

pdm.

Purpose Driven Marketing

marketing
with purpose



Content

Welcome

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Thank You

Well hey there.

From my small business to yours, we would like to thank you for being here and considering Purpose Driven Marketing for your business' marketing.

We understand that there was a vision that led you to start your business, and we aim to keep that purpose at the heart of everything we do. Our approach is straightforward: we simplify the complex world of digital marketing so you can focus on what you do best. We're here to create effective strategies that are tailored to strengthen and grow your business.

We're excited about the possibility of joining you on this journey of growth.
Thanks again,

Carla Yunwai





What we offer

The digital space doesn't have to be confusing or costly—and with the right tools in place, it can seriously grow your business. Whether you're just starting out or ready to scale, Purpose Driven Marketing is here to help you show up online with clarity, confidence, and results. Here's how we help businesses like yours show up and stand out:

SEO

Search Engine Optimisation
This is where the magic happens. When you rank well on Google, you start attracting steady, high-quality leads—without spending on ads every month. SEO is a long-term growth strategy that keeps working behind the scenes, helping people find you when they need you most.

Paid Ads

Need results now? Google Ads gets your business in front of the right people, fast. With the right strategy, paid ads can create instant visibility and a steady stream of leads. Perfect for businesses ready to grow without waiting for organic traffic to catch up.

Websites

Your website is your digital HQ—and often the first impression people get of your brand. We create websites that are clear, clean, and built with strategy (and SEO) baked in. Whether you're after a simple one-pager or a fully customised site, we'll make sure it looks great and works hard for your business.

Search Engine Optimisation

At Purpose Driven Marketing, we take a full-circle approach to SEO, balancing technical performance with creative content, smart strategy, and local visibility. Here's what's included when you engage us for SEO:

Strategy & Research

- In-depth keyword research tailored to your industry and target audience
- Competitor analysis to see what's working (and how we can do it better)
- SEO audits to identify opportunities and quick wins

On-Page SEO

- Meta titles and descriptions optimised for search
- Page-by-page SEO content recommendations and updates
- Internal linking structure and site navigation improvements
- Image optimisation (file names, alt text, and sizing)

Technical SEO

- Indexing and crawlability fixes
- Website speed and performance checks
- Mobile usability improvements
- Schema markup and other technical enhancements as needed

Off-Page SEO

- Paid blog directory and article listings to support link building
- High-quality backlinks to build domain authority
- Local citations where relevant

Google Business Profile (GMB)

- Full setup or optimisation of your Google Business Profile
- Monthly GMB post creation (with matching graphics)
- Image updates and business detail maintenance

Content & Design Support

- SEO-focused copywriting for 1-2 blogs per month + off page articles.
- Design of visual assets for GMB posts & content pieces (blogs).

Ongoing Optimisation

- Monthly SEO reviews and continual website updates based on data
- Adjustments to keywords, content, and technical settings as needed
- Ongoing support and edits to align with your business goals

Google Ads

What's Included in Our Google Ads Management. Our Google Ads service is designed to help you attract more of the right traffic, fast. We create, manage, and optimise your campaigns so that every dollar of your ad spend works harder for your business.

Strategy & Setup

- Initial session to understand your goals and target audience
- Keyword research based on real search data
- Competitor insights to find your edge
- Campaign structure tailored to your services, location, and goals

Campaign Creation

- Google Search, Display, or Remarketing campaigns (depending on your needs)
- Custom ad copy written for performance and brand alignment
- Ad extensions (callouts, sitelinks, call buttons, etc.)
- Audience targeting and location targeting setup

Budget & Billing Management

- Ad spend budget set and monitored to your preference
- Recommendations on scaling your budget as results come in

Ongoing Management

- Regular performance reviews and campaign optimisation
- Keyword adjustments, ad testing, and bid strategy improvements
- Negative keyword management to reduce wasted spend
- Tweaks to improve click-through rate (CTR) and conversion rate

Reporting & Communication

- Monthly performance reports with clear insights
- Recommendations based on results, not guesswork
- Open communication, we keep you in the loop without the jargon.

SEO FAQ

Is content included in my SEO package?

Written content is included as part of our service, you may see this in your proposal/ invoice as \$100 per month - but you have options. If you prefer, you can write the content yourself, or you can edit and refine the content that we provide. Regardless, content is vital for your SEO strategy so if you are time poor, we can cover this for you.

How long does it take to see results?

SEO is a marathon not a sprint - this is your long-term strategy. Typically, it can take 3-6 months to start seeing significant changes in rankings and traffic, depending on the competitiveness of the industry, the current state of the website, and ongoing SEO efforts.

What's on-page & off-page SEO?

On-page SEO involves optimising elements on your own website, such as content, HTML source code, and images, to boost rankings. Off-page SEO involves activities outside your website, mainly building backlinks, to enhance your site's credibility and ranking. It's technical so we can explain it along the way if that helps.

Can you guarantee a #1 ranking on Google?

No ethical SEO agency can guarantee a #1 ranking on Google due to the unpredictable nature of search engine algorithms. However, we will certainly work hard to get there! Our effective SEO strategies can significantly improve your rankings regardless of where they are at.

What do you need from me?

We will handle most of the work here but feedback from you on how the campaign is going for your business really helps us make the right adjustments along the way. Any images that you have can really help us too.



Paid Ads FAQ

How does the billing work?

So to break it down, there is the management fee and then the budget that gets paid to Google and/or Facebook. We link up your preferred card to the platform and we can make sure that only the agreed budget gets charged to that card. We can scale your 'ad budget' as we go depending on your results but we will start with an agreed amount and go from there.

How long does Paid Ads take to work?

Google Ads can be work almost immediately after it starts running. Give it a few of weeks to build momentum but the full effectiveness of the ads can vary based on several factors. It may take some time to optimise to its full potential and usually after a month or two you start seeing optimal results.

Who decides what Keywords to bid on?

Keyword selection is a collaborative process. We will conduct thorough keyword research using tools to identify the best keywords based on search volume, competition, and relevance to your business. Your insights into the industry, knowledge of specific terminology etc can greatly influence and refine the selection process. Together, we ensure the keywords we bid on are well-suited to drive qualified traffic.

What do you need from me?

Your input into the keywords that you think will most benefit your business are welcomed. We will always cross check what the data says but align them with your advice on your industry. Working together is the best approach. Aside from that, you can leave the rest to use and provide your feedback on how you are finding it along the way. That helps us a lot!



Thank you.



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