

# METIS PLUS

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 PLUS

**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 more 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 Plus** is aimed at established tier 1 and tier 2, national and international model agencies. These are companies looking show leadership and innovation in their field, to stand out from the crowd and to be recalled and remembered as the place to call for new talent and to engage talent.

**“...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 expect that this means that at the moment you are probably using a combination of in house resources for areas like social media and content, and third party expertise for SEO, website hosting and support, and videography?

We think that with **Metis Plus** you should be able to rationalise this – not all in one go perhaps – but over time. Dropping the supplier you feel delivers least value for money and where you can save money with **Metis**, or directing internal resource to where it can make you money not cost you money?

Over time, if **Metis** can prove to ‘walk our talk’, then work towards the full offering across 5 or 6 areas, and enjoy the benefits of what amounts effectively to fractional ownership of highly knowledgeable experts in every single area, without having to pay full time wages for each of them!

We’ll try and give you insight into this in this document such that you will think it is worth exploring in a consultation call.

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](http://www.platform-metis.com/jargon-buster)



# WHAT IS THE STANDARD METIS PLUS OFFERING?



## Advanced SEO (Search Engine Optimisation)

Make sure you can always be found easily by Google and have a keyword strategy in place. 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, this 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 achieve an awful lot, and can be re-assessed over time!

## Video

8 videos per month where you supply us with raw footage and we edit and post produce them for you. Video is very 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.

## Website support

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

## Social media

5 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.

## App

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. For more information, see the next page.

*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.*

# OUR OWN APP?

Has it ever crossed your mind that being different from the hundreds of modelling agencies would be beneficial? Website and social media profiles seem to be the basic essential elements for your success, but why not take your digital image to the next level? With a custom made App for your agency, it will definitely make you stand out from the crowd and help you become the very professional and innovative business that you aspire to be!



To start with, we'd recommend your App to include sections such as the about page, news and blog, personal portfolios, model tips, all aiming to promote your models in social media world. Most importantly, there would be a scouting tool as well. It would only let your applying models to upload unedited images, taken straight through the App. Unfiltered, unedited and only the few shots needed, allowing you to see their true natural potential!

**Metis** team appreciates how important it is for you to stay authentic to your brand and respects your individuality, thus giving you the chance to customise your own App with any additional sections that you think are crucial to your business. Our expertise is wide, so do get in touch to find out more and negotiate your app further!

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

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

WEBSITE SUPPORT	SEO	SOCIAL MEDIA	VIDEO	TOTAL	APP
£149/Month	£299/Month	£199/Month	£349/Month	Billed as £995 per month	Available from £99 per 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) and Site Health maintained at 85+ to ensure the Google robots find all of your site all of the time.	5 posts per week all with images/graphics optimised for SEO keywords and all pre-agreed/signed off.	8 Videos of 60-90 seconds per month all uploaded to the website & 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.	Requires a set up cost where the basic app starts from £1,500 for a branded App in iOS & Android.
Quarterly website Quality Control audit on 3 browsers testing every button on your site, every plug in.	Then a keywords strategy will be put in place and you will receive support in 3 of Metis' 8 areas of Advanced SEO each month.	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.	Includes a scouting tool which does not allow 'touched up' images, and scope to enhance social media for models themselves.
Up to 7.5 hours (1 day) per quarter of content updates and additions (any additional hours charged at £50 per hour, though all pre-agreed).	You will also receive advice on maximising response and verified lead tracking and reporting.	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	And more advanced tools are available, as is specific/unique customisation. Prices are available on request.
<b>What we need</b>					
Access to the cPanel of your website, Google Analytics invite, WP/Wix type log ins as applicable.	Access to the cPanel of your website, Google Analytics invite, WP/Wix type log ins as applicable.	Access to your social media channels.	We need your raw footage uploaded to a pre-agreed Dropbox.	Book a consultation with Madara and we can help you move forwards!	There's lots of options in this exciting and innovative area – just ask Madara for more information on your consultation.

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.

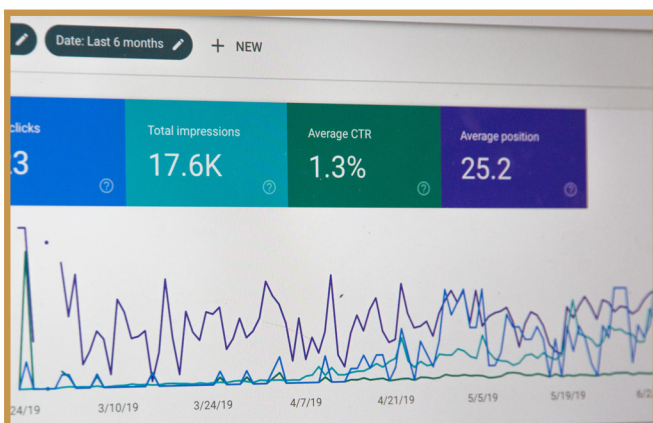
At **Metis**, we use two independent measures of effectiveness on your website, to ensure you hit certain benchmarks in order to be able to succeed.

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](http://www.icn-squid.com)) which will produce easy access to 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?



Typically, a Tier 1/Tier 2 modelling agency website will be larger and established than those encountered in our **Metis Monthly** package. A full audit, remedial correction and tagging/SQUID set up service would cost around £3,000, the keyword audit and consultation process around £1,500 and any updated creative assets £500-£1,000, so perhaps £5,000-£5,500 in total.

Again though, we at **Metis** want to focus on long term partnerships and while this set up is unavoidable to help you succeed and achieve your growth targets online, we will do this set up work for, £1,200, so a heavy discount. The only caveat is if your scores in the 3 areas that we test (SEO Health, Desktop Page Apeed & Mobile Page Speed), we may need to charge a little more. We would know this by the time we did a consultation call with you.

And for the first **Metis Plus** Client in any given country (taking a standard **Metis Plus** Package or with add ons), we will reduce the set up costs by 50% to £600, 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](http://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).

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 you website and ensure you have click to call embedded for all mentions of your phone number.

# 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 Plus** 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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## INTERESTED?

For a no obligation consultation with Madara and the **Metis** team, please email [Madara@Platform-Metis.com](mailto: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](http://WWW.PLATFORM-METIS.COM)