

HELPING BUSINESSES TO GROW ONLINE



ABOUT US



HBK Solutions are a team of experts skilled in helping businesses increase their revenue or become more efficient through websites, software and digital marketing solutions.

Our team of designers, developers and consultants will work with you to help your business to reach new clients and maximise your efficiency.

We do this through delivering our beautiful and user friendly websites, effective online marketing campaigns, smart bespoke software and apps and most importantly by listening to your ideas and ambitions.

We are focussed on delivering you positive, measurable results that represent true value for money and a true return on your investment.

Whether it is a small project to get a start-up off the ground, or a solution to bring benefits to a larger organisation we will look to do the best possible, sharing our expertise and providing a service you can rely on.

*"Excellent throughout, professional and competent.
Highly recommend"*

Simply Commercial Ltd

KEY PEOPLE

Zia Khan

Zia has over 30 years of senior management experience, managing IT Support & Development and Finance teams for large organisations.

Zia has successfully projected managed large-scale infrastructure and systems implementations to scope and budget. Zia has an accountancy background and has managed budgets ranging from £100k to £5m per annum.

Alex Blue

Alex has been in the industry since 2008 as a developer, project manager and technical team lead.

Having worked on over 150 different projects, some for large organisations, Alex has built up a knowledge base of tried and tested methods for success.

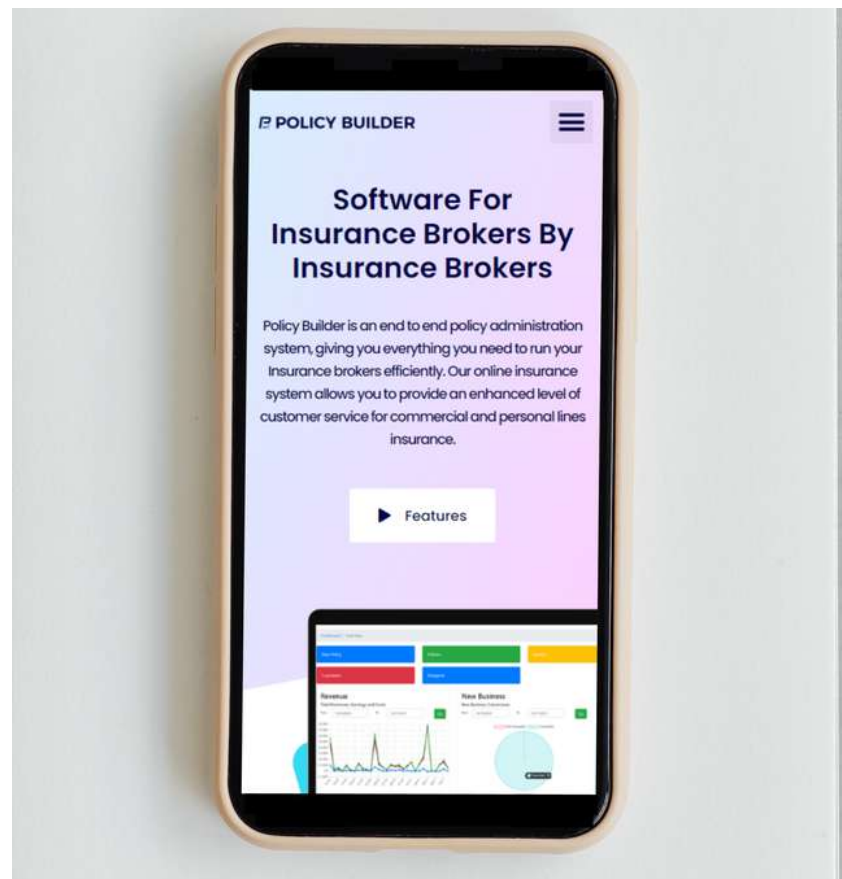
He enjoys building up good long-term relationships with clients and getting a firm understanding of a business's operations process and requirements.

Recent Work

Simply Commercial Insurance - www.simplycommercial.net
Website, SEO, Marketing, Content Writing, Google Ads, Boosted Enquiries

Greenbank Group - www.greenbankgroup.com
Website

Policy Builder - www.policybuilder.co.uk
Website, SEO, Marketing, Content Writing, Google Ads, Boosted Enquiries



CONSULTING

HBK Solutions provides a first class business consulting solution across a wide range of sectors, to both new start-ups and existing operations.

Our consulting service is based on identifying and solving problems and providing solutions to help businesses achieve a specified goal or outcome.



Some of the key areas we consult in are:

- Business growth, lead generation and sales
- Marketing
- Customer service and customer experience
- Cashflow
- Recruitment and team building
- Software and digital projects
- Efficiency and productivity

"A pleasure to work with"

React First

DIGITAL MARKETING

Our digital marketing plans encompass several types of digital marketing options, using them to get your business in front of the right people at the right time.

We create all of our digital marketing plans and strategies to be bespoke. Every business and every customer profile are different, meaning some channels work better than others in different cases.

Our team have delivered many successful digital marketing campaigns throughout their years in the industry. We are passionate and give our all to help our clients to succeed and benefit from the services we provide and the work we do.



Types of Digital Marketing we do

- Search Engine Optimisation (SEO)
- Pay-per-Click (PPC)
- Social Media Marketing
- Content Marketing
- Email Marketing

*"Great website and
on-going support"*
Healthy Roots Acupuncture

SEARCH ENGINE OPTIMISATION (SEO)



Search engine optimisation (SEO) is the art and science of getting pages to rank higher in search engines such as Google and Bing. Because search is one of the main ways in which people discover content online, ranking higher in search engines can lead to an increase in traffic to a website.

If you search for anything on a search engine you will most likely see a list of website links as a set of results. These are usually paginated to around 10 per page. In order for a search engine to decide which websites it should show you first it has to rank the websites according to how relevant they are to what you are looking for.

The process of SEO is to get a website to appear more relevant than others to be displayed as near to the top of the results as possible for a certain search phrase.

Where some forms of marketing have a scatter gun approach to results, SEO guarantees you are put in front of people who are actively searching for your product or service. The people are then more likely to convert into leads and sales for your business.

Our SEO campaigns are ethical and white hat to focus on a long term benefit for your organisation. We make sure to encompass everything from content creation to page speed, website structure and technical aspects, as well as building good relevant back links.

SEO is a key part of online marketing because search is one of the primary ways that users navigate the web

PAY-PER-CLICK ADVERTISING (PPC)



There are many forms of paid advertising including Google Ads and various social media advertising platforms.

Pay-per-click works by setting a budget against key words. When a key word is entered into a Google search your advert displays.

If somebody clicks on your advert then you pay Google. Otherwise there is no cost attached to this part of the advertising.

It means you can directly reach the right people and only pay if they show an interest in your services.

We operate pay-per-click advertising campaigns by creating well thought out advertisements with creative headlines and descriptions to get the customer through to your website.

We regularly optimise the advertisements and operate a process of continuous improvement to get you the best value for your ad spend.

By only paying when a user actually reaches your website, pay-per-click can be good value for money

SOCIAL MEDIA MARKETING



There is a growing trend for consumers to buy products based on what they see on social media. For some organisations, this presents an opportunity.

Most businesses do not operate effectively on social media. Getting a profile up and running on certain relevant social media platforms with the right content strategy could have significant long term benefits.

As well as increasing brand awareness amongst a younger generation of potential customers, it will give an opportunity to gain an advantage over competition who may direct more strategic investment into this channel in the future.

We can help you by recognising your target user base, developing effective content plans, advertising strategies and even operating your social media platforms for you.

We can work with you to build up your brand, boosting promotions and special offers and gaining traction with your target audience.

Social media marketing can Increase trustworthiness and brand recognition as well as customer service and satisfaction

CONTENT MARKETING



Content is a powerful tool for promoting a business. Good content shows an understanding which can build trust.

Good content can get shared across social media and linked to from other websites, giving other digital marketing methods a boost to their own effectiveness.

Good content can even make the difference in convincing someone to make an enquiry and also to convert later down the line especially if a competitor is being price competitive.

We are able to produce comprehensive content plans for your website, social media and blogging platforms.

We are partnered with a team of highly qualified copywriters who can produce compelling content for you so you can concentrate on doing other things.

We make sure to only deliver content with meaning and substance to prevent your website being punished for spam pages.

Everything we do is to a high standard to ensure you receive the long term benefits of good content.

Content marketing helps establish you as a leading voice in your industry

EMAIL MARKETING



Email marketing can be a powerful tool for generating leads and sales and for building brand identity.

Email marketing is great for targeting people who have already shown an interest in your business by subscribing to your mailing list.

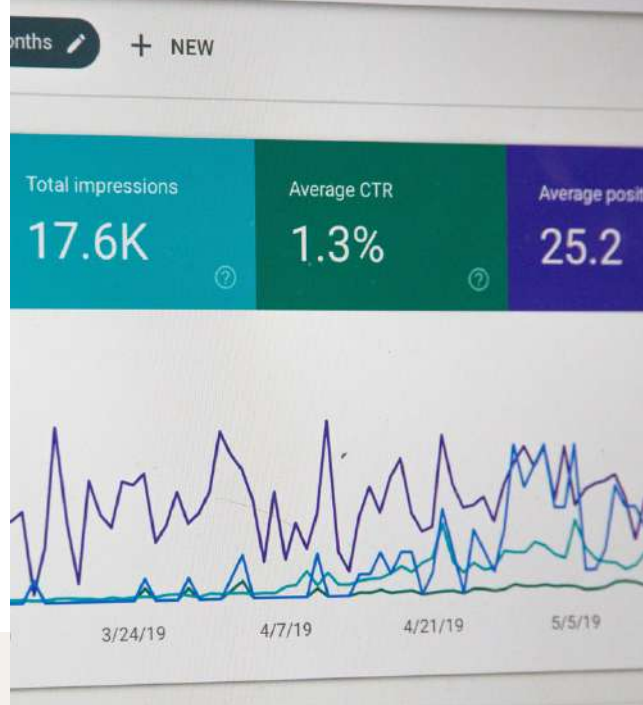
Our email marketing strategy is focussed on delivering results to match the aims and objectives of your business.

We can work with you to effectively build up a GDPR compliant mailing list of relevant contacts that you can use for communicating with those who are interested in your organisation.

Email campaigns we work on for you can be based around key dates, new web content, new products, cross sales, special offers, hints, tips and advice, or any other topic that can get subscribers engaging with your email campaigns.

Email marketing allows you to create targeted and personalised messages, helping you to build meaningful relationships with your customers

CONVERSION RATE OPTIMISATION



As well as trying to bring customers to you and build your online reputation, we also look to introduce conversion rate improvements to the campaigns you run.

Marketing will help you to get the leads, but leads only go so far as they need to be converted into sales.

All marketing processes work in a way that can be shaped like a funnel.

At the top are all the people you have contacted, going through the journey to all of those who make a purchase.

At each stage people drop out of the process creating the funnel shape.

Our goal is to make the bottom end of the funnel where the conversions to sales are as wide as possible, with as little dropout along the way.

We do this by analysing the data we can gather from your customer journeys to report on various ways to optimise.

Conversion rate optimisation helps to get a better understanding of your customers and increase their value to your business.

HOW WE RUN DIGITAL MARKETING CAMPAIGNS

1

Getting to know your business

The first step involves us getting an understanding of your business is.

- What product or service do you provide?
- What do you stand for in terms of your core values?
- Who are your competitors?
- What is your unique selling point?
- Who is your ideal customer?
- Why should a customer buy from you?
- What budget do you have for marketing?
- What are your expectations?
- How adequately are your resourced for handling new customers?

2

Making a plan

As we gain a more detailed picture of your business we can understand your strength, weaknesses, opportunities and threats. Taking this into account we can see what results you are looking for we can formulate a plan. Lots of agencies sell packages for various types of marketing. We make our plans bespoke for each customer based on the requirements you have to maximise your budget on the right things.

We will enhance the information on your target customer to work out where to reach them most effectively and what types of campaigns will work for that type of individual or business. From this we can look at the key touch points of their purchasing journey in terms of:

- Knowing they want to purchase something you provide (having a problem to solve)
- Learning your business exists (brand awareness)
- Considering purchasing from you (purchase consideration)
- Purchasing your product or service and becoming a repeat customer (loyalty)
- Becoming a lead source (leaving reviews and referring new customers)

Each of these points will get looked at in detail to see which type of campaign and which medium will work best for you. Depending on your budget we can introduce A/B testing and refine the performance of individual advertising campaigns to optimise the results for your business.

Our plan will contain key dates and milestones and a set of realistic agreed objectives to achieve.

3

Executing the plan

Once the plan is approved we get to work on the implementation.

Throughout the lifetime of your marketing campaigns certain factor and events can change the behaviour patterns of your target consumers. To allow for this we carry out regular reviews to allow your plan to be evaluated and to evolve as the world around us changes and your business grows.

PARTNER WITH HBK SOLUTIONS



The HBK Solutions business model has a new and growing strategy involving forming strategic partnerships with companies to allow partners to provide additional services with ease. We are currently partnered with companies in many different sectors allowing us to offer plenty of additional services to our clients.

We know client requests outside of your normal activities can vary, so we have no minimum commitment with our partners so there is no need to worry about hitting numbers with us.

When customers ask us for a service we don't provide we always refer them to our partners first.

In situations where we have partners who overlap in provided services we will pass on the details of all relevant partners to our customers and allow them to make their own decision to keep things on a level playing field for all our partners.

When business is referred to us we do pay out a fee for the introduction of new clients upon us receiving payment from the customer.

We offer up to 15% commission on the total bill for a one off project, or on up to the first 12 months of a rolling contract for ongoing work.

We are stronger when we work together.



Let's get in touch

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