



Let's build your ideas together!

Digital Marketing Services

Athens - Mykonos- Nicosia

General

Glocal is a boutique Digital Marketing Services agency, and member of the [Internet Marketing Association](#).

We provide personal, passionate & tailor-made services of Website Development, Social Media Management, Online Advertising, Search Engine Optimization, Content Creation, Email Promotion and Video Marketing.

With a demonstrated history of working in the travel & tourism industry since 2003, our in-house talent represents a balanced mix of sales and marketing experience, including B2B & B2C Sales Management, Travel & Tourism Marketing, Social Media Marketing, Web & Software Development, and various Digital Media Projects.

Every project we do is in service of our mission to unify the marketing and sales journey, delivering a more remarkable buyer experience and ultimately help businesses grow their revenues.

Our goal is to create digital experiences married with real-time business concepts, that generate great results and Return On Investment, for each and every one of our clients, big or small, all over the world.

Why our clients use us

We are driven by the same force which undeniably is the strongest of all in the universe.
LOVE for what we are doing!

- ✓ We Assist local businesses go global through the use of modern technologies
- ✓ We Develop inventive projects that attract only motivated visitors
- ✓ We Care about the projects we work on, their reputation, and visibility on the Web
- ✓ We are Obsessed about converting visitors into customers.
- ✓ We Focus on increasing the public awareness of your brand
- ✓ We Offer detailed recommendations for your marketing strategy

We're not just another stand-alone agency offering typical services to clients. Instead, we effectively and seamlessly engage with your business to ensure that each of our partners gets its own direction, strategy, and personal attention.

Service Type	Description of Service	Price (€)
Destination Marketing	Basic Promotion at Mykonos Traveller (per year)	100 €
	Advanced Promotion at Mykonos Traveller (per year)	300 €
	Professional Promotion at Mykonos Traveller (per year)	500 €
	Business Promotion at Mykonos Traveller (per year)	800 €
Content Marketing	Website Copywriting x 1 Page (300 words)	50 €
	Website Copywriting x 5 Pages (1.500 words)	200 €
	Website Copywriting x 10 Pages (3.000 words)	350 €
	Blog post / Article Copywriting (500 words)	150 €
Email Marketing	Newsletter Content Creation	150 €
	Newsletter Template Creation	400 €
	Newsletter Mailchimp Campaign	800 €
Social Media Marketing	20 Days x 1 Campaign Facebook & Instagram (100€ ads)	200 €
	30 Days x 2 Campaigns Facebook & Instagram (600€ ads)	800 €
	30 Days x 3 Campaigns Facebook & Instagram (900€ ads)	1.200 €
	1-2 Social Networks Management x 15 Posts per month	600 €
	2-3 Social Networks Management x 30 Posts per month	1.000 €
	3-4 Social Networks Management x 30 Posts per month	1.500 €
Search Engine Marketing	SEO Analysis & Optimization (Website Home Page)	100 €
	SEO Analysis & Optimization (up to 5 Website Pages)	300 €
	SEO Analysis & Optimization (up to 10 Website Pages)	500 €
	SEO Keyword Research (Top 50 – 5 Analysed)	300 €
	SEO Keyword Research (Top 100 – 10 Analysed)	500 €
	SEO Competitor Analysis (5 Competitors & Keywords)	600 €
	SEO Competitor Analysis (10 Competitors & Keywords)	900 €
Competitive Analysis	Local Competitors (5 Competitors Analysed)	On request
	National Competitors (10 Competitors Analysed)	On request
Website Hosting	Basic Website Hosting - 10GB Storage (per year)	220 €
	Premium Website Hosting - 25GB Storage (per year)	350 €
WordPress Management	Basic WordPress Management (per year)	400 €
	Premium WordPress Management (per year)	800 €
Website Development	WordPress Brochure Website (1 page)	On request
	WordPress Basic Website (5-8 pages)	On request
	WordPress Complex Website (10-20 pages)	On request
	WordPress E-Commerce Website (20 pages and more)	On request
	WordPress Custom Theme - Plugin	On request
	WordPress Speed Optimization	On request

Destination Marketing Services

Doing Business in Mykonos?

Enhance your digital presence and gain access to potential clients from around the world!

Based on two main axes, the online promotion of Mykonos island and the quality advertisement of every local business, MykonosTraveller.com provides holidaymakers with options that suit any need and businesses with a new sales channel.

Our Project is specially designed to locate and target your audience of interest by combining content marketing, social media marketing and search engine marketing. Through tailor-made services of advertisement, we'll promote your business to this qualified audience interested in similar services and products available in Mykonos. Our mission is to increase your lead acquisition, improve conversion rates, and generate more qualified leads!

- ✓ Access a New Marketing and Sales Channel
- ✓ Social Media Promotion Targeted to The Right People
- ✓ Direct Link to Your Real Time Booking Engine
- ✓ High Quality Traffic Directly to Your Website and Social Media pages
- ✓ Optimized Business Page in All Search Engines Such as Google
- ✓ Immediate Increasement Of Your Brand Awareness

For more information on our approach to Destination Marketing please visit our [page here](#) or contact us via email at info@glocaldms.com.

Content Marketing Services

Professional Content

Do you need professional content for your blog or website? We deliver quality copywriting content that meets all of your criteria and is uniquely based on your niche to better reach customers. You can use our professional content writing services to:

- ✓ Drive traffic (as the content is SEO friendly)
- ✓ Showcase your expertise in your field
- ✓ Increase sales for products or services
- ✓ Increase your ranking on search engines
- ✓ Increase traffic to your affiliate sites

All of our contents are SEO friendly and we do our own research on the topic, creating posts that will get your audience to engage and interact with your business, brand or blog.

For more information on our approach to Content Marketing please visit our [page here](#) or contact us via email at info@glocaldms.com.

Email Marketing Services

Newsletter Content Creation

Are you ready to take your business to the next level? Let us write for you compelling emails that will get your readers to click. If you have the right message you can increase sales and boost your profits. Our professional copywriters will provide you with:

- ✓ An interesting e-mail subject line to get your message read
- ✓ A persuasive message (150-250 words) that builds trust
- ✓ A call to action that converts

All of our contents are SEO friendly and we do our own research on the topic, creating posts that will get your audience to engage and interact with your business, brand or blog.

Newsletter Template Creation

It's very important that your Email should look compatible across multiple email platforms and different devices. As nearly 68%-75% emails are opened using smart phone we design responsive Mailchimp Email Templates for your Campaigns. Our services include:

- ✓ Highly Customized Responsive Email Template Newsletter
- ✓ A Matching Look of your Website, Brochure or PSD, PNG, JPG, PDF etc.
- ✓ Design the Newsletter without your account log in access.
- ✓ Design will be Based on your Requirements
- ✓ Pixel Perfect, Neat and Clean Design
- ✓ 5 revisions

Newsletter Mailchimp Campaign

If you're looking for a professional Mailchimp Expert to manage your email campaign, look no more! Our Newsletter Mailchimp campaign service includes:

- ✓ Open & Set Up MailChimp Account
- ✓ Subscribers List Upload
- ✓ Email Newsletter Template Creation
- ✓ Email Newsletter Content Creation
- ✓ Run email campaign
- ✓ Monthly Report

Note: Our Mailchimp Campaign Management does NOT include credit costs for email sending (depends on your subscribers list)

For more information on our approach to Email Marketing please visit our [page here](#) or contact us via email at info@glocaldms.com

Social Media Marketing Services

Facebook & Instagram Ads Campaign

With 7+ years of experience in managing and optimizing Facebook ad campaigns across different verticals, we have helped many clients by deploying best practices and advanced techniques to improve their revenue and maintain positive ROI.

As per your requirements and objectives, we will be helping you with:

- ✓ High Quality Content Creation / Post based on your niche
- ✓ Each Post will include CTA's that will depend on your goals
- ✓ Highly Engaging Hashtags
- ✓ Create & setup new ad campaign
- ✓ Optimize new or old campaign
- ✓ Remove Bad Performing Ads/Page
- ✓ Target Audience by demographics, interests or behaviours
- ✓ Installation of Facebook Pixel
- ✓ Manual or auto bid
- ✓ Manual Ad placement

Ad Campaigns which we can setup & run:

- ✓ Website Visit Campaign (Traffic)
- ✓ Lead Generation Campaigns (Best for Email Generation)
- ✓ Messenger Ads & Near Me (Location Based Ads)
- ✓ Brand Awareness Campaign
- ✓ Post Engagement Campaign
- ✓ Service-Based Campaign
- ✓ App Installation Campaign
- ✓ Store Visits Campaign

Note I: We will need to access your Facebook Business Account as Advertisers.

Note II: We can only guarantee Effective Ads, Targeted Traffic & Clicks. Sales, Leads, Profits Etc. The final result depends totally on your product/service & other marketing variables.

Note III: The minimum recommended Ad budget for a proper social media advertising campaign on Facebook and Instagram is 2€ per day for impressions, 5€ per day for clicks, likes or views and around 40€ per day for app installs or offer claims. The recommended Ad budget for YouTube and LinkedIn is 10€ per day, while on Twitter there is no minimum.

Social Media Management

Social Media Marketing can be an awesome source of traffic for any industry, if it's done the right way. Sharing great content consistently is the key to increase your clientele and boost your engagement rate.

We are here to help you manage the right way your social media business pages and create visually consistent and effective content that your followers will love in any social network, like Facebook, Twitter, Instagram, LinkedIn, etc.

- ✓ Fully Managed Social Media Business Page
- ✓ High Quality Content Creation / Post based on your niche
- ✓ Highly Engaging Hashtags based on your niche
- ✓ Visually Consistent Posts
- ✓ Each Post will include CTA's that will depend on your goals (Brand Awareness, Engagement, Sales, Web traffic, etc.)
- ✓ Keyword Research based on the current needs of your target audience
- ✓ Manage Customer Messages
- ✓ Monitor Spam/Comments/Reviews

Note I: Images and Graphics for the posts must be provided by the business.

Note II: Any Advertising Cost for Boosting a Post is not included.

For more information on our approach to Social Media Marketing please visit our [page here](#) or contact us via email at info@glocaldms.com

Search Engine Marketing Services

SEO Analysis & Optimization

Using the latest methods recommended by Google we will optimize your website to gain more qualified traffic and increase its visibility in organic search results for specific keywords. Our SEO services include:

- ✓ Keywords research and placement
- ✓ Add Meta Tags, Meta Description, Meta Language
- ✓ Set up Google Webmaster Tool
- ✓ Set up Google Analytics
- ✓ Creation of Robots.txt
- ✓ Sitemap creation and submit to search engines
- ✓ H1, H2 ,H3, Tags
- ✓ Canonical SEO friendly URL
- ✓ Connect with social media
- ✓ Remove broken links
- ✓ Image optimization and Alt tag
- ✓ Site navigation issues

SEO Keyword Research

The most important step for SEO is using the right keywords for your niche. We are here to add relevancy and help you find the best keywords for your website! We'll only need your URL (or niche) and targeted country (or location).

We will then make a thorough keyword search to find the best keywords for you. The results will be manually evaluated so that you'll only receive the keywords that fit best your website and can be used for better rankings. Our SEO keyword research services include:

- ✓ Organic Keywords Research
- ✓ Paid Keywords Research
- ✓ Traffic estimates
- ✓ CPCs
- ✓ Discover new keywords for SEO, PPC and Content
- ✓ All in 1 Easy-to-Understand list (PDF)

SEO Competitor Analysis

Check your competitor's strength and make the most out of it! Our SEO Competitor Analysis helps you with eliminating the guessing game from your online marketing campaigns and plan a better business strategy for the future.

The fact is that most digital marketers are using the same arsenal of tools to research and select their keywords, such as Google Keyword Planner or SEMRush, resulting in the same words being targeted for multiple companies and higher difficulty in ranking for popular industry terms.

If the popular, juicy keywords are filled with industry competitors that are fighting for rank, it's time to get a little creative and the best place to start is by deep diving into your target audience and understanding how they speak and search.

This action will result in finding some truly hidden keyword gems that have not yet been uncovered by competitors and will improve SEO ranking for your business. Our SEO Competitor analysis services include:

- ✓ Organic & Paid Keywords Research
- ✓ Competitors Research
- ✓ Monthly Searches Report
- ✓ Keywords Competition report
- ✓ Business Competition Level
- ✓ Online Domain Authority

For more information on our approach to Search Engine Optimization please visit our [page here](#) or contact us via email at info@glocaldms.com

Website Hosting Services

To dominate the web, you need high performance and security. Our plans are fully customized to your needs, providing hosting on high performance servers in Greece, Germany, Netherlands, United Kingdom or United States and include:

- ✓ Fully Managed Hosting by our Expert Team
- ✓ NGINX Web Server
- ✓ Reliable SSD - Cloud Hosting Built for WordPress
- ✓ Unlimited Traffic
- ✓ Unlimited Sub Domains
- ✓ 5 email accounts / site
- ✓ 99,99% Uptime
- ✓ Local IP for Better SEO
- ✓ SSL Security Certificate
- ✓ GDPR Compliant
- ✓ Daily Website Backup
- ✓ Free Website Migration
- ✓ Free Domain Name
- ✓ 24/7 Phone and Email Support

In case your needs exceed the above available resources or you have more than one website, please [contact us](#) to provide you with a tailor-made hosting solution.

WordPress Management Services

Get the extra help you need from people you trust and get it done right and on time. Elevating a brand and growing a business is a continual process, so we work with most of our clients on an ongoing basis. Our support packages which are tailored to fit your WordPress needs include:

- ✓ Fully Managed WordPress installation by our Expert Team
- ✓ WordPress Core, Theme and Plugin Updates to avoid security gaps
- ✓ Off-Site Backups to prevent data loss on the website
- ✓ Staging Site for every Domain - Clone of your live website for testing purposes
- ✓ Development / Design Tweaks - Up to 1 hour per month
- ✓ 24/7 Website Uptime Monitoring Service
- ✓ Fast Website Restore when down (less than 2 hours)
- ✓ 24/7 Phone, Email, Chat & Remote-Control Support

We'd love to help you with your WordPress project so you can spend more of your time on what you do best - taking care of your business and customers!

For more information please visit our [page here](#) or contact us via email at info@glocaldms.com

Website Design & Development

Having a website is only part of the battle. It needs to be professional. It needs to be attractive. But it needs to work. Professional website design services are critical in today's competitive online environment. The visual first impression your website makes will have a huge influence over a prospective client's impulse to click away or to read further.

We focus on not only providing beautiful website designs, but on layouts that give your clients the information they're looking for - the oh-so-important first impression of your organization or business, the services you provide, or about the products you sell.

For the development of your website, we strongly recommend using the famous WordPress open source Content Management System. This CMS provides a complete solution that speeds up implementation, it is very SEO friendly out of the box, it is safe & secure and provides an easy to use management environment.

Furthermore, all our projects include the following features at no additional cost in order to get a website that is friendly to search engines and incredibly functional for you and your customers.

- ✓ WordPress CMS Installation for your own autonomy
- ✓ Responsive Design (adapts to all screen sizes)
- ✓ Cross Browser Optimized
- ✓ Unlimited Colour Options
- ✓ GDPR Compliant
- ✓ SEO Friendly design of the entire website
- ✓ Basic SEO on Home Page (SEO Title & Meta Description)
- ✓ Interactive Google Map
- ✓ Contact Form for More Leads
- ✓ Google reCAPTCHA Integration to stop spammers
- ✓ Valid HTML5 & CSS3
- ✓ Google Web Fonts
- ✓ Access to Google Analytics
- ✓ After Sales Email Support

As every project for us is unique, we always deal with the necessary importance and professionalism in order for your brand to have a successful online presence.

For more information on our approach to website design and development please visit our [page here](#) or contact us via email at info@glocaldms.com

Thank you! :-)



www.glocaldms.com
info@glocaldms.com