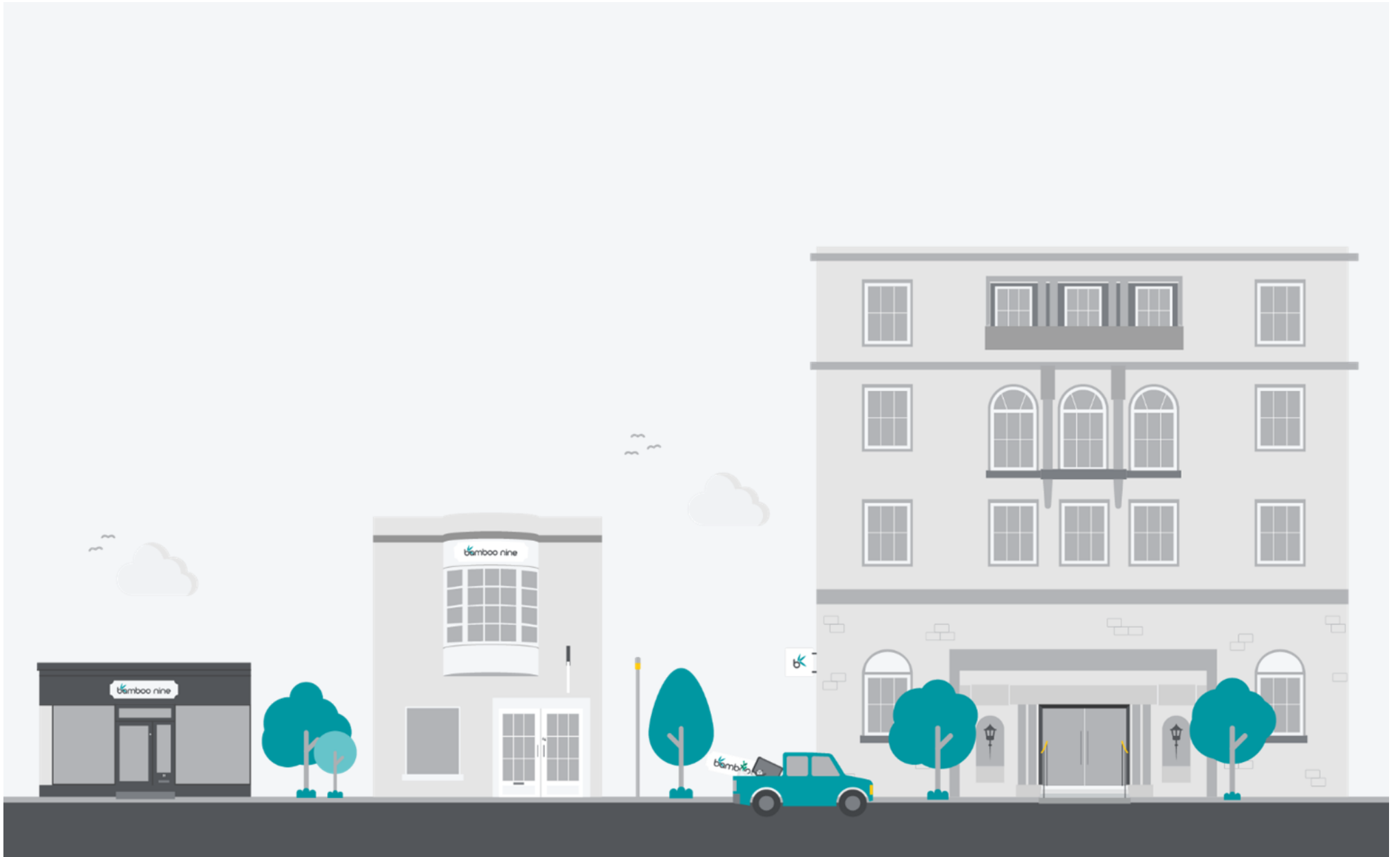


bamboo nine

**Why choose
Bamboo Nine?**



Our **story**

Our story is unique.

Bamboo Nine was established in 2014 because we believed that there was a gap in the market for a fully transparent, educational and client-focused digital marketing agency.

We knew we could do things better; we could be more transparent with the work we produce, utilise better technology to enhance our services and ultimately, be more collaborative to build longer-lasting relationships with our clients.

This approach became the essence of what Bamboo Nine stands for: **Transparent**, **Educational** and **Collaborative**. Never deviating from this, we have grown to become an established and respected SEO & Google Ads Certified full service agency.

Who are Bamboo Nine:

Bamboo Nine are a digital marketing agency that specialise in ecommerce sales, lead generation and brand building.

[Our Services](#)

We have created an inclusive and supportive culture in our organisation where everyone can thrive, and are passionate about attracting diverse talent.

[Our Team](#)

Our **services**

How we can help your business grow.

Paid Media

We've built a brand name that's synonymous with transparent paid search by offering unrivalled customer service and a fully committed digital marketing experience. With a 'zero margin' policy, our clients always know where 100% of their ad spend is allocated.

[Find Out More](#)

Social Media

A tailored social media campaign helps you connect with your audience at every stage of the customer journey. By using best-in-class creative design, messaging and targeting techniques, we can help your business remain at the forefront of your audience's mind.

[Find Out More](#)

SEO & Digital PR

Ethical SEO is more than just gaining links and creating content, it's about building your business into a brand. We use techniques from traditional PR and combine them with our knowledge and expertise in SEO to create campaigns that deliver success.

[Find Out More](#)

Design & Development

Our Design and Development team specialise in everything from creating your company's brand and developing bespoke websites to technical SEO and optimisation. By improving the appearance and performance of your website, we can enhance the quality of your leads.

[Find Out More](#)

Our talent

How we retain staff.



We care

We truly care about our company culture, putting a strong emphasis on work-life balance and employee happiness both from a work and social perspective.

We take pride in hiring based on personality as well as skill set. We can teach the skills, but we only hire staff that have two vital traits that allow our agency to perform at the highest level: passion for their craft and the enthusiasm to learn and grow.

We then ensure that our staff are nurtured to achieve their personal development ambitions, which is led by a collaborative effort between them and our strong management team.

Our staff retention rate across the business is **77%**.



We listen

Everyone in our agency has a voice, regardless of tenure, and we listen to those voices. Everyone in our agency has the opportunity to inspire change.

Whether it's a 1-to-1 with a manager, a company-wide huddle, or an SLT meeting, we are always asking for feedback to improve how we operate for our staff.



We evolve

The last few years have been challenging for our staff, our clients and ourselves.

The pandemic changed our agency, ultimately for the better. One significant change is that rather than in-office, we now have a hybrid working model, which means the best of both worlds for our staff.

At the same time, we also moved to a bigger office in the heart of Brighton. With more breakout spaces and meeting rooms available, we now regularly run events, book clubs and ping pong games!

Our **experience**

Our client base.

Our clients

We have never siloed ourselves into a specific industry, vertical or type of customers.

This means that we work with different clients across different industries, from fertility clinics to builders merchants, to sportswear.

We run several campaigns for clients in the beauty, fashion and retail space, but out of the aforementioned, it would be mostly retail.

B2B and B2C

With such a diverse range of clients, who all have a specific demographic they want to attract, we are very well acquainted with identifying and targeting those audiences.

Approximately **30%** of our client base is B2B focused.

Whoever the target audience is, it affects almost every part of the campaign, including budget, contextually how content or ads are written, tone of voice, channels to use and so on.

The greatest challenge when strategising for a B2B campaign is how to avoid irrelevant users which will inflate costs and measurements.

Our **technology**

Technical tools that we use.

Third-party tools

Outside of utilising automated bidding within the publisher platform, we do not use any third-party bid management software. However, we do have the option available to us should a client desire it.

Here is a list of some of the tools we use:

SEMRush - Keyword research, tracking & competitor analysis
Wincher - Keyword tracking
Majestic - Backlink data
Screaming Frog - Site crawling
Figma - Site architecture & wireframing
Zapier - CRM integration
Data Studio - Reporting
Power My Analytics - Data Studio integration
Mediahawk - Call tracking
Feed Optimise - CSS integration and feed management platform
Bigquery - Data warehousing

Bamboo Nine-owned tools

Usually, when a tool that we need does not exist, **we build it!**

Here is a list of some of the tools we have created:

Scripts to enhance Google Ads performance
Tracking integration plugins
Website status crawler and reporter
Bamboo Nine Reports Website
Google Location Changer
Logical Content Flow - Heading tag hierarchy analysis

Our **creative capabilities**

Design.

Our talented in-house team of designers are highly skilled in creating:

Marketing content

- Images and videos for social media posts and ads
- Banners for display/programmatic advertising
- Design and content for email marketing campaigns

Bespoke web design

- Bespoke designs for a full website, including site planning
- Reviewing and refreshing existing web designs
- Creating new page layouts
- Asset creation including image editing, bespoke illustrations and banner design

Brand development

- Brand strategy
- Brand identity including logos, colours, fonts, patterns and icons
- Tone of voice
- Brand guidelines

Print services

- Flyers
- Trifold
- Booklets
- Roller banners

Our **creative capabilities**

Content creation.

We work with trusted partners to create content that cuts through the noise.

We work with a curated network of trusted videographers and photographers who run monthly shoots on-site with clients to produce product flat lays and engaging content for social media and your website.

Working closely with our partners to plan content around seasonality, trends and industry changes ensures the content produced aligns with our upcoming social media advertising campaigns and objectives. Regularly refreshing content on a monthly basis is essential to keep your customers engaged, remain competitive and avoid ad fatigue.

Alongside refreshing core creative, we plan in content creation to regularly split-test key themes, messaging and creative concepts. We use these insights on which content resonates most with different audiences to dictate your creative direction and maximise your results.



Our **international capabilities**

The future and growth.



Our international experience

We are no strangers to running international campaigns.

Approximately **10%** of our client base are running international campaigns, and **20%** of those are global.

We have worked with Google or external companies to source translations.

We have restructured global campaigns to silo each country + campaign type, yielding significant improvements in performance and growth.

We have optimised non-English campaigns, created non-English web pages, provided global forecasts, performed country-specific competitor research and delivered on country-specific objectives.

Our **structure**

Including supporting teams.



Your primary team structure

You will have one day-to-day contact at Bamboo Nine, who will attend the weekly performance calls and prepare the weekly and monthly performance reports.

Strategists/Managers will attend quarterly reviews, and their roles are to craft and deliver a strategy that meets your objectives.

Supporting teams

We have an in-house design, technical and web development team.

Outsourcing work

We may outsource work for translations or for videography when required.

Our results

A snapshot of how our work has helped our clients.

International Client

68%

Increase in
Paid Search Leads

44%

Decrease in Paid Search
Cost-per-Lead

Aug 21 - Aug 22

We built a structure for our global Air Charter client that utilised automation and over 6,000 campaigns to weight effectively between countries, objectives and performance.

Fashion & Health Client

796%

Increase in
Organic Traffic

418%

Increase in
Total Organic Keywords

Aug 21 - Aug 22

Breaking myths and misconceptions, our YMYL content and digital PR strategies have skyrocketed organic growth for this Period Underwear manufacturer.

B2B Client

75%

Increase in
Trade Account Sign Ups

85%

Increase in
All Channel Revenue

Aug 21 - Aug 22

Working across Paid Media, SEO, UX & Social, we created a bespoke B2B & eCom strategy that has enabled them to compete against the nation's biggest construction industry giants.

"A fantastic team of polite, hardworking and knowledgeable individuals - the result is far more than the sum of the parts.

A great company to work with. Transparent and honest to boot.

Highly recommended".

Dan Roe

Timothy Roe Fine Jewellery

July 2022

Why choose us?

Bamboo Nine.

Why are we the best agency for you to choose?

We have grown from a small agency of 13 people to 50 in the past five years, however, our ethos, passion and how we think about our clients have not changed. This means we understand that every penny counts, and will always go above and beyond to deliver results for our clients.

We are also composed of some incredibly talented individuals, who utilise self-built technology, and are some of the most hardworking people you will ever meet.

What as an agency makes us different?

Winning the trust of a new client is difficult enough, so the least an agency can do is fight tooth and nail to keep their business. This is what spurred us on. Not just to talk a good game, but to deliver one.

We set up Bamboo Nine because we believe we can be better as people first, and an agency second. We could be more transparent, we could be more collaborative and we could be more engaged.

So, we decided to do so.

What are we most proud of as an agency?

We are most proud of the fact that, despite our size, we provide an offering centred around honesty and a personable service, capable of rivaling some of the biggest media agencies in the world.

What our **clients** say

“Bamboo nine have been taking care of our SEO and our PPC for almost 4 years now. We have seen our business go from strength to strength in this time”.

Nina Osborne

Designs and Lines

“William, Chris and the team at Bamboo Nine are fantastic at managing our marketing and website as well as our SEO”.

Francesca Coleman Carr

Sash Windows London Ltd

“Sweet Tree by Browns have been working with Bamboo Nine for a number of years. They have helped our business website to grow through their continued technical support, SEO, and more recently, through digital PR”.

Polly Williams

Sweet Tree by Browns

“Without a doubt the most honest, upfront and professional digital marketing agency I have dealt with”.

Claire Owens

TBC

“If you are considering an agency to handle your online advertising. Go no where else ! these guys CARE and work with you to maximise your ROI”.

Les Fisher

Hove Therapy Rooms

“I wouldn't hesitate to recommend Bamboo Nine; they did exactly what we asked them to do and more in a very short space of time and it was a pleasure working with Zak Pashen, Chris Rivera and their head of Technical, Chris Johnson”.

Ian Parrish

Bourne Leisure

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Pricing

Paid Media **management fees - ongoing**

Our monthly fees are based on your monthly ad spend. Fees are charged separately per platform, with each platform having the following fees associated:

The Management Fee (Google)

Monthly Budget of £3,750 or less
Monthly Budget of £3,751 to £30,000
Monthly Budget of £30,001 to £100,000

£750 + VAT
20% of Ad spend + VAT
Negotiable via Directors

Any Additional Technical Support Fees: +VAT
Technical Support Fee **£100** per hour

The Platforms We Offer

Google Ads
Microsoft Ads
Amazon Ads

Please see our full management fee breakdown here:
<https://www.bamboonine.co.uk/paid-media/paid-media-proposal/>

Paid Media **campaign set-up fees**

All of Bamboo Nine's campaign creation fees are billed as a one-off payment plus VAT and do not include the integration fee. We bill a set-up fee for each campaign type separately, across each unique platform (Google Ads and Microsoft Ads).

The Setup Fee (per Campaign Type)

Monthly Budget of £1,500 or less	£500 + VAT
Monthly Budget of £1,501 to £5,000	£1,000 + VAT
Monthly Budget of £5,001 to £10,000	£1,500 + VAT
Monthly Budget of £10,001 or More	£2,000 + VAT

The Campaign Types We Offer

- Search
- Shopping/Performance Max
- Display
- Discovery
- Local
- Video
- App

Please see our full set-up fee breakdown here:

<https://www.bamboonine.co.uk/paid-media/paid-media-proposal/>

Product Feed Optimisation

Prior to a campaign launch, we always audit your product feed. This allows us to advise on any changes that can be made to benefit performance. The audit is broken down to include: recommendations, examples of the product feed where the recommendation should be actioned, and what the benefit would be for performance.

If you require us to action the recommendations, we can do so. In some cases, we may recommend using third-party plugins that will benefit performance or improve efficiency, which may have separate costs associated, and will be provided to you before making any changes.

Google & Microsoft Ads Tracking Integration (per platform)

Free of charge

£100 per hour + VAT

£250+ VAT

Paid Social **campaign management fees**

Our monthly fees are based on your monthly ad spend. Fees are charged separately per platform, with each platform having the following fees associated:

The Management Fee (per Platform)

Monthly Budget of £3,750 or less
Monthly Budget of £3,751 to £30,000
Monthly Budget of £30,001 to £100,000

£750 + VAT
20% of Ad spend + VAT
Negotiable via Directors

Any Additional Technical Support Fees: +VAT

Technical Support Fee **£100 per hour**

The Platforms We Offer

Meta Ads (Facebook)
LinkedIn Ads
TikTok Ads
Pinterest Ads
Twitter Ads

Paid Social **campaign set-up fees**

All of Bamboo Nine's campaign creation fees are billed as a one-off payment plus VAT and do not include the integration fee. We bill a set-up fee for each platform separately.

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Monthly Budget of £1,500 or less	£500 + VAT
Monthly Budget of £1,501 to £5,000	£1,000 + VAT
Monthly Budget of £5,001 to £10,000	£1,500 + VAT
Monthly Budget of £10,001 or More	£2,000 + VAT

Social Tracking Integration (per platform)

£250 + VAT

The Platforms We Offer

Meta Ads (Facebook)
LinkedIn Ads
TikTok Ads
Pinterest Ads
Twitter Ads

Please see our full set-up fee breakdown here:

<https://www.bamboonine.co.uk/social-media/social-media-proposal/>



SEO campaign set-up Fees - month one

20 years in the SEO industry has taught us there is no 'one size fits all' SEO campaign. Before we recommend any SEO budget or strategy, we analyse your industry, digital landscape and competitors to see exactly what is required to compete at the highest level.

We also conduct extensive keyword research to discover how much demand for your product/service there is online and how a content strategy can be formulated to build authority for your brand. Alongside this, we conduct a technical audit of your website to see how much work is required to be able to perform at an optimal level.

These three audits are essential to be able to provide a strategy and a recommended budget to ensure the success of your SEO campaign.

Month One (essential audits)

The first three audits are compulsory. (as we must undertake the Technical Audit, Keyword Research & Content Strategy and the Industry, Landscape & Competitor Audit)

£1,350 + VAT (18 hours @ £75 per hour)

Additional Audits

Alongside our three essential audits, we have other audits that may be required to get a complete profile of your brand and website. This includes analysing your content and backlinks to ensure they comply with all the Google algorithm metrics and updates. We can also analyse your audience and the user experience on your website to ensure it complies with all industry best practices.

By operating in this way, you know that the hours we are suggesting are based on the results of audits, not a 'guesstimate'. Meaning, when we suggest the hours we wish going forwards, you understand these hours are based on your current online situation.

Additional (if applicable)

Content Audit	£300 + VAT (4 hours @ £75 per hour)
Audience Audit	£225 + VAT (3 hours @ £75 per hour)
Backlink Audit	£300 + VAT (4 hours @ £75 per hour)
UX Audit	£150 + VAT (2 hours @ £75 per hour)

SEO campaign fees - ongoing

After month one and all the audits are complete, we can provide a full SEO strategy and recommended budget. All work from here will proceed within your set budget and work will be broken down into allocated hours, which are itemised in your monthly report.

We work on a hourly rate model, which is on average **£75** per hour.

For further **transparency**, the price per hour is broken down as follows:

Top Level

Includes:

- **Technical**
- **Web Development**
- **Design**
- **Technical SEO**
- **Digital PR**

£100 Per Hour

Mid Level

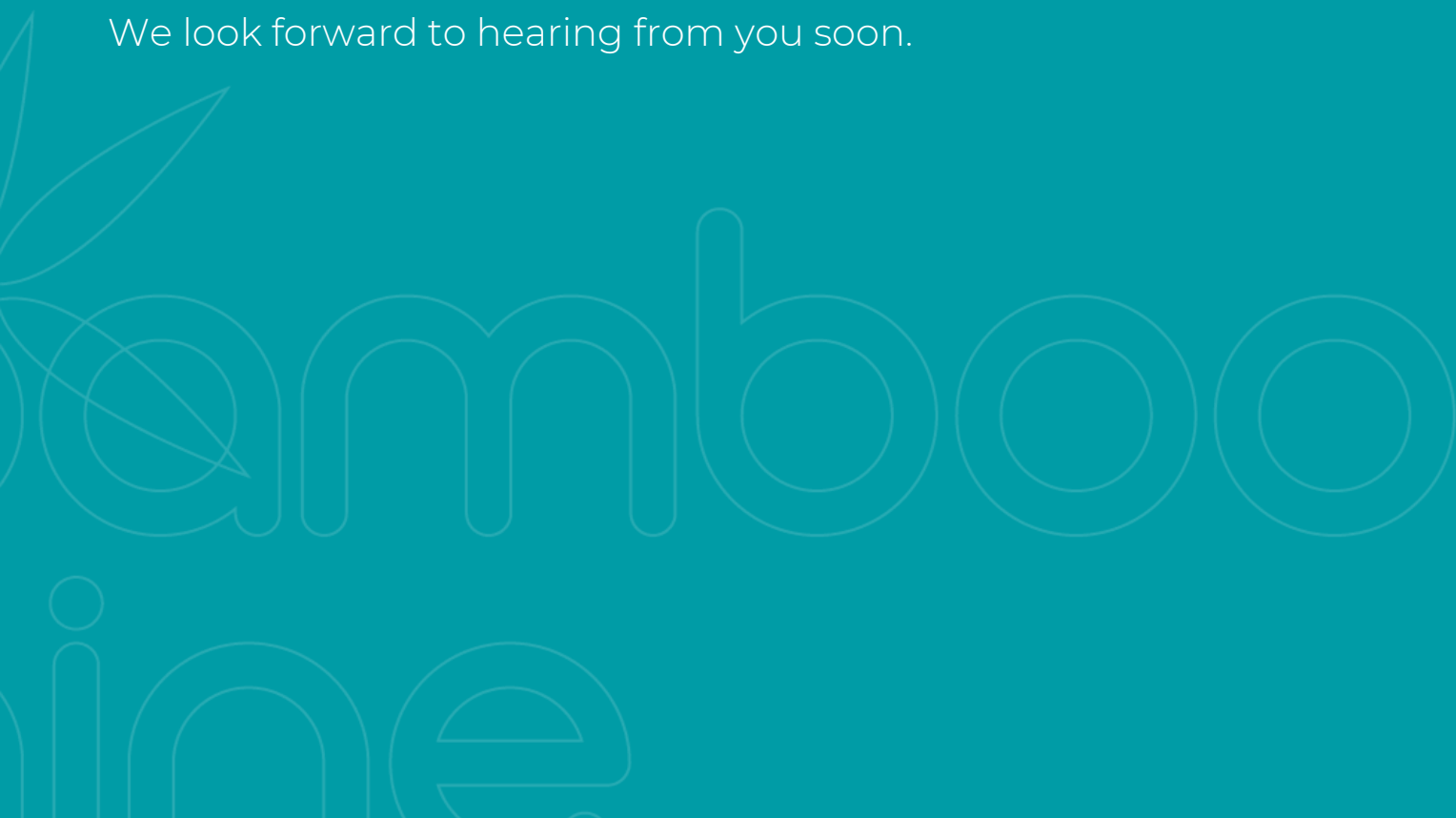
Includes:

- **Admin**
- **Reporting**
- **Analysis**
- **Tracking**
- **Content Creation**
- **Standard SEO**
- **Standard SEO Link Building**
- **Organic Social Media**

£75 Per Hour

Thank you

We look forward to hearing from you soon.



01273 022 798
www.bamboonine.co.uk