

*helping you say it better
...digitally*

TLA

DIGITAL

THE LUNN AGENCY

“you won’t sell
anything if
you don’t tell
anything”

TLA – the digital choice.

The dark art of digital isn’t about knowing the right buttons to press or climbing on the latest social platform to gain more ‘likes’. Successful digital marketing demands precisely the same level of strategic thinking and creative execution that you would apply to more traditional communications.

TLA has a long history and respected reputation for its top-level strategic thinking and innovative creative solutions. Our new TLA Digital division is no exception. It harnesses the power of this expertise and combines it with up-to-the-minute digital knowledge, skills, and experience to provide an unrivalled holistic marketing approach.

We’ve always said that we **‘help you say it better’**, well now we have more tools in our armoury to **‘help you say it better, more often, and to more people’**.

Marketing is all about communicating with people who will buy your products or services. We will help you communicate in the most creative and effective way. We offer different levels of digital service depending on your needs and budget, or we will bespoke a service to suit exacting requirements.



Having a social media presence is essential.

We know that managing your social media accounts can feel like a 24/7 job. From creating content, to ensuring your posts look impeccable and engaging with your audience, there's a lot to do. That's where we come in and help you. With our creativity, expertise and passion for social media we get the job done.

In today's digital world social media is a must-have for any brand. Having an engaging and consistent presence on Facebook, LinkedIn, Instagram and other platforms is vital to growing your customer base. But it can be hard to find the right balance between posting too much and not enough.

A precise content strategy, steadfast consistency, and an abundance of inventiveness are necessary for managing your social media.

We use great stock imagery, original graphics, and client-provided content to guarantee your profiles look amazing. We plan posts in advance so that you can comment and have complete control over what is posted to your social media pages. We choose the best moment for your posts to go online, assuring the highest level of engagement, using our sophisticated software.

what do you get?

Creative content planned and scheduled ✓

Customer response ✓

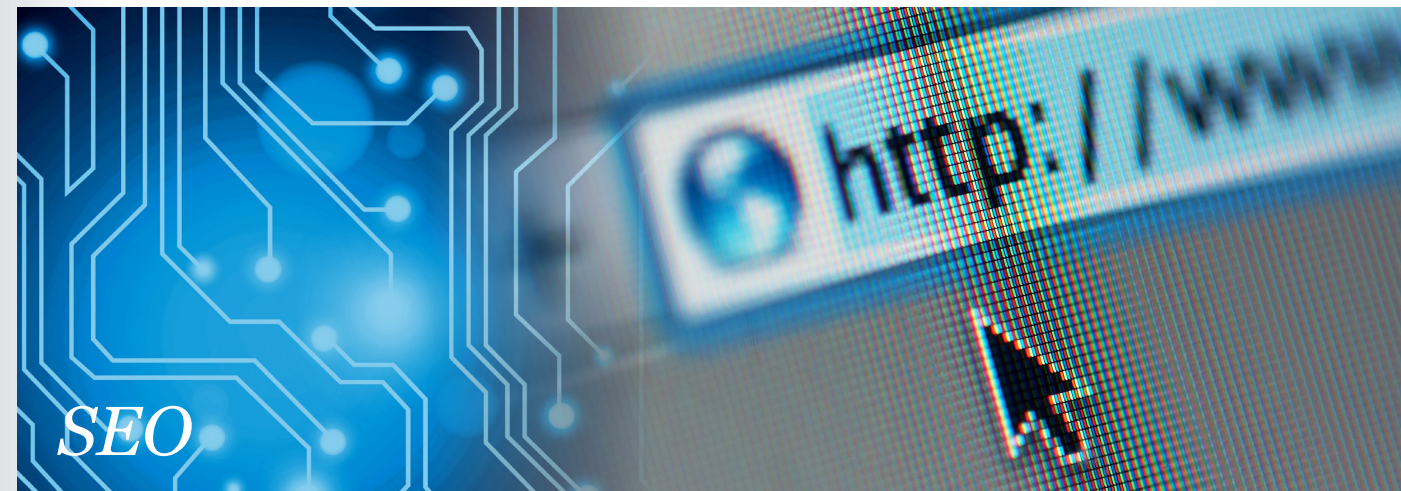
Brand reputation assured ✓

Community management ✓

Organic growth ✓

Paid social advertising ✓

FROM
£395
per month



Let us help you beat the Google algorithm.

We can help you to reach the top of Google and other search engines and beat the Google Algorithm.

Search engine optimisation is one of the most effective ways to increase web traffic and sales. Our SEO packages are created with your target audience in mind, making sure your website is visible not only on local searches but also on an international level if required.

We can help you understand how SEO works, its benefits and how to implement our strategy effectively. Whilst we can't guarantee specific rankings, no-one puts more effort into getting your website to the top of Google than us.

SEO helps to increase your website traffic, build trust and credibility, as well as convert visitors into paying customers.

what do you get?

Full Site Audit and 6 Month SEO plan ✓

Keyword optimised content
expertly written ✓

Rank Tracking so you always know
where you rank ✓

Backlink building to ensure Google
knows you are popular ✓

FROM
£395
per month



We know Google Ads.

We understand how it works, how to set up and optimise your campaigns, the best keywords to target, how to build qualified leads and the best practices for increasing conversions.

PPC or pay-per-click is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. Simply, you only pay for advertising if your ad is actually clicked on. It's essentially a method of 'buying' visits to your site, in addition to driving website visits organically.

Whether you want to drive clicks, impressions, or conversions, with our expertise and experience, we'll help drive the best possible results for your business.

Advertising budget to be agreed and charged separately.

what do you get?

Campaign creation and research ✓

Search ad design that converts ✓

Landing pages that convert ✓

Search, shopping, performance max
and Remarketing ✓

Continuous Campaign Optimisation ✓

FROM
£495
per month



The most cost effective way of staying in front of your potential clients.

Email marketing is cost effective and effective. It also has a habit of being in front of prospective clients just at the time they are thinking about needing your services.

No-one likes spam email, that's why when we create campaigns for you they will only go to those recipients most relevant and have already opted in to receive your email marketing. That way you shouldn't annoy too many people. But as the old adage goes, there is always one.

Whether your aim is to educate, inform or sell directly we can help you with email templates designed to perfectly reflect your brand and style.

From monthly newsletters to selling your products eCommerce style, we can help plan, create and deploy your email marketing strategy.

what do you get?

Platform setup and list management ✓

Creative email design ✓

A/B testing ✓

Pre-send deliverability checks ✓

Email reporting and
industry benchmarks ✓

FROM
£350
per month



Lead Generation

Supercharge your LinkedIn conversions.

Our Lead Generation is designed to connect you with your ideal customers via LinkedIn and use the power of conversation to get the ball rolling.

LinkedIn is more popular than ever, especially after the pandemic when more people got used to doing business over their phones and computers. It stands to reason to exploit this increase in accessibility of your perfect target audience by integrating it into your marketing strategy.

We can help you to start conversations with the companies you'd love to do business with. All we need to do is agree on targeting and messaging, then we'll handle all of the connection requests and pass the lead over to you when we think a conversation has started.

LinkedIn Sales Navigator tool to be set up by you and billed directly £70 per month if billed annually.

what do you get?

Utilises Sales Navigator sales tool ✓

Connect and talk with 100's of your dream customers ✓

We do the leg-work, you reap the rewards ✓

Conversations passed to you to develop ✓

Shared Google Sheet with all connections made ✓

FROM
£695
per month



Blog Posts

The darling of the digital world.

It's easy to underestimate the power of the well-crafted, content-rich blog. It's even easier to ignore. But do so at your peril. Blog posts are the perfect vehicle for communicating information to a vast audience of potential customers – and blogs are much loved by Google.

A well written blog in the main will be informational or educational. It will provide the reader with expert information and insight on a given topic – it must deliver value to the reader rather than simply push a product or service. If a blog is written from a sales perspective, readers will quickly rumble the attempt to sell to them and they will be dismissive of the piece. They will see it as untrustworthy at best, or at worst a con.

We will write expertly crafted blogs that are thoroughly researched in content, and optimised from a SEO perspective. We will portray your company as experts in your field, willing to share your knowledge with readers and give freely information, advice, tips or experience that will help them. What's in it for you? Well, it will help drive traffic to your website, help convert traffic into leads and will help drive long-term results. Blogging also helps with link building.

what do you get?

Research topics that are searched for ✓

Professionally write and craft a blog ✓

Design with relevant powerful imagery ✓

Supercharge your website SEO ✓

You to be seen as a 'thought leader' ✓

Positioning you as 'leaders in your field' ✓

FROM
£345
per month

Work with us and you'll be in good company.



Fire Protection Association



Gloucester Charities Trust



“a year from
now you'll wish
you'd started
today”

TLA

CREATIVE

THE LUNN AGENCY

TLA

DIGITAL

THE LUNN AGENCY

*An unrivalled combination
for high performance marketing*

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GCN
extending your reach

The longest established international network of
marketing agencies working with pan-European
clients and worldwide markets.