

1 MARKETING STRATEGY

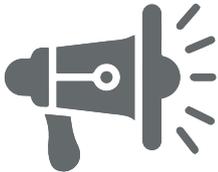


A marketing strategy is your company's plan detailing how you will reach out to members of your target market and convince them to become your customers. The secret to Adopstar's success lies in multi-channel marketing strategies that are custom-designed to be seen, heard and experienced.

The first step in any marketing strategy is to identify your target market, and once that is done, we focus on the most effective ways to reach this market. The secret to our success lies in our marketing research tools, with which we'll establish whether your audience is watching TV, listening to the radio or consuming online content like social media.

Your goals are our goals and we will research your target market, do an audit of what you need and deliver results that make a solid difference to your bottom line.

2 MARKETING CAMPAIGN PLANNING



Once the marketing strategy has been finalised and the big picture is in place, we turn our attention to the details. A marketing campaign is a single message that helps your brand reach its goals.

Depending on the campaign, the right mode of delivery could be television, radio, large-scale print media, or through-the-line digital media – or a combination of them all. The timing of a good campaign is often as important as the message. Adopstar believes in meticulous timing and well-crafted messages that are guaranteed to be seen, heard and remembered.

adopstar

mediaops

Adopstar's full-service division specialising in digital and traditional marketing, advertising and strategy.



During the campaign planning process, Adopstar will determine the marketing communication methods that will best be heard by your target market. We also outline the costs to make sure that the plan fits within your budget.

3 CREATIVE



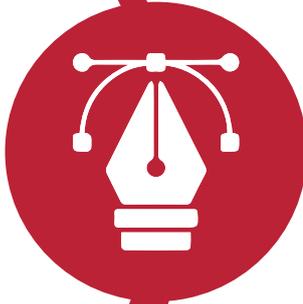
The only way for a brand to get noticed is to do or be something different. Your brand needs to stand out and to explain to your target market that you have something special to give.

We know you offer brilliance and it's Adopstar's job to create a brand that showcases everything you have achieved.

Leave it to our creative team to apply their minds and processes to your business and devise a unique look and feel that encapsulates your brand.

OUR GRAPHIC DESIGN SERVICES INCLUDE:

- BANNERS
(indoor and outdoor)
- BILLBOARDS
- BROCHURES
- CATALOGUES AND MAGAZINES
- CORPORATE STATIONERY
- OFFICE TEMPLATES
(invoices, letterheads and quotes)
- PACKAGING
- POSTERS AND FLYERS
- PRINT ADVERTISEMENTS
- SALES PRESENTATION FOLDERS
- SIGNAGE
- VEHICLE AND TRUCK
BRANDING/WRAPPS



5 COPYWRITING

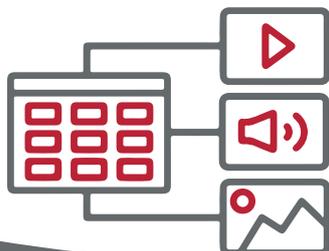
Copywriting is making magic with words – it is the process of writing the text (copy) that appears in all marketing materials from adverts and brochures to social media posts and websites – and everything in between. Without carefully crafted copy, no marketing campaign can be great. Adopstar's team of talented wordsmiths create copy that motivates its reader to act. Our words are authentic and concise, and they take a variety of shapes:

Advertisements | Advertorials | Blog posts
Brochure content | Case studies | Catalogue and flyer copy | Direct marketing materials | Magazine articles | Media releases | Newsletters | Radio and video scripts | Social media posts | Website copy

4 ONLINE CONTENT PLANNING & CREATION

Content marketing is about providing an audience with content that they care about. A good content marketing strategy informs while it entertains, thereby attracting new clients while keeping existing clients engaged with your brand. The purposes of content marketing are broad. Such purposes can include persuading members of your target audience to follow you on Instagram, visit your website or buy your product. Adopstar is widely experienced at creating content plans that turn heads and get the job done.

Our content services include the following:
Blogs | Daily, weekly and monthly social media posts | Email newsletters | Media releases
Product launches | Video content



6 DIGITAL MARKETING



Digital marketing strategies are different to traditional marketing campaigns in many ways, but the two have one thing in common: it all comes down to objectives. In order for your digital content to make a difference to your bottom line, you need to ask some questions:

- ? - What are your goals for this campaign?
- Who are your competitors?
- Why are you advertising?

Once we've helped you answer the tough questions, the Adopstar team will take over and use our extensive knowledge of the digital landscape to create a digital strategy that will meet your business's needs and convert browsers into buyers.



7 GOOGLE ADS

Google Ads is a powerful digital tool that will help to propel your brand to the top of search engine results pages. Using a list of well-researched keywords, targeted locations and a specific audience, Adopstar will get you noticed by your soon-to-be new customers. The best part about Google Ads is that since you only pay Google when someone clicks on your advert, you only pay for valuable prospective leads. By appearing next to or above relevant search results, Google Ads reaches internet users who are already interested in your products or services.

Our monthly SEO Package includes:

- » Keyword research.
- » Addition and editing of keywords, meta descriptions and page titles.
- » Updates to website content, including images, as required.
- » Provision of a detailed monthly report focusing on user experience, bounce rate, user demographics and other important facts and figures.
- » Monitoring of the amount of time that each user spends on your website.

9 EMAIL NEWSLETTERS

Email newsletters are an ideal way to keep your target market up to date with all the latest news and offers from your brand. However, if it's not written compellingly, your newsletter will be deleted more than it is read. What's more, if the title of your emailer isn't crafted just right, it will be sent straight to your recipients' spam folders.

Adopstar's team is widely experienced at creating newsletters that get opened and get read. We use custom designs and calls to action to create mailers that give your brand the level of attention that it deserves.

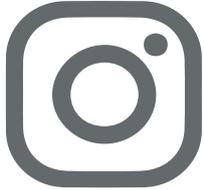
Our email campaigns are tracked and measured carefully. At the end of every campaign, you'll receive a report that details who received your email and who opened it. With this data, you can generate a list of "hot leads" to be canvassed. Adopstar's email newsletter service also includes database creation.

8 SEO

In order for your business to make the online impact that it deserves to, your website needs to appear high on search engines' results page - and this means creating content that ticks certain boxes laid out in each search engine's ever-changing algorithm. Adopstar will keep your website up to date with all the latest requirements from various search engines to keep your website ranking as highly as possible. Every SEO strategy starts with creating meaningful, topical content that gives the search engines a clear idea of what your website has to offer. In the world of SEO, nothing happens overnight, but with Adopstar's SEO team on the job, your site will start to steadily climb the results pages.

10 SOCIAL MEDIA

COMMUNITY MANAGEMENT



In the digital age, your community is spread across a range of online spaces, from Facebook, Twitter, Instagram and TikTok to LinkedIn and Pinterest. A community manager's job is to engage on behalf of the brand, answer questions and facilitate positive conversations.

Adopstar's community management packages offer you the following:

» A dedicated account manager who will answer all your queries and be your point of contact.

» A monthly analytics report detailing how your posts performed and how many new followers you got. This report will include a range of helpful insights that will help to enhance your social media presence.

» If you opt for the standard or premium social media package, the Adopstar team will hold a monthly team strategy session where we discuss ideas on how social media can work even better for your brand.

» Depending on the package you choose, we'll respond to all social media queries that come in across all your platforms either daily, in four hours or two hours (Monday to Friday). Unless we need your input to answer a question or approve a content plan, this will all happen in the background without you having to give it a second thought.

» On a monthly basis, we'll take care of content creation and design for all your social media. The number of social media posts that you get per week will depend on the package that you take.

» All packages include boosting of posts and paid ads, although the actual ad spend is excluded.





11 SOCIAL MEDIA ADVERTISING

Social media advertising involves using social media platforms like Facebook, Instagram, LinkedIn, Twitter and TikTok to show branded content to would-be customers.

Thanks to demographic filtering, you can target a specific group and have your advert show up where it will have the most impact. Here are three of the reasons why businesses rely on social media advertising:

1 With the help of social media advertising, you can have consistent sales coming in from the day your website goes live.

2 The variety of social media out there creates a perfect platform to target every demographic. If you're targeting teens, TikTok may be the place to be. If you're targeting their mothers, your adverts are likely to need to be on Facebook.

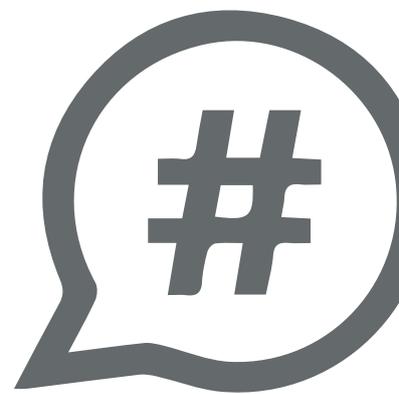
3 Varying forms of social media adverts enable you to achieve many goals, from building brand awareness and increasing engagement to driving foot traffic into offline stores.

Trust Adopstar's team to put their wealth of experience to work in creating, posting and managing your social media adverts. We'll take care of everything from planning and copy to design and hashtag research. Page setups, page audits and influencer marketing are all part of our package.

12 HASHTAG RESEARCH

Social media is full of hashtags, but if they are badly used, overused or incorrectly used, they're not going to do your business any good. Hashtags are about finding information around a specific theme or topic and using them right takes time, care and research.

Enter #Adopstar. We'll do extensive research and put together a comprehensive list of relevant and popular hashtags applicable to your business. This list will include both general terms and specific words that you can add to your social posts when you need to.

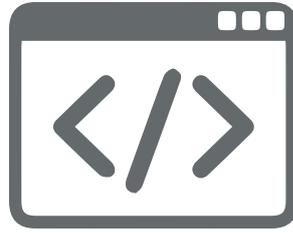


13 SOCIAL MEDIA PAGE SETUP

Let Adopstar's team of social media specialists take care of setting up your social media accounts and pages. As part of the package, we'll upload correctly sized profile images and cover photos, as well as descriptions and all relevant page information.



16 WEB DESIGN & DEVELOPMENT



Adopstar's web design team creates E-Commerce, WordPress and bespoke websites according to the latest best practices. By focusing on both the look and the functionality of the site, we create websites that are effective communication tools.

The real secret to a great website is having content that will stand out and be noticed - both by your target market and by the search engines. Keyword research is a critical step in creating your web content, as it lays the foundation for much of the search engine optimisation (SEO) work that can be done later. Trust the Adopstar experts to create or edit your web content into a tool that can help your business reach its targets.

All our websites are responsive, meaning that they will display perfectly on every device from a mobile phone to an oversized monitor.

1

STARTER PACKAGE

Ideal for a small website or blog.

2

BASIC PACKAGE

Perfect for a small business.

3

BUSINESS PACKAGE

Perfect for a corporate website.

4

E-COMMERCE PACKAGE

Ideal for a small e-commerce store.

Please note: The cost of web design and development can either be paid for as a once-off cost or be paid off monthly over six months (50% deposit and the remaining 50% paid in six affordable monthly payments).

If you opt not to take one of Adopstar's packages, we can also provide monthly maintenance and updates to your website at a prearranged fee. Regular updates to your website content are an essential element of helping your brand climb the search engines' rankings.

14 SOCIAL AUDITS



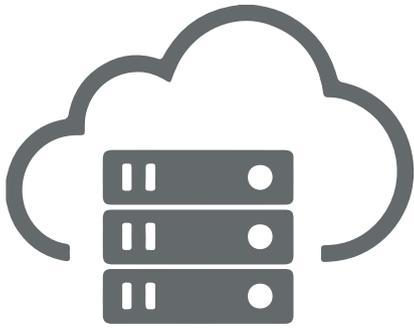
Want to know how you're doing on social media? Adopstar offers a thorough analysis of your business's social media platforms, posts and setup. We'll provide detailed feedback on the data that

we obtain and recommendations for how you can improve. We'll also let you know if there are any new platforms that you should consider including in your campaigns.

15 SOCIAL MEDIA COMPETITOR ANALYSIS

As the old saying goes, time spent in reconnaissance is seldom time wasted, and it's important to know what your competitors are doing on social media. Adopstar's social competitor analysis involves comparing your brand's social media presence to that of four of your most significant competitors. We'll provide insights, recommendations and tips for creating and building strategic advantages.





17 HOSTING

Our web packages include free hosting for the first 12 months, however if you're handling your website updates and maintenance yourself, we can offer you hosting only packages on our dedicated server.

18 DEDICATED MARKETING EXECUTIVE

What do all marketing campaigns have in common? They need someone talented, imaginative and methodical to run them. Adopstar's marketing executives do more than take on client briefs: they live and breathe marketing ideas and success strategies. No matter how big or small your marketing campaign is, our team of thinkers and doers will treat it with the attention to detail and care that it deserves.

19 MEDIA BUYING



The first step to placing an advert on TV, on a radio station, in a magazine or on a website involves buying your media space. This is where Adopstar's team of media buyers comes in. They have spent years fostering relationships with strategic media outlets, outdoor vendors, radio stations and TV networks to ensure that you can get the best possible placement and price.

We're also on the cutting edge of research into the latest and greatest avenues for advert placement. As is the case in every aspect of marketing, there's a strategy to media buying,

and your brand and message don't need to be everywhere. Using the data available and our broad base of experience, Adopstar will determine the best platforms and times to reach your target audience.

20 PRINT

If your business needs something printed, trust Adopstar to take care of it. From flyers to truck branding and everything in between, we've got you covered - and we can also take care of content and artwork if required. We facilitate printing of just about everything, such as:

**Banners (indoor and outdoor) | Brochures
Catalogues | Corporate stationery | Financial reports | Flyers | Posters | Presentation folders
Sales packs | Signage | Vehicle/truck branding and wraps**





21 PHOTOGRAPHY

If a picture says 1000 words, then having photographs of your products and services is clearly a marketing tool you shouldn't be missing out on. Adopstar specialises in business-orientated social media photography which captures the essence of your products and services. Our photography is both in line with current trends and in tune with your brand and what it stands for.

22 VIDEOGRAPHY

Trust Adopstar's network of professional videographers and editors to capture every important event and tell every story that your brand needs to tell. Our team will bring a world of experience and advanced technical knowledge to your next corporate video, product video, promotional video or event video. We get started long before it's time to pick up a camera, taking care of elements such as:

- Planning and costing
- Scriptwriting
- Storyboarding
- Video content strategy development
- Video editing and preparing the final product for distribution
- Video production planning
- Video shooting

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At Adopstar, we live and breathe branding and marketing. Get in touch today and let our team put their expertise and talent to work for your brand.

Call us on
+44 (0) 203 587 7400
or email us at
hello@adopstar.com.

