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who we are

**marketing consultants on a mission
to significantly accelerate your business growth**

Key Principles is a digital marketing consultancy focused on helping you achieve your goals.

Our primary objectives are to increase your leads and sales, whilst ensuring a strong return on your investment (ROI). We partner with ambitious businesses who are keen to grow their business fast. Our marketing consultants are accredited marketing professionals with digital marketing certifications.

where we started

We started in April 2005 as a marketing consultancy offering businesses traditional and online marketing services. We achieved Google Partner status in 2014 and Google Premier Partner status in 2017, placing us in the top 3% of Google agencies. We serve clients far and wide; from local East Midlands based businesses, to nationwide firms, to companies with offices around the world. We even work on Google Ads in Europe.

our numbers

15

Years in business

£1m+

**Managed spend
in 12 months**

+86

**Net promoter
score***

400% ROI

**Delivered
on average**

*Net Promoter Score (NPS) is a management tool used to measure client loyalty. An NPS can be as low as -100 (every respondent is a "detractor") or as high as +100 (every respondent is a "promoter").

Made in Nottinghamshire – serving ambitious businesses worldwide

what we do and why we do it

**delivering integrated marketing solutions
with outstanding results**



You can trust us.
We only recommend activities
that we believe will make you
a return so we can help you
grow your business faster.



We demystify and
simplify the world that is
digital marketing
so your business can
capitalise on it.



Going back to key principles,
we get to know you, identify
who and where your clients are,
we then develop a plan and
undertake massive action.



We work in partnership with
you, to help you build your
business using digital marketing
with honesty, openness and
transparency always.

digital marketing you can trust

what we offer



STRATEGY & PLANNING



TRACKING & ROI

know what's working and what isn't, and generate an roi



PAID SEARCH

be where you need to be to get the saleor enquiry



PAID SOCIAL

make the first move with Facebook Ads or LinkedIn advertising



SEO

strategic search engine optimisation to help you beat your competitors



CRO

landing pages that can double your enquiry rates



EMAIL MARKETING

nurture prospects and up-sell to customers with targeted emails

how we do it

our simple four step process



who our clients are

working in partnership to grow your business



what our clients say

"Key Principles have been helping my immigration law firm (OTB Legal) with SEO and Ad Words. I've been really happy with the work that has been carried out, which has seen **really positive results** for creating new leads for our business. Malik and Jackie are very good at keeping me updated in terms of the steps that are being taken.

Highly recommend!

Mark Lilley-Tams, Partner, OTB Legal

"Key Principles offers an **excellent, reliable and proactive service**. After using many agencies across the country, Key Principles were the only ones that **delivered on their promises.**"

Paul Turner, Sales & Marketing Director, HearBuy

"The team at Key Principles are **excellent**, they understand our business objectives and work hard to ensure the campaigns we run are both effective and **delivering results.**"

Bronwen Mackenzie, Marketing Manager, TMS Motor Group

"Jackie and her team at Key Principles has played **a vital role in ensuring J-Flex has a clear and visible presence online**. Our website continues to be the dominant source for new customers; backed up with focused SEO, targeted AdWords search and remarketing campaigns plus **award-winning** social media posts, it's no wonder! In addition, their e-mail marketing software allows us to easily compose customised newsletters to keep clients up to date with our latest news and product developments. It's hardly surprising to hear that our European customers refer to us as "the marketing machine".

Sam Kirk, Managing Director, J-Flex

"Key Principles has provided AcciDON'T driving school with a range of services aimed at generating enquiries from potential learner drivers. They have delivered a **targeted and entirely measurable solution** that has **consistently delivered enquiries** in very specific geographical locations. They have provided **regular updates on ROI** and are always striving to improve the accuracy and cost effectiveness of our marketing."

Simon Johnston, Director, AcciDON'T

what our client's results are



Challenge

Sublime Science appointed Key Principles to review, manage and optimise their online advertising.

It was agreed that the Facebook Advertising needed to be reviewed as a priority as cost per enquiry was increasing, as was the frequency (the average number of times a person saw an ad).

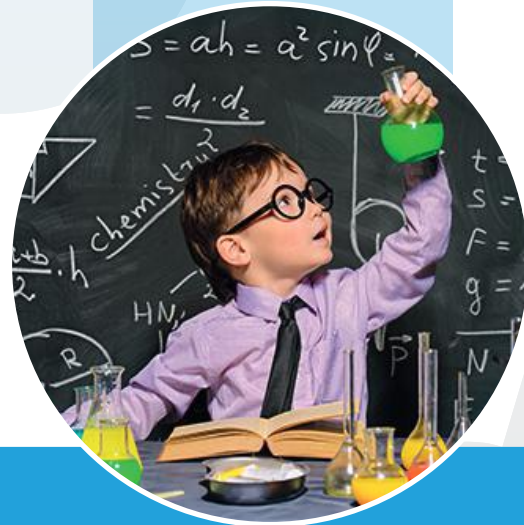
With two services to promote, there were two target markets:

- science birthday parties to parents
- science workshops to teachers

The previous campaigns promoting these services were not hitting the cost per lead targets required to generate an ROI.

Solution

Key Principles followed their proven process for Facebook Advertising and reviewed the audiences, the creative and the settings within the Facebook Advertising interface.



RESULTS

80% reduction in schools' cost per enquiry

56% increase in website traffic

52% reduction in parties' cost per enquiry

300,000+ people reached per month

what our client's results are



Challenge

Partnering with Key Principles from late 2015 working on PPC activities in Google Ads and Bing Ads, TMS continue to make a very healthy return on their investment, promoting both new and used Volvo and Kia cars. Their challenge continues to be how to exceed the ever-increasing manufacturer sales targets each quarter, whilst continuing to provide their customers with the best possible deals and service. TMS made the strategic decision in April 2018 to increase digital marketing budgets and explore other online platforms whilst retaining a positive ROI.

Solution

Key Principles continues to effectively promote new Volvo and Kia cars for TMS Motor Group, and more recently promoting the used car stock via Google and Bing Ads using the unique **Auto-Ads™** System. Key Principles also recommended expanding the online audience using Facebook Ads. This included targeting new audiences with Facebook Ads, as well as retargeting website visitors with Facebook Retargeting. Promoting sales events, new car launches, new car offers and loyalty campaigns via Facebook and Instagram, Key Principles provided an ROI on all activities.



GOOGLE ADS RESULTS

800%+ return on investment

440+ enquiries

280+ phone calls

£18.28 cost per enquiry

260,000+ people reached

FACEBOOK ADVERTISING RESULTS

550%+ return on investment

2,100+ extra website visitors per month

120+ more enquiries per month

50%+ lower cost per enquiry than with Google Ads

100,000+ people reached per month

what our client's results are



Challenge

cloudDNA came to Key Principles seeking to improve their presence on search engines and use the channels to drive more leads.

cloudDNA faced the issue of being in a very competitive IT industry but have the advantage of being niched as a Citrix Specialist.

Solution

Due to the notoriously high Google Ads costs within the IT sector we recommended SEO services to the client.

We worked on technical and on page SEO updates to improve the client's rankings for important key phrases.

We did also have the issue of competing with the Citrix website for key phrases containing their brand name, so we had to perform extensive keyword research to find the best keywords.



RESULTS

87% increase in organic enquiries

10% increase in organic traffic

several featured snippet listings achieved

what our client's results are



Challenge

Kia Parts UK approached Key Principles to help grow their online Kia Parts business back in April 2016. The challenge Kia Parts UK faced was tight margins on the parts in a competitive market. Having built up a base of trade customers, and parts purchases through organic listings, the owners decided to look at Google Ads to see if they could increase volumes as well as maintain a return on their investment.

Originally implemented in-house, they quickly realised they needed our expertise..

Solution

Key Principles implemented Google Ads Search and Shopping, as well as Bing Ads Search and Shopping. In recent times, we've also added Facebook Dynamic Product Listing Ads. Optimisation of the Google Shopping feed, as well as management and optimisation of campaigns is on-going and continues to provide an ROI for the client.



RESULTS

2814% increase in Return on Ad Spend (ROAS)

6.88% reduction in spend with Google

21.48% increase in phone calls

£0.29 cost per click – 20.46% down year on year

our partners

partnering with industry leading technologies and platforms to provide world-class services and solutions

Google

bing

facebook

LinkedIn

Microsoft

SEOmonitor
search intelligence

MOZ

amazon

ebay

CIM
The Chartered
Institute of Marketing

why key principles

100% Guarantee

We won't be the cheapest, we will be the best. We will only recommend what we believe can work for you.

Client Oriented and Results Driven

Our clients' success is our success. We aim to double enquiries and / or sales for our clients in 90 days or less; we want to make a real difference.

Complete Transparency

We communicate and act openly, honestly and with integrity. You pay Google/Bing/Facebook directly, so you know exactly how much money you are spending on your online advertising.

Cutting Edge

Our latest software tool, **Auto-Ads™** is one of a string of service developments that enables us to spend more time on strategy and adding value, and less time on tasks that can be automated. Using technology to deliver improved results.

More Than The Average Google Premier Partners

We've noticed that not all Premier Partners are the same though. With us, you're in control – you own your account, you know exactly what you're spending with Google and the other platforms.

No long-term contracts

You stay with us because you want to, not because you must.

Expertise Guaranteed

All our consultants are qualified marketers first and foremost as well as certified PPC specialists. Only qualified consultants manage your campaigns.

Happy Clients

Our net promoter score of 86% is better than John Lewis, First Direct and Google. With us, growing your business is our priority.



To find out if Key Principles
can help you, call us on:

+44 (0)115 880 0211

or

email: **hello@keyprinciples.co.uk**

SPECIAL OFFER

To kick start your sales post COVID,
take advantage of our **FREE** Google Ads and
SEO Audits worth at least **£500!**

Get in touch today!

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