



Be seen, Be heard, Big Voice



hello@big-voice.co.uk



01908 991 056



www.big-voice.co.uk



Who are we & what do we do?

At Big Voice our focus is quite simply to take some of the heavy lifting away from businesses with regards to digital marketing. Whether you are a larger business with an existing marketing team or a small business starting out, in most cases we can help.

Based in Milton Keynes we provide services such as social media management, paid advertising / media buying, search engine optimisation (SEO) and content services for businesses locally and nationally.

www.big-voice.co.uk



As a small team we are dedicated to working with clients to understand what it is they are looking to achieve and then supporting that using the right types of digital marketing services to meet that goal. Our aim is to develop that relationship while continually learning. The more we understand your business, the more we can help deliver results.

Our core values include integrity, transparency and effective communication to deliver the best results we can at an affordable price for most businesses.

Who do we work with?



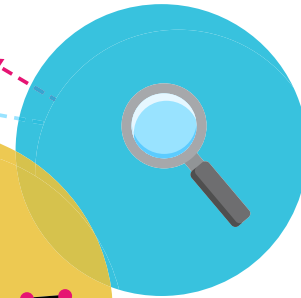
OUR SERVICES

CONTENT SERVICES

(BLOGS, WEBSITE COPYWRITING,
EMAIL MARKETING ETC)



SEARCH ENGINE OPTIMISATION



SOCIAL MEDIA MANAGEMENT

PAID ADVERTISING

(FACEBOOK, INSTAGRAM, GOOGLE ADS ETC)



Milton Keynes Museum

“Big Voice went above and beyond to help set up Milton Keynes Museum to start running paid advertising campaigns. We faced a number of unexpected challenges along the way but Kevin was always available to help solve the issues and help us set up best practice processes for the future. The world of Meta Business Manager can be a daunting one, but Kevin patiently guided me through it and I fully trusted his understanding and knowledge of the Meta suite. Kevin's friendly and can-do attitude was demonstrated throughout the process and it was clear that he was dedicated and motivated to help local businesses to achieve their goals and objectives.

The first campaign which Big Voice helped us run drove more than expected visits to our website and drove new audiences to the museum over Christmas”.

- Kim Savage, Milton Keynes Museum

Services provided: Social Advertising

Facebook Ad:

Milton Keynes Museum
Sponsored · 🌐

Experience your local museum dressed for a Victorian Christmas this December. Limited tickets are still available to meet ...see more

Milton Keynes Museum

Visit Santa's Grotto
Victorian Christmas at Milt...

Book Now

Like Comment Share

Meta Business Suite Campaign Report:

Off/On	Campaign	Results	Impression	Reach	Frequen	Amount spent	Cost per result	Santa Page	Appointments scheduled
	Post: "Quiet hours for Santa visits"	96	10,695	2,269	4.71	£40.00	£0.42	21	8
	TOF_BV_Victorian Christmas	922	92,883	24,024	3.87	£300.00	£0.33	21	328
	Results from 2 campaigns		103,578	25,568	4.05	£340.00	£0.33	42	336

Handwritten note: 328 appointments booked for less than £1 each!

Ainsey Entertainment

Ainsey's Entertainment is a family run DJ & Photo Booth hire business based in Milton Keynes, covering surrounding areas including Northampton, Luton, Bedford, Leighton Buzzard and more.

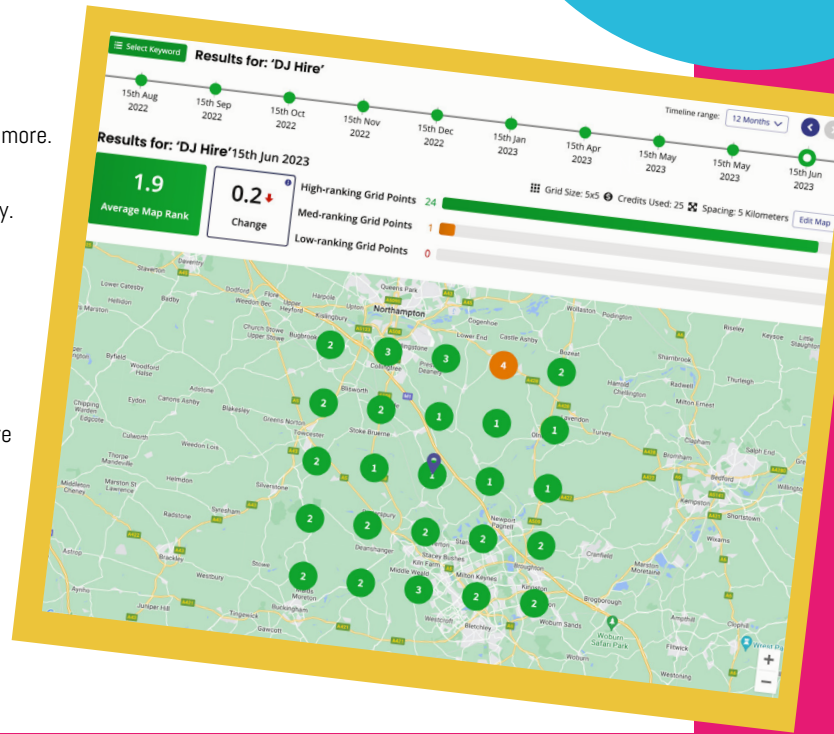
The remit was quite simple with regards to their SEO strategy.

They wanted to be ranked on page one of Google for DJ Hire, Corporate Entertainment, Photo Booth Hire etc.

Big Voice provided local and national SEO services and sent monthly reports as shown below, showing clearly how they are ranking in certain localities of interest to them.

NB: The numbers represent the position on Google for each location.

Services provided: Organic and Local SEO





100s of new gym memberships

Results
65
Membership Options
42
Membership Options
34
Membership Options
177
Membership Options
32
Membership Options
41
Options
141
Options
544
Options
426
Options

Active Luton

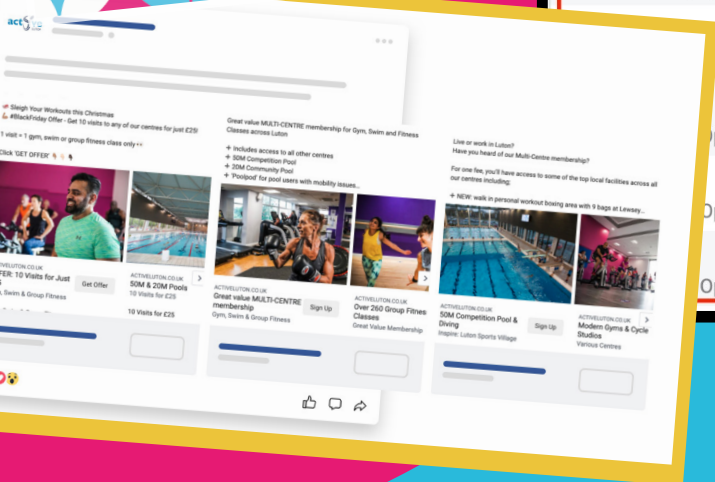
Active Luton engaged with Big Voice in June 2021 with a view to supporting them with Facebook advertising specifically to increase their membership sales which took a downturn during a long period of closure due to lockdown in 2020.

With multiple offers and leisure centres the brief was simple. Increase membership sign ups.

We tailored campaigns based on various audiences and were able to target relevant locally based people to boost membership traffic, engagement and sales.

During this period we then secured additional on-going work with regards to supporting Active Luton with social media marketing and content services (blogs).

*Services provided:
Copywriting (Blogs), Social Media Management, Paid Advertising*



Top Dog Turf

Top Dog Turf specialise in products designed to remove dog urine from artificial grass. Being a very specific niche meant targeting the right people for this B2C product was vital.

We started advertising campaigns several weeks after identifying the relevant target audiences and within 7 days we had generated 20 sales that provided a 22 times return on ad spend. (22X ROAS).

The following week this levelled out with over 130 sales at a return of nearly 11.5 times return on ad spend (11.5X ROAS)

*Services provided:
Paid Advertising*

22X ROAS
in 7 days



Last 7 days: 25 Aug 2021-31 Aug 2021
Note: Does not include today's data

Purchase ROAS (return on ad spend)	Website purchase ROAS (return on advertising spend)
22.17 [2]	22.17 [2]
7.44 [2]	7.44 [2]
14.43 [2] Average	14.43 [2] Average

Results	Reach	Cost per result	Amount spent	Checkouts initiated	Purchases	Purchases conversion value	Purchase ROAS (return on ad spend)
22 [1]	5,486	£2.55 [1]	£56.00	26 [1]	22 [1]	£1,196.26 [1]	21.26 [1]
Website purchase		Per Purchase	£517.79	77 [1]	95 [1]	£5,262.62 [1]	10.16 [1]
95 [1]	\$2,210	£5.45 [1]				£0.00	
Website purchase		Per Purchase	£3.95		4 [1]	£119.80 [1]	4.55 [1]
4 [1]	478		£26.32		8 [1]	£394.95 [1]	20.35 [1]
Website purchase		Per Purchase	£19.41	9 [1]	10 [1]	£324.03 [1]	18.15 [1]
8 [1]	1,928	£2.43 [1]					
Website purchase		Per Purchase	£28.88	12 [1]	10 [1]		
10 [1]	4,087	£2.89 [1]			139 [1]	£7,497.66 [1]	11.49 [1]
Website purchase		Per Purchase	£62.35	124 [1]	Total		
139 [1]	59,318	£4.69 [1]		Total			
Website purchase	Accounts Centre as...	Per Purchase					

139 sales at 11X ROAS

Transitions UK

Transitions UK is a charity based in Bedfordshire that supports vulnerable young people aged 14 – 25 years who are struggling with personal disadvantage.

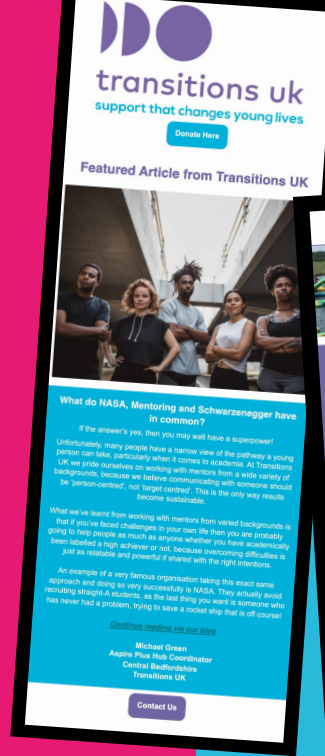
Big Voice was approached as the UK entered lockdown in March 2020 with a view to helping support the charity for a 'few months'.

These few months continued for 1 year and 7 months ending in September 2021. During this period we supported the charity with social media marketing, copywriting (blogs), email marketing (newsletter) and Facebook and Instagram advertising resulting in over 200 volunteer leads.

200+ leads!

In addition to these services we acted as a full marketing support and further assisted with graphic design services, website management, creating press releases and we even suggested and project managed the build of a brand new website.

Services provided:
Email Marketing (Newsletters), Paid Advertising, Social Media Management, Copywriting (Blogs + Press Releases), Website Management



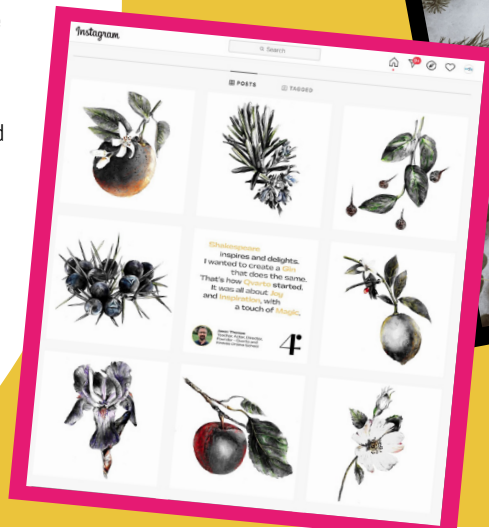
Qvarto

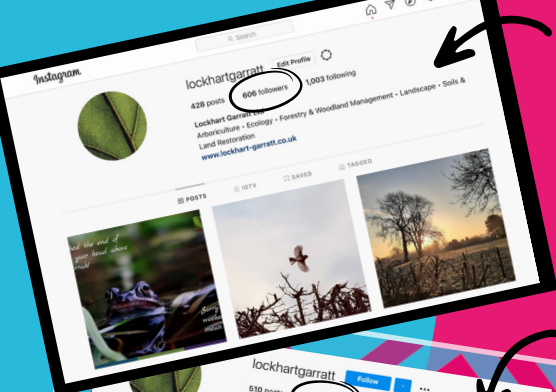
Being a new super dry premium gin to a very competitive market meant Qvarto had to have a strong, clear vision with regards to their demographic (target audience) and brand messaging.

They had that, and they approached Big Voice to help them create and implement their early digital campaigns including social media marketing and advertising on Facebook and Instagram.

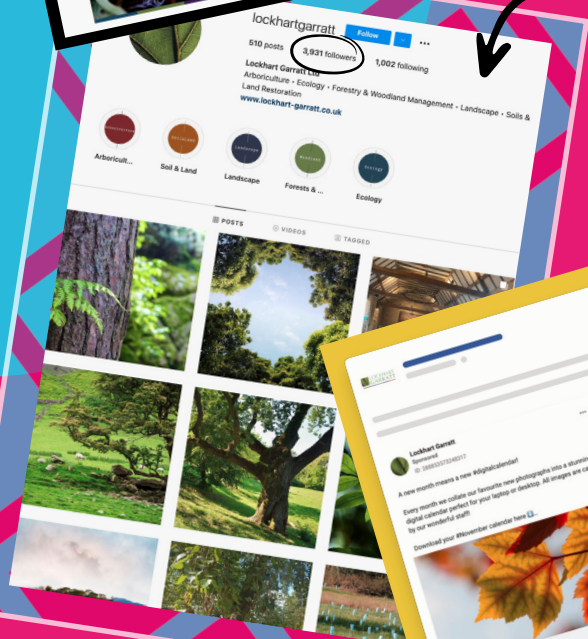
Being a new product to a crowded market meant we had to ensure the target audiences aligned to the brand fully but being new meant these audiences were somewhat cold so a key part of the early stage delivery was to develop and refine those audiences and create social media content and manage their channels to suit that vision.

*Services provided:
Paid Advertising, Social Media Management*





MONTH 1



MONTH 6

Lockhart Garratt

Lockhart Garratt approached Big Voice to help them primarily with social media and SEO although some advertising has been provided.

Lockhart Garratt have an amazing reputation within their sector but with offices in both Northamptonshire and Oxfordshire it was surprising their digital presence didn't reflect this and even a simple search for relevant services locally would not show them on the first page of Google.

Big Voice helped change that and successfully managed to get Lockhart visible on page one for relevant search terms with search volume. We also supported them and grew their social media presence, following and engagement using organic and paid methods.

More recently we have optimised their presence using Google My Business also.

Services provided:
Copywriting (Blogs), Social Media Management, Paid Advertising

TheAppBooth

TheAppBooth is a local business that needed support with social media marketing and they asked Big Voice to help with social media management including creating content and organically growing their reach, followers and engagement.

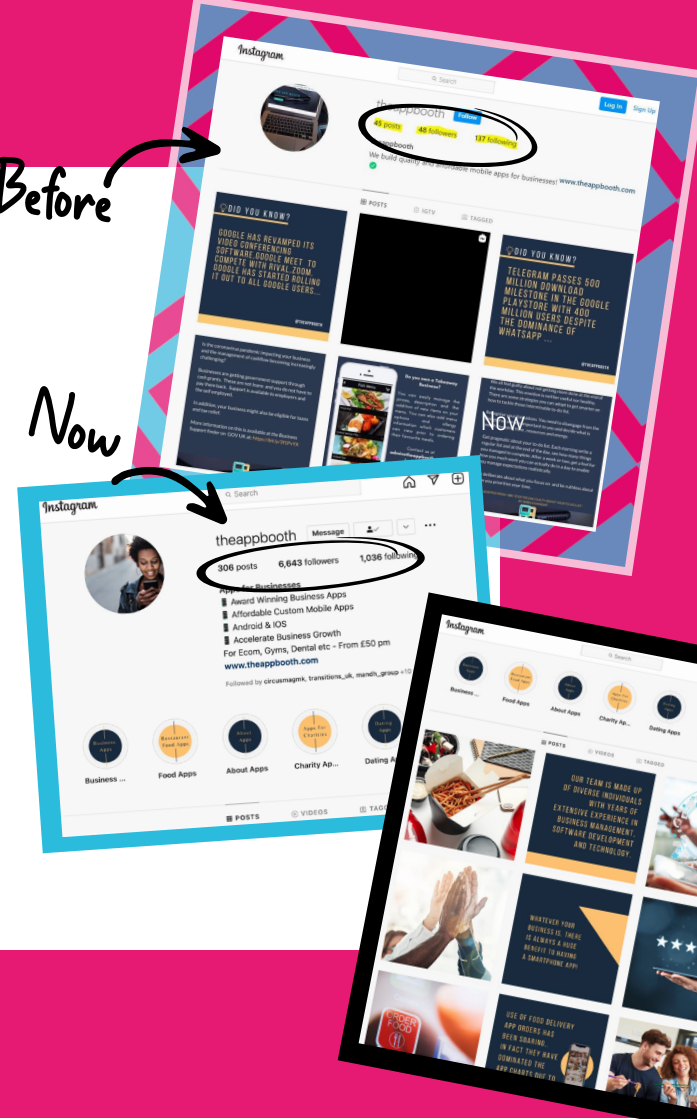
We managed to remove the effort entirely for this client and provided a consistent reliable social media management service increasing their followers by over 6,500.

We then started providing dedicated content for LinkedIn and writing monthly blogs.

*Services provided:
Copywriting (Blogs), Social Media Management*

Before

Now



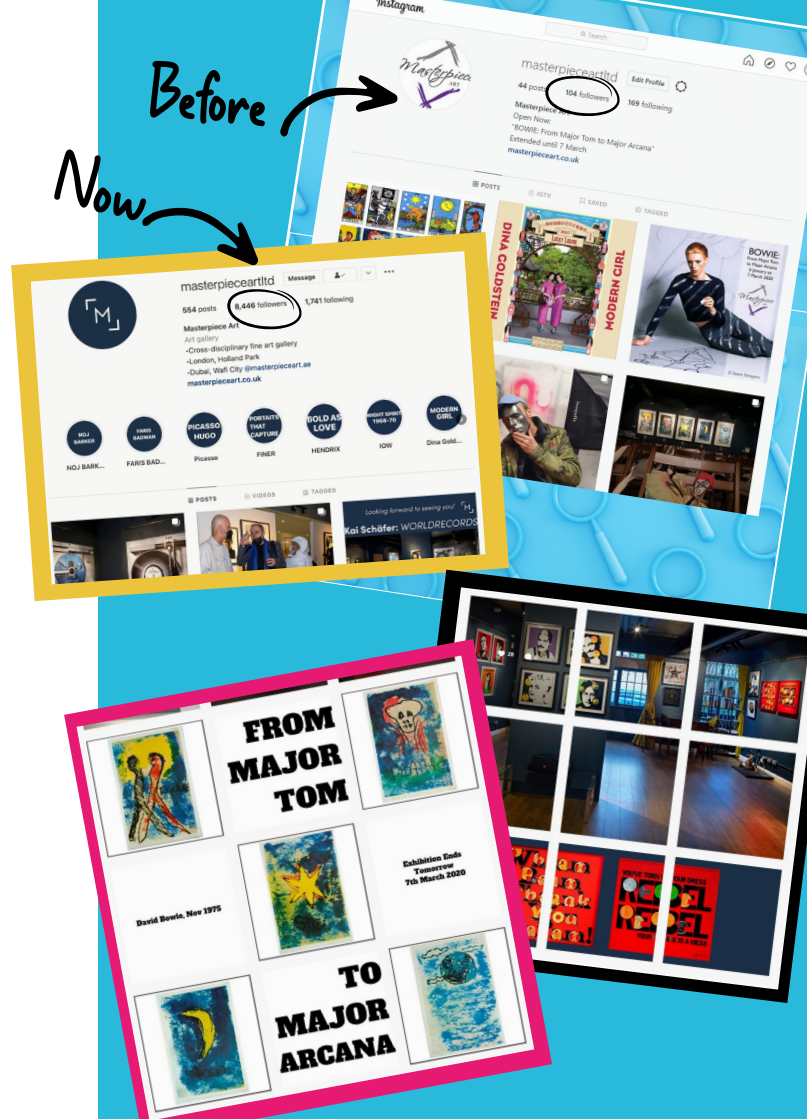
Masterpiece Art

Masterpiece Art was looking to grow their social media presence both in their London and Dubai galleries.

Big Voice was initially responsible for the growth of the London gallery social media profiles, with Instagram being the focus for them.

After initial discussions and profiling their core target audiences we were soon able to ensure that art curators, collectors and even critics were aware of them digitally for specific exhibitions and collections. We organically grow their following by over 8000 followers and remain growing that presence today.

Services provided: Social Media Management, Paid Advertising





Be seen, Be heard, Big Voice

If your business needs a bigger voice, then please get in touch.

We would love to chat and see how we can help you as best we can.



hello@big-voice.co.uk



01908 991 056



www.big-voice.co.uk