

rusty monkey
CREATIVE AGENCY

YOUR PERSONALISED STRATEGY

Let's go on a journey

Here is your personalised digital marketing itinerary. Based on the financial and conversion data you have given us, we have calculated the required spend to give the best return and generated a set of KPIs to guide us on our way. Take a look and see what you think.

From all of the Rusty Monkey team we would like to thank you for the opportunity to work together on an expedition to an exciting new destination.

Innovate. Communicate.



“Company Y” Goals

From 01/06/2019

To 31/05/2020

What are our Yearly Financial Goals?

	YEARLY	AVERAGE SALE (REV)	NET PROFIT	RQD SALES
Ecommerce sales	£750,000	£5,000	£1,750	150
Online lease sales	£250,000	£2,500	£750	100
Weighted average / totals	£1,000,000	£4,000	£1,350	250

Enquiries Conversion Goal

What percentage of those people that have got in touch do we expect to convert. So if 100 people get in touch would we manage to convert 20 of them into customers? A good benchmark is 20% (0.2).

0.4

How do expect our audience to break down?

WEIGHTING OF ALL TRAFFIC	PERCENTAGE
Organic (+ direct)	56%
Referral	7%
Paid (Google Ads)	14%
Social	19%
Email	4%
	100%

How do expect our social traffic to break down?

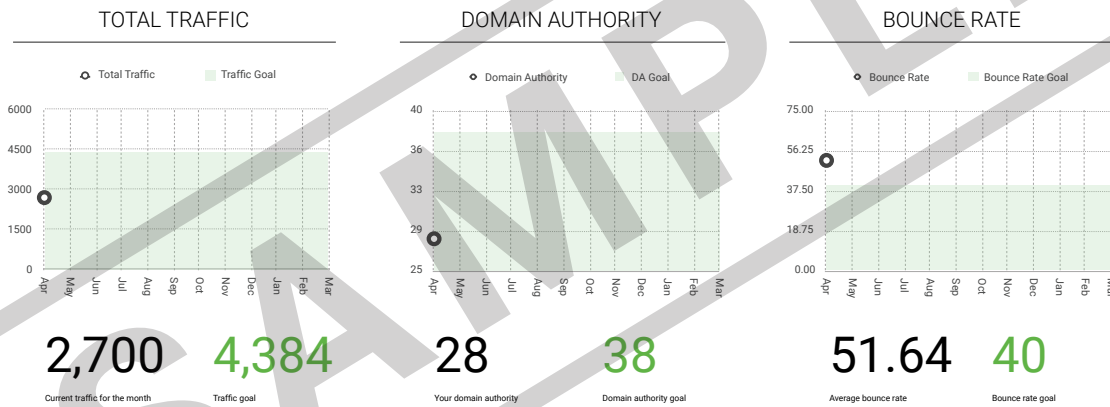
WEIGHTING OF SOCIAL MEDIA TRAFFIC PER MONTH BY QUARTER	PERCENTAGE	PAID WEIGHT	ORGANIC WEIGHT
Twitter	15%	90%	10%
FaceBook	45%	90%	10%
Instagram	0%	90%	10%
LinkedIn	20%	90%	10%
YouTube	20%	90%	10%
Other	0%	90%	10%
100%			



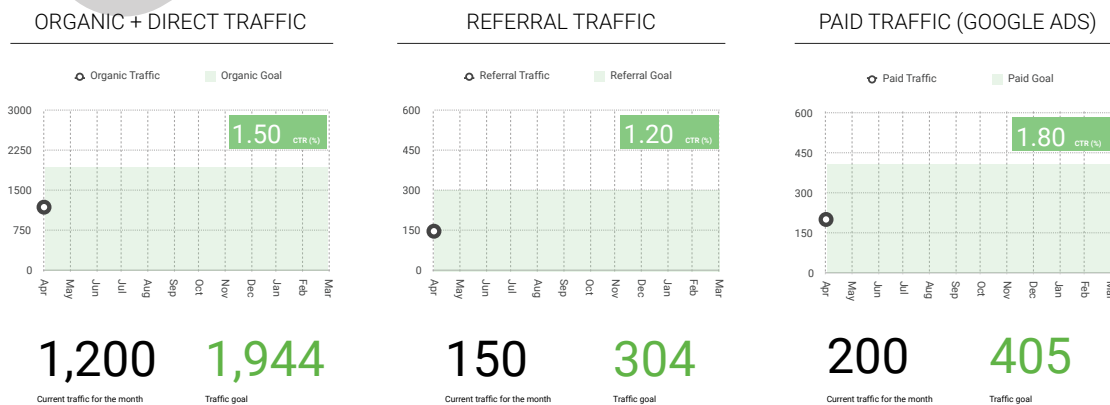
Monthly Required Spend and ROI

	PER MONTH	COST PER SALE	ROI PER £1
SOCIAL SPEND	£548.08	£138.46	£12.64
GOOGLE ADS	£1,010.60	£346.49	£5.05
ORGANIC / MANAGEMENT	£1,989.52	£142.53	£12.28
TOTAL PER MONTH	£3,548.20		
ESTIMATED PROFIT PER MONTH	£28,125.00		

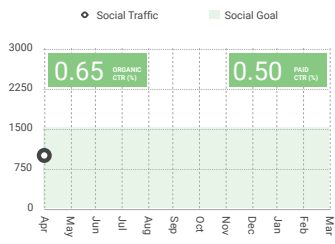
Global KPIs



Traffic KPIs by type

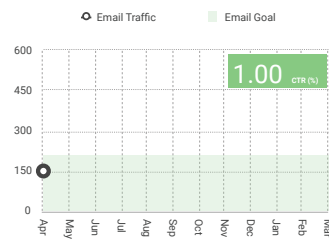


SOCIAL TRAFFIC (INC. ADS)



1,000 **1,522**
Current traffic for the month Traffic goal

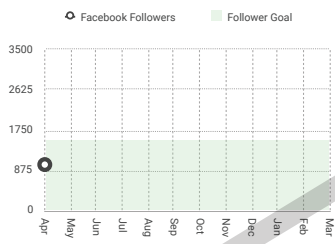
EMAIL TRAFFIC



150 **208**
Current traffic for the month Traffic goal

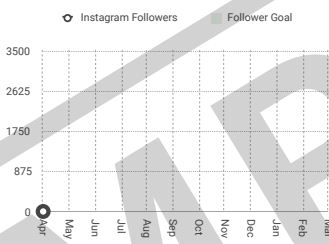
Social KPIs by platform

FACEBOOK FOLLOWERS



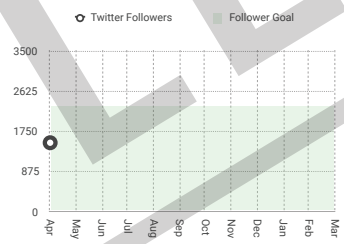
1,000 **1,522**
Facebook followers Facebook followers goal

INSTAGRAM FOLLOWERS



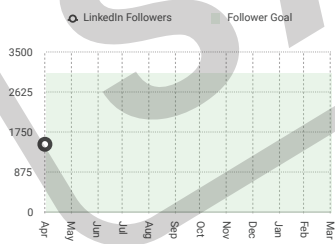
0 **0**
Instagram followers Instagram followers goal

TWITTER FOLLOWERS



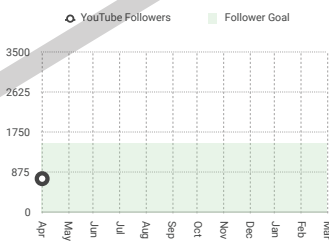
1,500 **2,284**
Twitter followers Twitter followers goal

LINKEDIN FOLLOWERS



1,500 **3,045**
LinkedIn followers LinkedIn followers goal

YOUTUBE FOLLOWERS



750 **1,522**
YouTube followers YouTube followers goal

Published and distributed by Rusty Monkey Ltd

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