



Media Pack 2021
Digital & Social Media Marketing

Powell & Barns Award Winning Marketing

Powell & Barns Group is an Award winning marketing company, we specialise in working with SME's, local & regional Statutory Organisations, and National brands alike.

We are engagement specialists and pride ourselves on exceeding targets and achieving real results that provide quality engagement opportunities for our clients.

Our digital targeting allows you to specify your geographic and demographic preferences, and your dedicated account manager will provide free consultations with all plans.

We are also publishers of the content-led web platform representing minority ethnic communities at:
powellandbarnsmedia.com

and [Urban Kapital Magazine](#)

The magazine is available in both digital and print.

Social Media Packages

Options:

- We offer premium ads that are targeted across social media to the demographic you choose
- We can target based on specific audiences, interests, online behaviours, locations, or communities
- We track and manage your organic posts and we manage paid campaigns, SEO improvement and send you reports so you can monitor how your marketing is going.

It costs on average between £1500 – £2,000 per month to employ a digital marketing manager. Or you can out-source to us, and let us become your marketing team.

See full service Marketing Management prices below:

Rates:

- Digital starter package

Social media marketing: Organic & paid posts : includes up to 5 social media accounts, scheduled daily posts (min 2 per day). Paid ads x 4 per month, Monitoring & analytics.

£240 per month

- Digital Boost package:

As above plus: Content creation 2 ads per month (Posts / Videos). SEO support, up to 4 scheduled posts per day, paid ads continuous.

£320 per month

- E-Commerce Package

Same as Digital Boost + Social Media Shops (Facebook / Instagram)

£390

Or talk to us about a bespoke package for your fixed budget.

Full Service Marketing

What we do:

- We take care of your marketing so you can focus on what you do. We provide consultations, strategic planning and content creation.
- We advise you on the best way to maximise your investment and grow your business with real measurable results and reporting.
- We gather insights about your industry, plan your marketing campaign, create your online and offline content, launch and manage your marketing campaigns, promotions, events and more!

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Rates:

- 3 Months full service support
£1500 per quarter
- 6 Months full service support
£2400

Website Design: Quotes upon request

Business Apps: Quotes upon request

Book a FREE consultation and talk to us about a bespoke to suit your budget.

STORYTELLING



Ad design
service.

If you are unable to provide print ready artwork, or need help designing your ad or advertorial we can offer a bespoke design service with setting charges starting from:

Quarter page	£ 25
Half page	£ 50
Full pages	£ 75

Contact

Please contact our Marketing & Communications Executives with any queries or to discuss a package in more detail.

- T: 0800 118 4175 Option 1
- E: harvey.platt@powellandbarnsgroup.com

For digital only features please email:

- E: digital.team@powellandbarnsmedia.com
- T: 0800 118 4175 Option 2

