



GADD

Marketing

“Be proud of your purpose”

PORTFOLIO



“

We believe if a brand has a clear, aligned and targeted vision, then it can achieve greatness.

Quality comes from the correct image. It is about the consumer wanting to invest in a lifestyle and culture, not just a product or service. ”

MIEKE GADD - DIRECTOR & FOUNDER

Inclusions

About

GADD Marketing

We specialise in aiding SMEs and independents with:

STRATEGIC BUSINESS PLANNING

Strengthen your brand by identifying goals, and creating plans to reach them. Do you have a project or idea that you'd love to bring to life? Since founding the business, GADD has helped clients identify their mission and create measurable and achievable goals.

SOCIAL MEDIA MANAGEMENT

From Content Creation to Posting and Interacting.

Our clients are our number one priority, and our services prove just how committed we are to their success.

Whether you have established channels and need help taking them to the next level or are starting from scratch, GADD can help you!

WEB DESIGN, SEO & GOOGLE ADS

We create engaging, dynamic, websites that express your business exactly how you want us too. We then will train you up on how to use and edit the site so simple changes are easily actioned.

SEO and Advertising are extremely powerful tools, let us help your business make the most of them.

Our services are customised to meet the specific needs of each client. We work collaboratively throughout the entire process and guarantee measurable results.

EVENT MANAGEMENT

We explore all avenues of Marketing, including Event Management;

Whether it is a launch event, a networking dinner, or a virtual event, we will help you ensure that your brand is the one on everyone's lips!

Gadd Marketing offers first-class marketing support to SMEs, specialising in creating strong brand messages through targeted, and aspirational marketing.

Your brand is so much more than your logo, the products you sell, or the service you offer. Your brand is your entire business; From your USPs, the people who work there, the service or products you offer, to the overall feel you provide to your clients or customers.

Together we can assist you in exploring what makes you unique, what you could, or should be doing differently or additionally, and how best to express this to your existing and wider audience.

With our team of experts, GADD can provide you with both initial and ongoing specialist services.

For further information, please contact us.

Services*

Social Media

PACKAGE ONE

PACKAGE TWO

- Crafting custom campaigns
 - Planning, writing, creating, and sharing content on a single social platform (Facebook and Instagram are combined under META)
- Developing strategies
- Providing monthly and yearly reports
- Establishing a personalised Google Drive for smooth collaboration and effective communication
- Offering coaching sessions for the internal team

£330/ Month

Additional social platform
£110/ Month

- All of package one, PLUS:
- Weekly email newsletters.
 - Provides a consistent way to engage with your audience and keep them informed about your latest updates, promotions, and news.
 - Can help build customer loyalty and drive traffic to your website.

£550/ Month

Content Creation

- Photoshoot and editing £660/ Shoot
- YouTube filming and editing £330/ Day
- Copy/Blog writing £330/ Day/
£45/ Hr

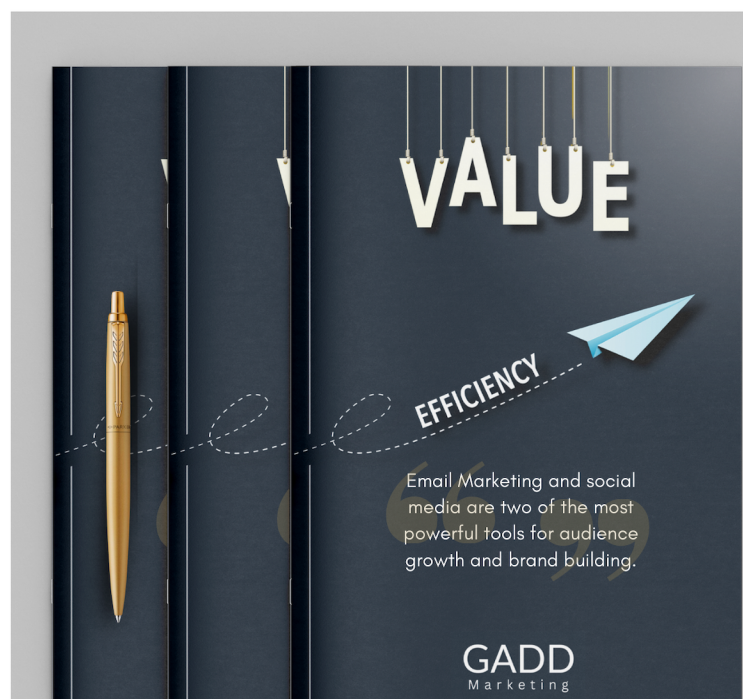
Website

- Management and alterations £45/ Hr
- Website creation £330/ Day

Strategic Planning

- Marketing plan creation £330/ Day
- Marketing management implementation £330/ Day

*All Prices are exclusive of VAT



Services*

Paid Advertising

WHAT IS PAID ADVERTISING?

Google Ads puts your business in front of the searchers who matter most! No matter your commercial objectives, we'll help you captivate and convert your target audience while protecting your return on investment.

Social Ads ensure your business gets seen by people with interests that you cater for.

GADD specialises in:

Facebook, Instagram and LinkedIn. The Social Ads team creates a successful advertising strategy for your business. We can also advertise on TikTok and Snapchat!

Management £600 / Month

Up to a total of £2,000 advertising spend across all platforms per month.

(Advertising spend above that is quoted upon application).

£110 p/m for posting on an additional SM platform

Paid Advertising



ADVERTISING

Services

SEO



POA, please enquire for more details

WHAT IS SEO?

Search Engine Optimisation (SEO) is a proven method to get websites to rank higher on search engine results.

The SEO process involves optimising the website and demonstrating to search engines that it is a trustworthy, and relevant source of content so it will appear in prominent positions in organic search results. SEO requires an understanding of how search engines work, plus what, why, and how people search. It is an ongoing process of technical methodology and marketing.



WHY

- Improve visibility
- Drive more website traffic
- Increase Profit

If you're tired of being outperformed on search engines, and you are consistently losing customers to competitors, SEO can help you turn the tide in your favour.

If you adopt a bespoke SEO strategy, you can improve the visibility of your website and drive greater volumes of targeted traffic to your sales funnels.

By optimising your website, you'll benefit from more sales inquiries for conversion, ready for a greater profit for your business. Start making a profit from SEO, now.

Case Studies

Charles Owen



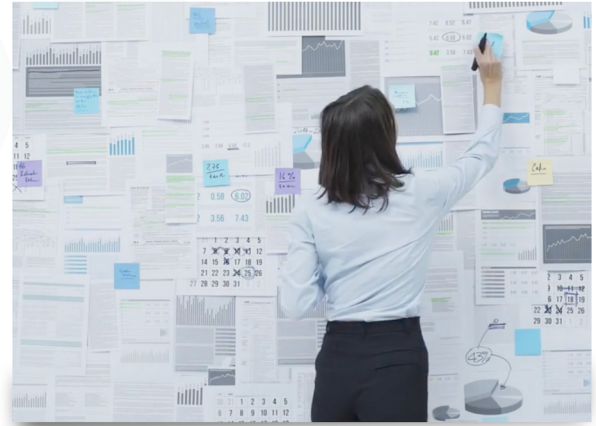
**CHARLES
OWEN**
ESTABLISHED 1911

Instagram

149K followers
314 following

facebook

60k likes
65k followers



Services Given

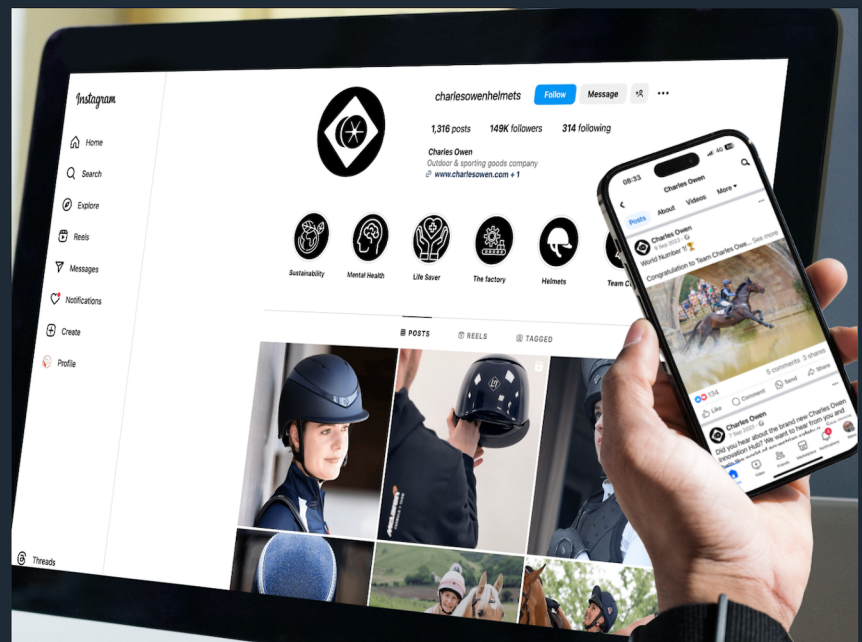
- Providing social media management for Facebook, Instagram, and TikTok.
- Conducting ad campaigns to boost brand visibility and engagement.
- Offering marketing consultancy and guidance to enhance overall marketing strategies.
- Supporting the marketing team with effective management and coordination.

GADD managed Charles Owen's Social Media and PPC campaigns under a 2-year fixed contract that commenced in late 2021, yielding outstanding outcomes.

Through collaboration with the company's directors and marketing team, clear brand objectives and a strategic plan were defined, developed, and regularly reviewed for evaluation and refinement, a practice we refer to as Cyclical Planning.

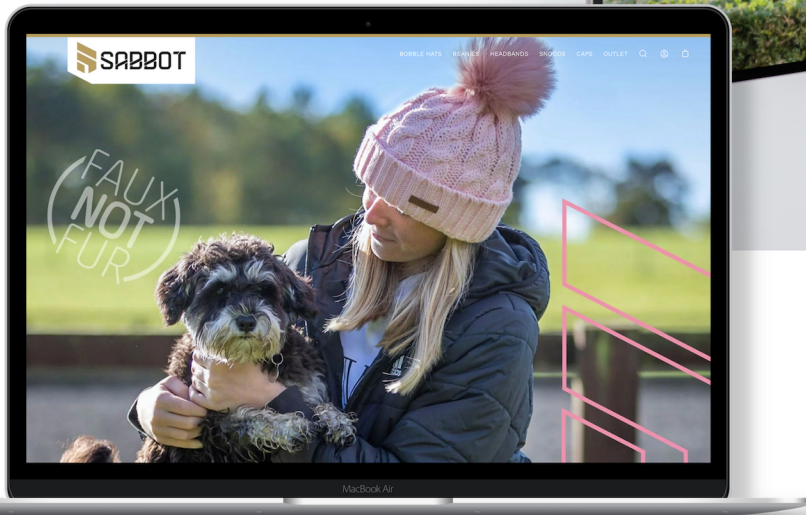
Since November 2021, GADD:

- Reached **250%** more accounts with a **120%** engagement
- Increased Instagram followers by over 27,000
- Instagram visits increased by 60% with an increase in website CTAs by 35.5%
- Video interactions increased by 128%



Case Studies

Sabbot Headwear



- New imagery
- New website
- New Brand Package produced
- Over tripled social media following
- Increased sales
- Stronger brand image
- Brand ambassador scheme
- Manage Facebook, Instagram and the company's website

Gadd quickly made very positive strides with this ethical headwear company.

By providing a stronger brand image through a new website, new imagery, and brand representation, Sabbot's Instagram following (one of the Social Media accounts managed for them) has increased by **over 38%** since working with them! The company has enjoyed notably increased sales as a result.



Case Studies

Horse and Hounds

HORSE&HOUND

Horse & Hound is the oldest equestrian weekly magazine in the UK. It contains horse industry news, reports from equestrian events, veterinary advice for horses, and horses for sale.

In October 2023, Gadd started on an exciting journey with this much-loved brand.

The partnership is focused on a strategic consultancy basis, primarily aimed at increasing the visibility of the 'Horses Classifieds' section of the business.

This initiative is not just about enhancing the section's profile but is intricately linked with the broader goal of boosting the brand's overall visibility.

Given the early stage of our collaboration, statistics are not available at this moment. However, the groundwork we are laying is set to create a noteworthy impact as we anticipate revealing compelling success stories and data points.

Looking forward to seeing our....

SUCCESS STORY



Case Studies

Freespirit Pubs



Freespirit is all about creating unique and memorable drinking and dining experiences for its guests.

Each pub has its own personality and undoubtedly compliments the area it serves, but they also boast the same Freespirit ethos of serving fresh, local, seasonal produce as well as offering a welcoming inclusive atmosphere.



- Streamlining the marketing process, has increased efficiency and effectiveness in reaching the target audience.
- The business development efforts have focused on expanding reach and establishing new partnerships.
- Managing marketing campaigns for new site openings has helped generate buzz and attract customers.
- Created SEO campaigns and paid ad campaigns that are strategically designed to increase visibility and drive traffic to Freespirit's platforms.
- Manage all 8 social pages and engage with audiences maintaining a consistent brand presence.
- Capturing high-quality images that represent the brand's identity and values.
- Since January 2023
 - Have increased their Facebook reach to over 55k and in the last year seen a huge 871k% increase
 - 1,494 followers (Insta)
 - Consistent monthly reach increase



Case Studies

Dry Kids



The approach:

Make it pop with Dry Kids!
Expressive, fun, and full of life.



GADD has been handling Dry Kids' social media since mid-2023.

It doesn't just stop there; coordinating photoshoots, overseeing brand ambassadors, organising giveaways, and launching products, the aim is to assist this family business by fostering a sense of community among parents while offering innovative problem-solving products.

At the end of 2023, the Social media report showed:

- Facebook visits increased by 260%
- Facebook reach increased by 780%
- Instagram reach increased by 388%
- Instagram profile visits increased by 23%



Contact Us



Mieke Gadd
Director & Founder

Mieke leads the team, upholding the brand values of high-quality, personalised, and tailored services in all our endeavours. She infuses her passion into the team and continually educates herself to provide the best for both staff and clients.



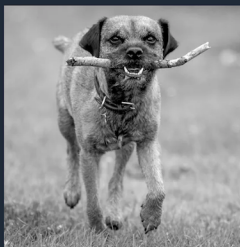
Molly Smith
Marketing Account Manager

Molly oversees all account activity and ensures that every client is on plan and performing.



Charleigh Blyth
Creative Assistant

Charleigh is the creative energy behind client content. A talented creative, she brings new ideas, fun content, and a reach of fresh ideas to what GADD does.



Dexter is Mieke's right-hand man, and if you are happy for him to, he goes wherever she does!
You may even spot him in some of the photoshoots and campaigns that GADD has managed!
Super friendly, loves sticks.



Recognition

Mieke Gadd is a winner!



The Woman Who Achieves Awards recognises and celebrates the achievements of Women in Business.

Woman Who encourages women in business to recognise their achievements, celebrate their successes, and inspire others by becoming role models.

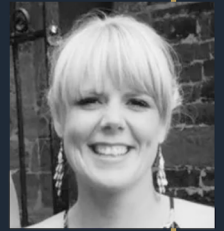
Mieke won a Special Award at a ceremony on 1st July 2022 at Coombe Abbey Hotel.



COOMBE ABBEY
no ordinary hotel

Testimonials

“ Mieke’s brand development, sales and marketing skills have been exemplary while supporting us to build a new business. Providing creative solutions and always demonstrating excellent project management skills she is a confident and hard-working individual. Mieke’s services have been a real asset to our company, with measured success, and I would highly recommend her. We will continue to request her support in future projects. ”



Sharese Gascoigne – Woodhouse Toad

“ Mieke always works incredibly hard and delivers to an extremely high standard on any project assigned to her. Her knowledge and passion for brand and products is highly infectious. Mieke is a great people person, very organised and highly motivated to succeed. ”



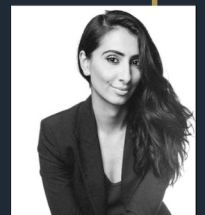
Alastair Angus – Ariat Europe

“ Whenever we have looked to host events I make sure to reach out to her, as she is the best at it. She is approachable, professional and a great sponsorship manager. I would definitely recommend Mieke to any job role, she earns my highest recommendation. ”



Michael Harris – Clements and Church

“ As many know, it's hard to develop new ideas when you are constantly in your business. Mieke has taken that stress away from me by making sure that I am always staying innovative, and reaching out to new potential clients. She is also a pleasure to work with and an absolute go getter! This energy has really helped with staying positive on the not so good days. I would recommend her to anyone who wants to grow their business. ”



Sonia Sohal – SSONCE

“ I cannot recommend Mieke enough. She has so much drive and energy, she’s warm professional and she gets the job done. Thank you Mieke for your help and support, as always it is a privilege to work with you. ”



Antonia Doyle – Antonia Doyle Photography



**Unleash your business's
full potential**

GADD works with SMEs in the UK to strengthen their offering, revolutionise their employee and customer experience, and drive growth.

We will direct and nurture start-ups to create new brands, and help to revitalise and re-energise existing brands.

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