

METIS MONTHLY



DIGITAL MEDIA EXPERTS

Website support, SEO, Social Media
and so much more!



PLATFORM METIS



PLATFORM METIS

The Digital Marketing Solution for Model Agents

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METIS MONTHLY

PLATFORM METIS is completely focused on delivering quality digital marketing for your agency, week in and week out. But what exactly does that mean? How do you go from where you are today to this being something that is happening simply, easily and effectively on a consistent basis, allowing you the time to grow and develop your agency?

We will come on to go through exactly that but here at **Metis**, having worked in digital media around the world of modelling since 2010, we understand full well that not all agencies have the same short or medium term needs or goals.

Consequently, we have two product areas: **Metis Monthly** and **Metis Plus**, and both of these can then be customised so they cater for your exact needs. Metis Monthly has a price point around £395 per month, while Metis Plus is £995 or more.

Metis Monthly is aimed at up and coming agencies, or established regional players, who have a fairly standard web offering, no App and limited in-house video and social media capability. These are agencies looking to move to the next level, attract more talent and engage with more clients over the next 12 months.



“...HAVING WORKED IN DIGITAL MEDIA AROUND THE WORLD OF MODELLING SINCE 2010, WE UNDERSTAND FULL WELL THAT NOT ALL AGENCIES HAVE THE SAME SHORT OR MEDIUM TERM NEEDS OR GOALS.”

At **Metis** we know full well that you need to see measurable return on investment and, just as important, is that you get the maximum out of whatever time you put into it personally.

In this document we outline how to achieve exactly that. To know you are being pro-active with your digital media, banish any nagging doubts that it is something you could and should be doing more of, and yet not burn cash or time for no defined outcome.

We appreciate that there is a lot of jargon to do with digital media – here at **Metis** we think it is just a case of people trying to pretend they are a little smarter than they really are... There is no reason why you should know all the jargon, you understand fashion and modelling... so if you find us using a term you are not that familiar with, then please just download our **Metis Jargon Buster** here – and if you find there is a term you think we should add, just let us know!

www.platform-metis.com/jargon-buster

WHAT IS THE STANDARD METIS MONTHLY OFFERING?



The standard offering looks at what here at **Metis** we believe to be the 'basics' that you want to ensure you are covering off, week in and week out.

Website support

Stay up to date both technically with software updates for plugins to your site, but also with a modest but constant content update strategy.

Social media

2 posts per week. We ensure that you have a month's worth of pre-agreed social media posts ready to go at any one time, then all you have to do is 'top up' with something newsworthy, relevant or important yourself. All **Metis** posts will be looking to optimise your keyword strategy.

Reports

Monthly reports, quarterly strategic reporting & ICN SQUID is available for free.

SEO (Search Engine Optimisation)

Make sure you can always be found easily by Google and have a keyword strategy in place.

Video

2 videos per month where you supply us with raw footage and we edit and post produce them for you. Video is so powerful and you are in the fashion and modelling business. It really doesn't have to be a Hollywood budget to create a very positive impact. It could be done in the style of a 'Social Media Influencer' or you can get professional footage to us to edit? Adapt and evolve to find what works for your agency.

If there are any of these areas where you are already sorted and don't need our support, then please just let us know during the consultation.

You may also want more than the standard offering, so next we'll outline areas you may wish to consider as an 'add-on', before we go on to look at the standard offering in more detail...

WHAT ARE OTHER AREAS WHERE I MIGHT WANT MORE THAN THE STANDARD OFFERING?

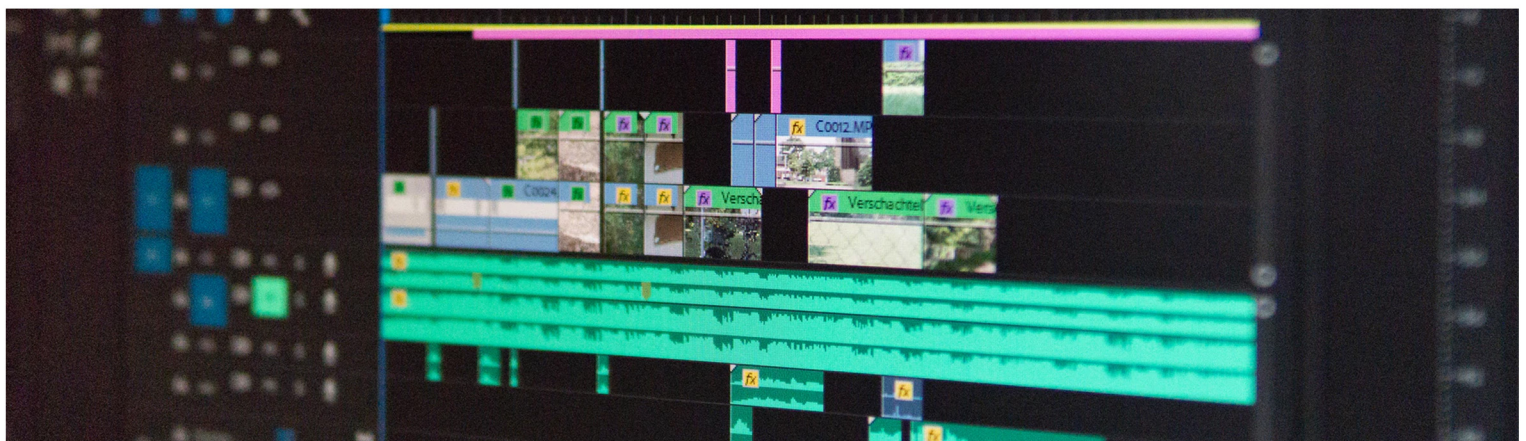
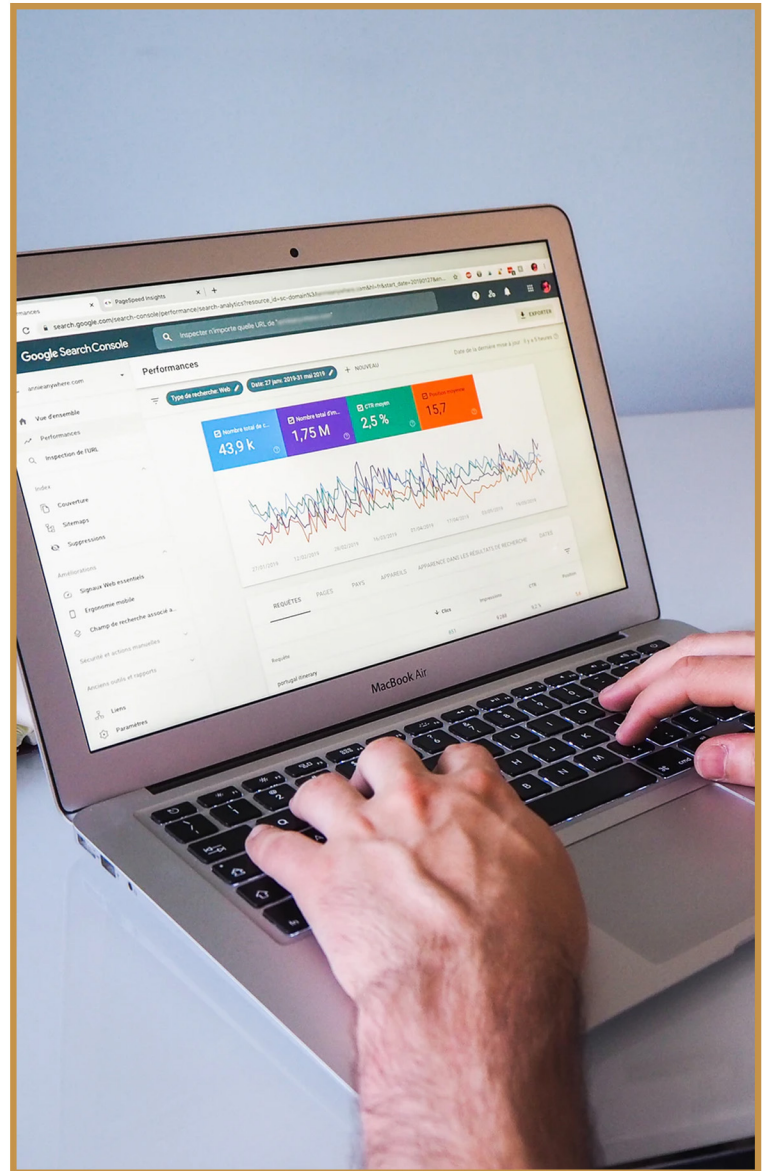
Add-ons to think about? These are more relevant to **Metis Plus**, but you might want to consider:

Advanced SEO

Our tried and tested methodology involves 8 'Advanced' SEO techniques. In addition to the already established Keywords, this includes: Blogging, Link building, Newsjacking, Brand Monitoring & Link Reclamation, Landing Pages, Case Studies and Video/Image Optimisation. PPC (Pay Per Click) is an option, but shouldn't be that necessary while making the initial gains. If you are already doing a blog, that is fantastic and will help your SEO a lot, but it must be prepared properly from an SEO perspective: all articles tagged in line with your keyword strategy, and images likewise. Advanced SEO can get expensive, but doing the basics well and a little bit of Advanced SEO can achieve an awful lot, and can be re-assessed over time?

Having trouble trying to decipher all the technical Jargon? Download our Jargon Buster Guide here:

www.platform-metis.com/jargon-buster



WHAT ARE OTHER AREAS WHERE I MIGHT WANT MORE THAN THE STANDARD OFFERING?



More video

If you don't feel 2 videos a month is enough, then you can increase this to 4 **Metis** produced videos for an additional £99.

Bespoke shot and produced video

Of course the quality of video produced – the production values – can say a lot in this industry about your brand. If we at **Platform Metis** are helping you internationally perhaps we can form a partnership with a local videographer to get you regular professional content if you don't like the 'Social Media Influencer' style approach when profiling your models or your agency?

More frequent social media

Again, you can double the frequency of what **Metis** does for you for another £99 a month? We can also do relevant follower gain projects as a 'special'.

What about an App?

Here at **Metis** we are experts in this field – so we have included a special section on this below.

Through ICN Media, **Platform Metis** has access to expertise and experience on another 12 digital media solutions and add-ons such as Brand Building, AppStore Optimisation, Video Seminars, Email Newsletters, Hosting, Website Development, Native Advertising & Retargeting.

More of the above is covered by **Metis Plus**, so also if several of these are of interest, then please review our Metis Plus PDF and we can discuss which one works best for you on a consultation call.

WHAT EXACTLY IS INCLUDED IN THE STANDARD OFFERING & WHAT DOES IT COST?

WEBSITE SUPPORT	SEO	SOCIAL MEDIA	VIDEO	TOTAL
£99/MONTH	£99/MONTH	£99/MONTH	£99/MONTH	BILLED AS £395/MONTH
Page speed maintained at 75+ Desktop & 50+ Mobile on Google Page Speed Insights, with monthly report.	Your agency will be set up as a 'Project' on our SEMrush subscription (worth £100+ per month if you purchased it direct).	2 posts per week all with images/ graphics optimised for SEO keywords and all pre-agreed/ signed off.	2 videos of 60-90 seconds per month all uploaded to the website and optimised for SEO.	You will be set up on ICN SQUID for free, so you can view your digital footprint from all sources in one place.
Quarterly website Quality Control audit on 3 browsers testing every button on your site, every plug in.	Your Site Health will be maintained at 85+ (and evidenced to you via SQUID reports) to ensure you can be found on Google.	We will also post videos that we produce for you to your YouTube account and optimise those.	As discussed, videos posted to social media and YouTube account.	You will get monthly SQUID activity and lead reports so you can see just how effective your digital marketing expenditure is.
3 hours per quarter of content updates and additions (any additional hours charged at £50 per hour, though all pre-agreed).	All social media, videos and content will be optimised for SEO against the keywords agreed in the 'Set Up' process.	TikTok, Pinterest, LinkedIn also for discussion. Relevant follower gain projects available as add-on.	You provide Metis with raw footage for Metis to edit/post-produce to a professional standard finish.	You will get a quarterly strategic assessment, to look at performance and growth.
What we need				
<i>What do we need?</i> Access to the cPanel of your website, Google Analytics invite, WP/Wix type log ins as applicable.	<i>What do we need?</i> Access to the cPanel of your website, Google Analytics invite, WP/Wix type log ins as applicable.	<i>What do we need?</i> Access to your social media channels.	<i>What do we need?</i> We need your raw footage uploaded to a pre-agreed Dropbox.	<i>What do we need?</i> Book a consultation with Madara and we can help you move forwards!

In order to get you to a level where you are set up to succeed, there is also a 'Set Up' process required...

WHAT IS THE SET UP PROCESS?

The exact cost depends upon us doing a quick assessment of how much 'remedial' work needs doing on your existing set up. We then prepare some fundamentals for you that you will need for your content marketing.

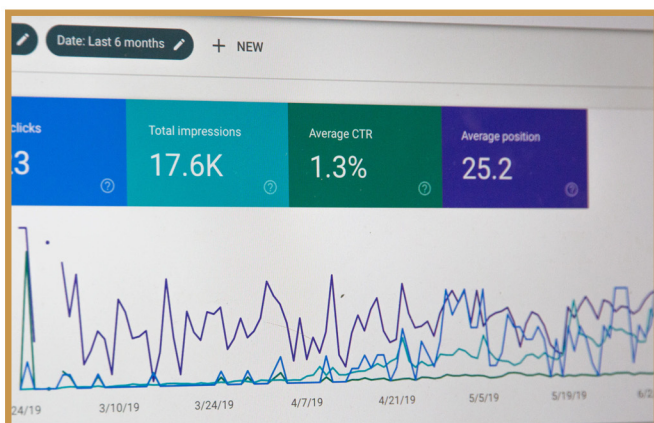
At **Metis**, we use two independent measures of effectiveness on your website, to ensure you hit certain benchmarks in order to be able to succeed.

First of all, we use SEMrush.com, the world's leading SEO software to assess your 'SEO Site Health'. You will get a score out of 100 from this independent and verifiable source, which shows how easy – or difficult – it is for Google to find you. We then ensure that you end up with a score of 85 or more by correcting any identified 'errors' and 'warnings'.

We also use 'Google Page Speed Insights'. If your website is slow – which it can often be on visual/image heavy websites in particular -- this can cost you anything from 10% to 50% of your monthly traffic! We will ensure that you have a desktop score of more than 75 and a mobile score of more than 50.

Your website should be a 'calling card' to the world, but it should also be a stepping stone to engagement. You want to be hearing from new potential talent and you want to be increasing the number of contacts that could lead to jobs getting booked.

To achieve this, we will advise you on a number of tactics to maximise the chances of engagement, while also ensuring you are set up for Google Analytics (if not already) and Google Tag Manager. As outlined, Metis has access to proprietary software called ICN SQUID (www.icn-squid.com) which will produce easy to assess monthly reports and gather data from all your social media sources into the one login. This will provide a range of data on a number of key areas: visitors of course, but also any PDF downloads that we might recommend that you create to start the engagement process, or responses to a 'new talent contact form' or a 'new client contact form'.



“YOU WANT TO BE HEARING FROM NEW POTENTIAL TALENT AND YOU WANT TO BE INCREASING THE NUMBER OF CONTACTS THAT COULD LEAD TO JOBS GETTING BOOKED.”



This will enable you to very transparently measure the effectiveness of the work we do together, once the remedial work above has been completed and you are set up to succeed.

To maximise effectiveness, you will also need an SEO Keyword strategy to be agreed and implemented. These are the search terms that you want to do best on. **Metis** will use the SEMrush software to identify what it thinks are the most beneficial to your (regional or national) target audience and then all content will be optimised against these target terms going forward.

Lastly, we need to ensure you have the right creative assets in place to give your brand maximum impact, consistency regardless of platform and as a result, greater recall and recognition.

This means creating an animated bookend of your logo to appear at the beginning and end of all videos and to ensure that the backdrop to all your social media platforms is bespoke, up to date (the big social media companies change their requirements with frustrating frequency!) and consistent.

AND WHAT DOES THE SET UP PROCESS COST?



Ordinarily, a full audit, remedial correction and tagging/SQUID set up service costs approximately £1,500-£2,000, the keyword audit and consultation process costs £750-£1,000 and the creative assets set up would be about £500-£600. So anything from £2,500-£3,500 in total.

However, for **Metis Monthly** clients we realise that large up-front costs can prove prohibitive. We at **Metis** are interested in long term partnerships so while this is an unavoidable step to help you be set up for success, we offer a heavy discount. So we should be able to do all of the above for you for around £600 – unless your initial scores in the 3 areas are particularly low, in which case it may be a little more.

And for the first Metis Monthly client in any given country (taking a standard Metis Monthly package or with add-ons), we will waive ALL set up costs, so be the first one to steal a march on your competition by reaching out to us today.

WHAT KIND OF UPLIFT CAN I EXPECT IN OUR DIGITAL MEDIA PERFORMANCE?

At **Platform Metis**, we will be deploying the tried and tested ICN Media methodology and ICN SQUID software (www.icn-squid.com) developed over the last 5 years.

All of our ICN Media clients taking that approach have experienced increases of 25% within 3 months of making improvements, though the average increase is better than this, at around 80%-90%, with 200%-250% not uncommon.

ICN Media clients are based in multiple countries, time zones and industry sectors, so the results are irrespective of those criteria.

It is, of course, not just about traffic, it is about relevant, often localised (or regional/national) traffic and about engagements and enquiries (leads).

Specific parts of the ICN Media methodology cater for this, though it is part of the 'Advanced SEO' product, so this is sold as an add-on, though again this is discounted for **Metis Monthly** clients.



What is included as standard is the focus on return on investment and leads (engagements and enquiries). Here at **Metis**, we would love to have data from you about how you have been doing over recent months as a benchmark, but as part of the set up service we will ensure you are connected up to Google Analytics (if not already) and set up Google Tag manager to any important contact points on your website and ensure you have click to call embedded for all mentions of your phone number.

WHAT IF WE WANT AN APP?

This is an absolute speciality here at **Metis** – although generally aimed more at **Metis Plus** clients because Apps can be quite a significant investment. That being said, we have come up with a package to draw on all our experience in the area.



This starts from £1,500 for a basic App set up plus £99 per month thereafter.

This gives your agency their own branded App including a scouting tool and ways to promote models on social media.

Premium and bespoke versions - with enhanced or unique functionality - are available with prices upon request/enquiry.

HOW WOULD WE START AND HOW WOULD WE BE INVOICED?



We would arrange a consultation with you, and prior to the consultation we would carry out the 3 initial tests and then agree what you need by way of 'Set Up' and what matches to your goals in terms of monthly output.

We would then sign a simple 'term sheet' covering a set up fee and 3 month trial of support on whatever customised version of **Metis Monthly** works for you.

You will receive day to day support from our dedicated **Metis** product manager and monthly ICN SQUID reports of all key data.

You will then get a structured review and report after 3 months, where we at **Metis** will review progress and provide feedback on what we would recommend for a potential 12 month renewal.

If we are not providing the progress and return on investment we should, then there is no obligation to continue.

But based on our experiences with our ICN Media agency clients using the methodology and ICN SQUID software, and with our knowledge and proven success in the modelling sector, we are quietly confident that this will not be the case!

WHEN WILL WE HAVE TO PAY?



As **Metis** is cross border service, none of us want to pay unnecessary bank charges, so the 'Set Up' fee and first 3 months trial will be invoiced as one in Sterling (GBP) for payment by the end of the first month of the trial.

Once the 12 month service kicks in after that, this will be invoiced one quarter at a time, at the start of each quarter on 30 day payment terms. This means if it is an international transaction that there are 4 payments a year rather than 12.



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The Digital Marketing Solution for Model Agents

INTERESTED?

For a no obligation consultation with Madara and the **Metis** team, please email **Madara@Platform-Metis.com** let us know the name of your business/agency and your website and we will arrange a consultation over Zoom.

Prior to that discussion, we will carry out the 3 tests at this end so that you will have insight to take away from the Zoom call even if you choose not to go any further. Just arranging a consultation will be like getting a free audit on your digital media health and some free advice...

WWW.PLATFORM-METIS.COM