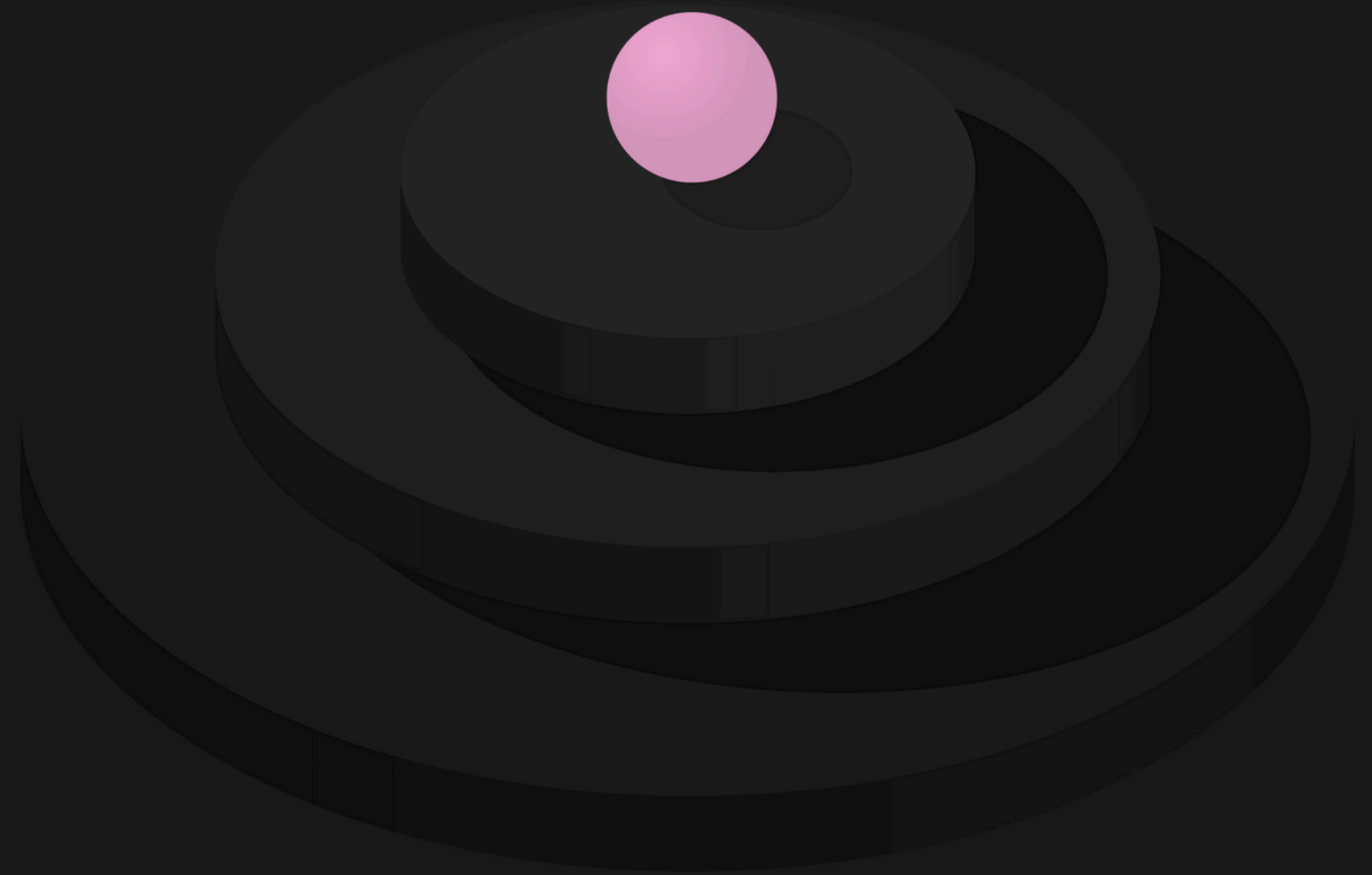
## BORN TO LEAD THE PACK

# HOW WE WORK



# WHY CHOOSE ROAR?

- Expertise and experience
- Prioritise what matters, no fluffy stuff
- Industry-leading tech stack
- Scalable packages
- Easy reporting with regular comms
- Niche in a niche specialists
- Values-based business
- Easy to work with and communication



Client Testimonials:

# NO ROAR WITHOUT RESULTS



**Samantha  
McGowan**  
Digital Marketing Manager  
Spence & Partners

“The ROAR team is full of experts who understand our brief, take it away and implement a plan to ensure the best results.

We now have a more strategic SEO programme in place and ROAR understands that we don’t want to just increase our search terms and Google rankings, but we want to generate better leads for our services.

We are untouchable in terms of SEO because of the geniuses at ROAR, and they provide us with great insights into our competitors to help keep us ahead of the game.”



**Paul Lewis**  
Finance and Operations  
Analyst  
Theodo

“ROAR did a great job ensuring we maintained SEO ranking when we migrated to a new website to remain competitive online and continue to give us great insight and recommendations on our digital marketing strategy”

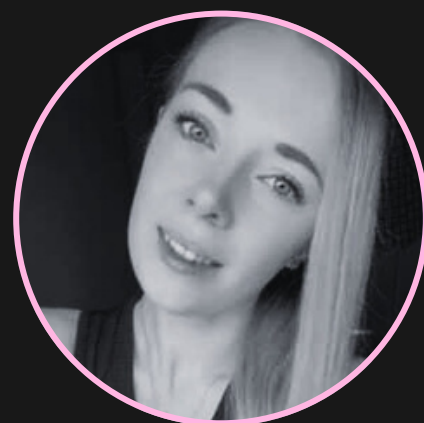


**Sarah Donnelly**

**Marketing Manager**

Tritility

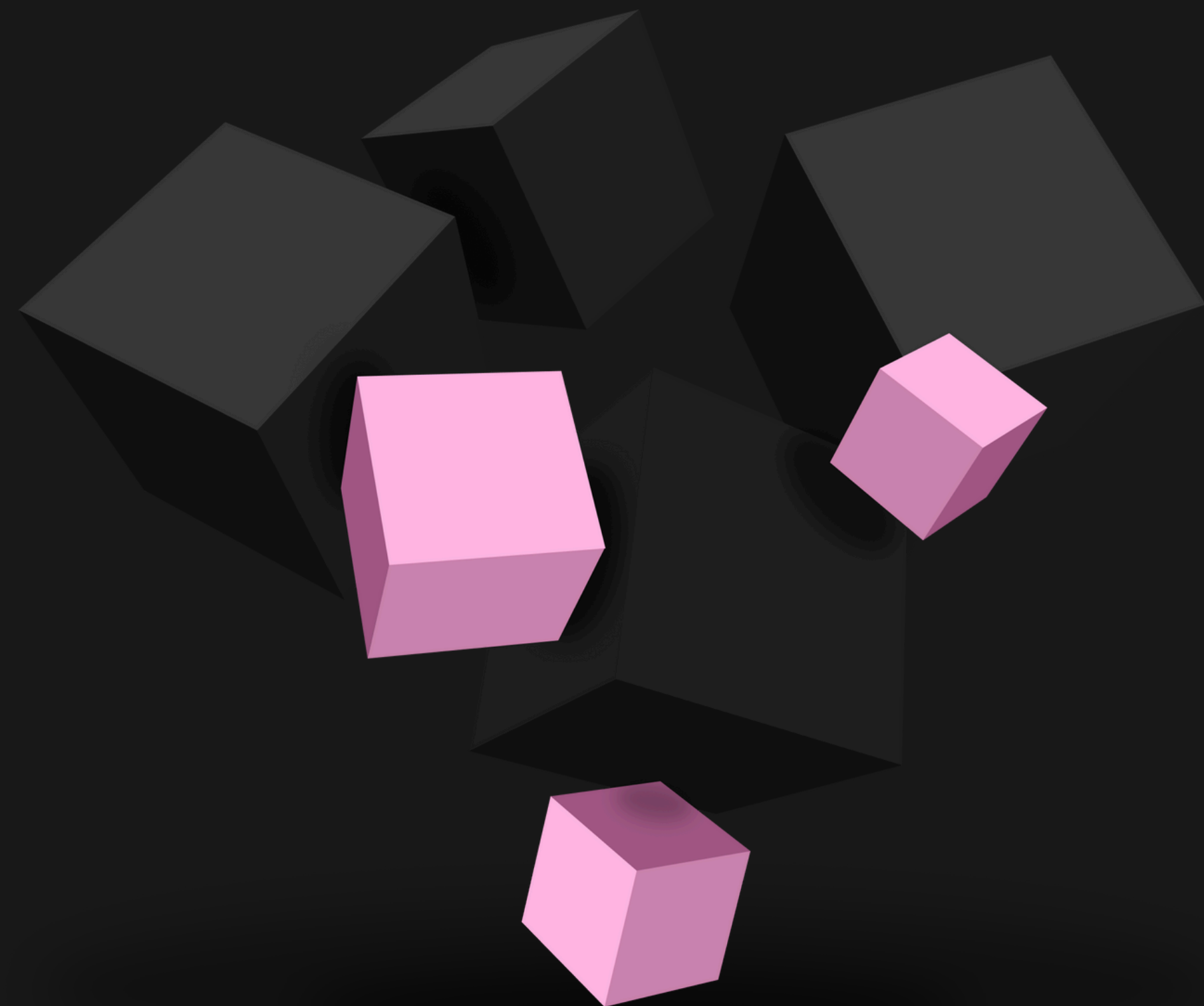
“I've worked with other SEO agencies in the past, and they tended to provide a list of topics and keywords. Roar, however, provides a detailed plan of action and a breakdown of their methodology. Their SEO bomb suggests topics, sub-topics and guidelines on writing style and structure. This is far more than anything I've received working with other agencies. Their reporting is also fantastic. We have a fantastic rapport with the PPC team, they are always responsive and helpful.”



**Kim Capstick**  
**Head of Operations**

Netherby Hall

“Everyone we have worked with at ROAR has been knowledgeable and has also gone above and beyond to give us some amazing results. Their personal touch to the accounts really makes a difference and they have tweaked the service to provide the data we need to track the growth in line with our own reporting systems. 26% increase in bookings and an increased ADR by £87 in two months is amazing! We would highly recommend ROAR!.”

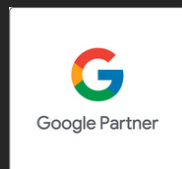


# OUR DIGITAL MARKETING SERVICE MENU



# PPC Management

Don't just advertise, captivate, dominate, and translate this into driving revenues with our enterprise PPC management services.



## BE UNMISSABLE ONLINE

Paid advertising targets potential customers with relevant online ads related to searched-for keywords, behaviour, interests, and intent. We run paid ad campaigns to target users at various stages of the marketing funnel, and wherever the data dictates they'll be most useful.

## Pricing

### Small Search Campaign

**£900**  
per month

### Medium Search Campaign

**£1,400**  
per month

### Large Search Campaign

**£2,000**  
per month

### Performance Max Campaign

**£POA**

**Enterprise Level**

**£POA**

\*prices exclude VAT

PPC MANAGEMENT

# ADD ONS

Further enhance your PPC performance with these supplementary services.

+

REMARKETING

**£400**  
per month

+

DISPLAY ADVERTISING

**£400**  
per month

+

YOUTUBE OVERLAY

**£400**  
per month

+

GOOGLE SHOPPING BOLT ON

**£1,000**  
per month

+

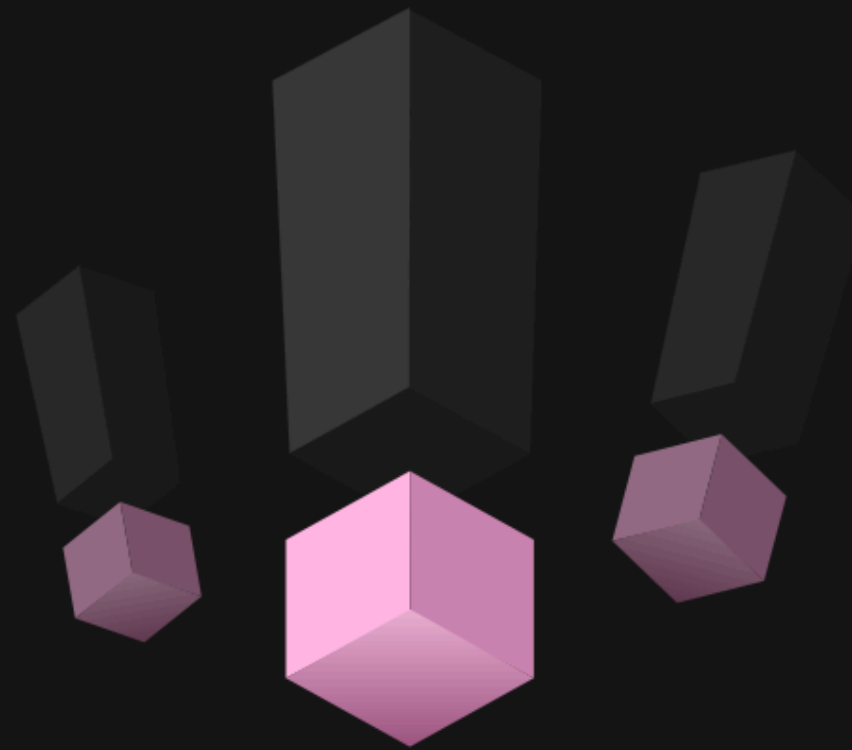
**Basic Ad Artwork Creation**

**£800**  
per design set

\*prices exclude VAT

# PPC CLICK FRAUD PROTECTION

*Wave Goodbye To Click  
Fraud and Wasted Spend.*



ROAR uses high-quality, automated software which utilises advanced AI to monitor your ads in real time. These tools analyse clicks to determine whether they are legitimate or fraudulent, and blocks accordingly, saving you potentially £100s in wasted adspend.

## PPC Fraud Protection

Prices from

**£25**  
per month



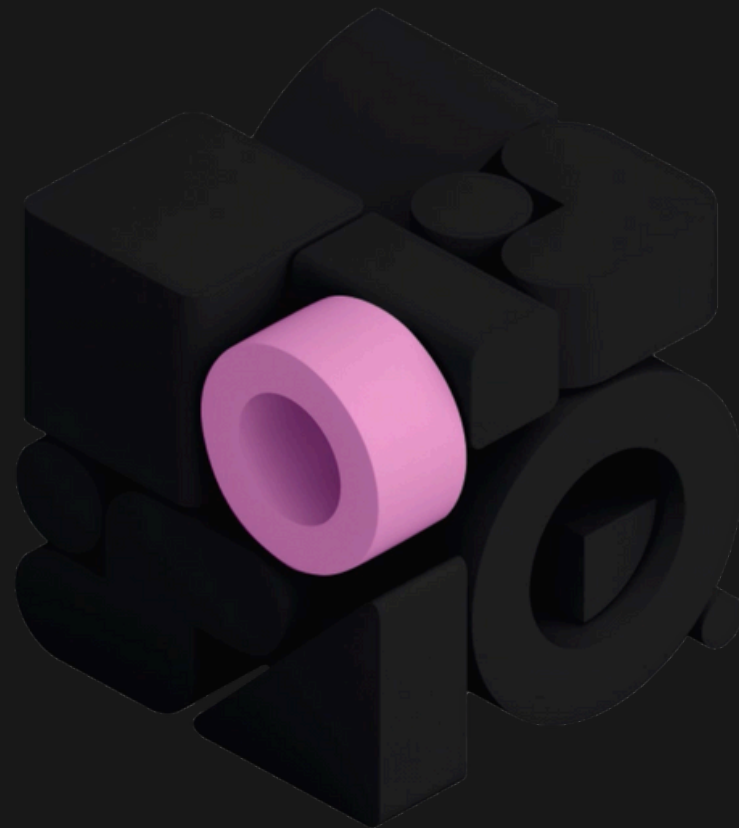
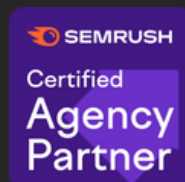
# SEO MANAGEMENT

Build your authority.

Reach more users.

Generate more conversions.

ROAR's SEO management services are tailored to your business goals, stimulating growth and driving revenue through increased online visibility.



## Pricing

Small

**£2,500**  
per month

Medium

**£3,000**  
per month

Large

**£3,500**  
per month

Enterprise Level

**£POA**

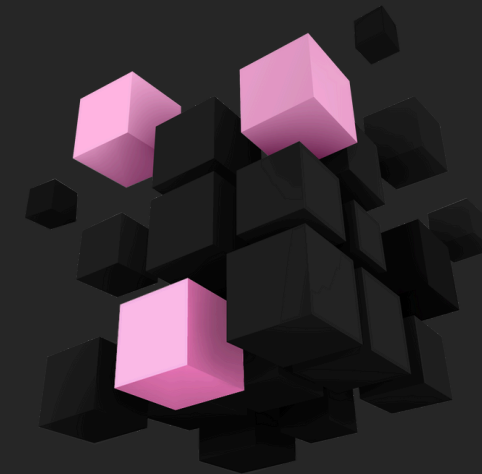
**Managed SEO + Content**

**£POA**

# THE SEO Bomb®

A targeted content strategy resulting in greater online visibility.

Enhanced SEO performance, thought leadership, and industry authority are just some of the results you'll obtain from our SEO Bomb® - ROAR's patented, premium content marketing strategy.



## SEO Bomb®

Single SEO Bomb®

**£500**

Quarterly SEO Bomb®

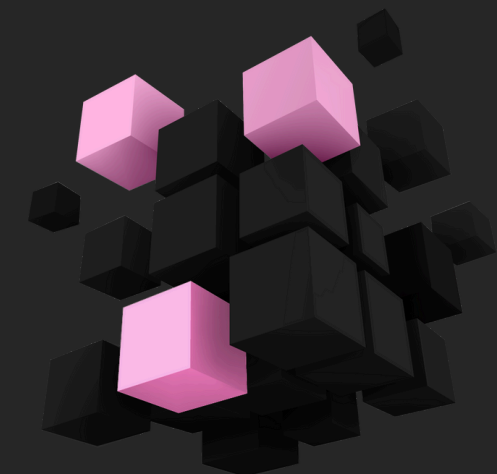
**£475**

1 per quarter

Monthly SEO Bomb®

**£450**

1 per month



## SEO Bomb®

+ Content by ROAR

Single SEO Bomb® + 12 x blogs

**£2,900**

Quarterly SEO Bomb® + 4 blogs per month

**£879**

per month

10% saving

Monthly SEO Bomb® + 12 blogs per month

**£2,465**

per month

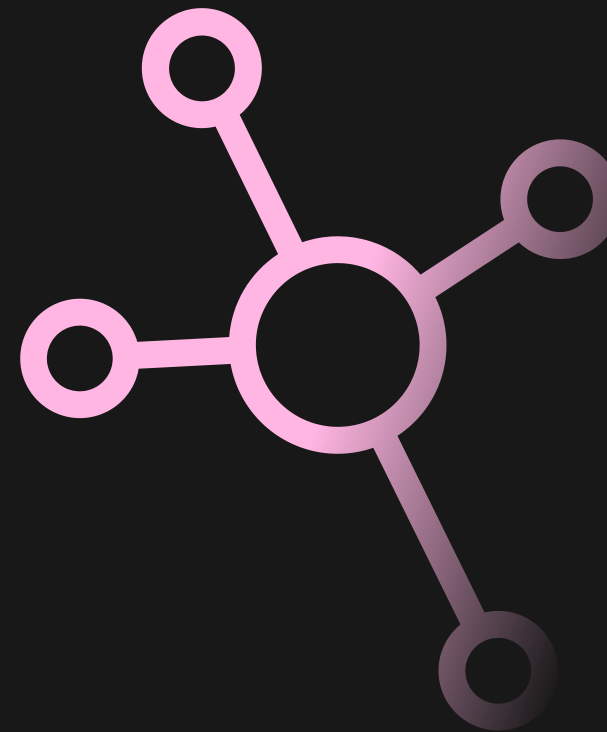
# Link Building

Build your authority.

Improve Brand Awareness

Boost Domain Profile

ROAR's tailored SEO link-building services deliver carefully considered and highly relevant strategies designed to boost your website's authority, visibility, domain profile, and rankings in line with your unique business goals



## Pricing

Start

**£1,500**  
per month

- 6 x DA 10 - 20 Backlinks per month blend of niche edit placements and blogger outreach.
- 1 x Long-form SEO specifically crafted blog.
- 25+ business citations

Accelerate



**£3,000**  
per month

- 10 x DA 21 - 40 Backlinks per month. A blend of niche edit placements and blogger outreach.
- 2 x Long-form SEO specifically crafted blogs for your website.

Domiante

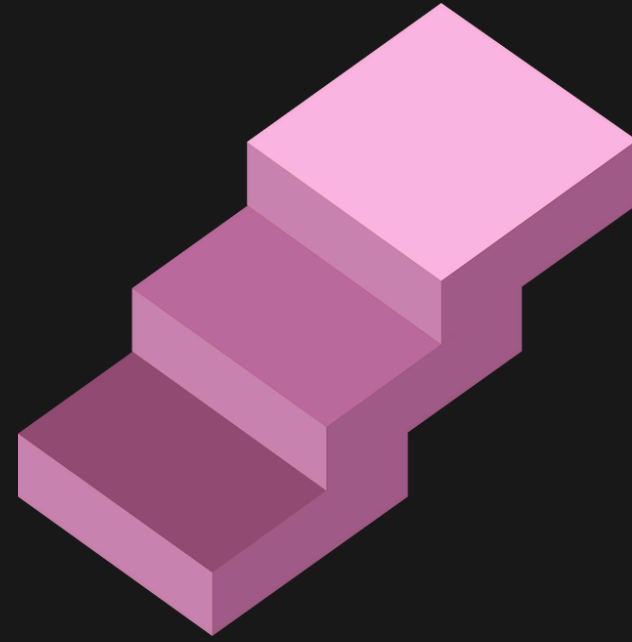
**£4,500**  
per month

- 18 x DA 30 - 50 Backlinks blend of niche edit placements and blogger outreach.
- 4 x Long-form SEO specifically crafted blogs for your website.



# CONTENT CREATION & OPTIMISATION

Great content makes your site the unmissable digital destination for your users. ROAR creates unique, topical, informed content whilst enhancing existing copy to establish industry authority and capture user interest.



## IN SEO, CONTENT IS KING

Premium content is essential to successful SEO. People use the internet primarily to find answers, and they won't hang around for a reply.

ROAR creates SEO-optimised content for your site, giving your business a way of ranking in the search engine results and keeping users on your site when they get there.

We take a data-led approach to our content creation services by uncovering topics and search terms that match the needs of your potential audience and building a strategy around them.

## PRICING

**CONTENT OPTIMISATION**  
per article

**£100**

by SEO Specialist

**MEDIUM LENGTH**  
600-800 words

**£175**

by **Pro** SEO copywriter

**MEDIUM LENGTH**  
600-800 words

**£225**

by **Senior Pro** copywriter

**LONGER FORM LENGTH**  
1000 - 1200 words

**£300**

by **Senior Pro** copywriter

**Content Bundles Available    £POA**

# WEBSITE ANALYTICS SERVICES

Deep, **Actionable Insights**  
into Your Business.

Tracking with Google Analytics allows businesses to gather insights into your users online behaviour and website performance. With our website analytics services, you can understand your key performance metrics and better leverage your analytics. This includes optimising your set-up, tracking goals and valuable metrics, interpreting results, and monthly automated reporting via tailored Google Data Studio reports.

## Pricing

**ANALYTICS AND  
REPORTING SET-UP**

**£500**

one off

**REPORTING DASHBOARDS +  
AUTOMATED REPORTING**

**£49**

per month

# HUBSPOT MANAGEMENT

Realise the potential of HubSpot's marketing platform by outsourcing management to those in the know. ROAR can amplify your inbound marketing efforts to ensure you receive the best possible return for your investment.



## MAXIMISE YOUR INBOUND MARKETING

We've spent thousands of hours testing every HubSpot feature across multiple industries.

As a HubSpot Solutions Provider, we have access to a global insider community of marketing, service, and sales experts. Moving your marketing efforts onto a single platform has clear benefits for improving cross-channel efficiencies. Choose our HubSpot management services to make sense of your data, generate more leads and drive future revenue.

## PRICING

### MARKETING SERVICES

**£2,500**  
per month

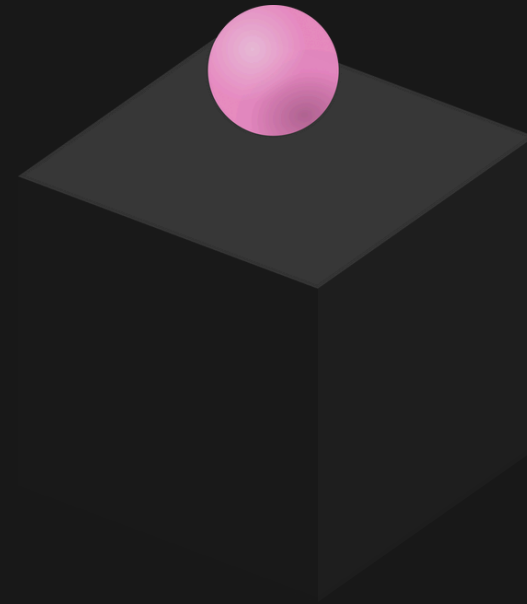
### CONSULTANCY SERVICES

**£1000**  
per day



# DIGITAL MARKETING CONSULTANCY

From evaluating your current methods, systems, and performance to planning and executing more innovative strategies, ROAR's digital marketing consultancy can help transform your brand into a market leader.



## DISCOVER HOW TO WIN

Partnering with ROAR gives you enterprise-level experience across multiple channels and a data-led approach to evaluation, planning, implementation, and reporting.

### JUNIOR SEO CONSULTANCY

**£100**  
per hour

Virtual only - billed prior to session, and is in hour session blocks only.

### SENIOR CONSULTANCY

#### HALF DAY CONSULTANCY

from **£500**  
per half day

virtual or in-person options available \*\*

#### FULL DAY CONSULTANCY

from **£800**  
full day

virtual or in person options available\*\*

\*\* If in-person - travel and accommodation are at an additional cost and will be worked out before the consultancy session.

# DIY SEO PLATFORM

A simple pathway to SEO  
Success for SMEs

Your personal SEO assistant is designed to support enterprising, micro and SME businesses to grow online at their own pace.

With ROAR's DIY SEO platform, your business can access powerful SEO tools to boost your online visibility, write helpful, informed content, improve your search engine rankings, and drive more users to your website.



## No Experience Required. No Tech Knowledge Needed

With our quick and efficient set-up process, you'll have access to the insight, knowledge and experience of an SEO specialist in just 15 minutes.

## PRICING

### SINGLE USER

**£99**

per month

**7-day free trial**

### MULTI USER LICENCE

**£129**

per month

**7-day free trial**

### AGENCY USER

**£POA**

**Speak to sales**

\*prices exclude VAT

DIY SEO Platform

# ADD ONS

Complimentary services that can be added to DIY SEO Platform services to improve your outputs.

+

Per additional  
50 keywords

**£9.99**

per month

+

+ 1 hour per month  
SEO support

**£99**

per month

needs to be invoiced manually



# A WORD FROM OUR MANAGING DIRECTOR



In 2016 I launched ROAR to support ambitious businesses. I wanted to create an agency with a niche service focus around Search Marketing with exceptional expertise, and with the ability to create **R**ead **O**pportunities and **A**ctual **R**esults for our clients.



**Michael Knowles**

ROAR | Managing Director

ROAR

**READY TO**  
**MAKE WAVES?**

## Lets Talk

 0191 280 4140

 [info@roardigitalmarketing.co.uk](mailto:info@roardigitalmarketing.co.uk)

 [roardigitalmarketing.co.uk](http://roardigitalmarketing.co.uk)