

Jus Agency: Marketing & Business Support

Services Deck 2023



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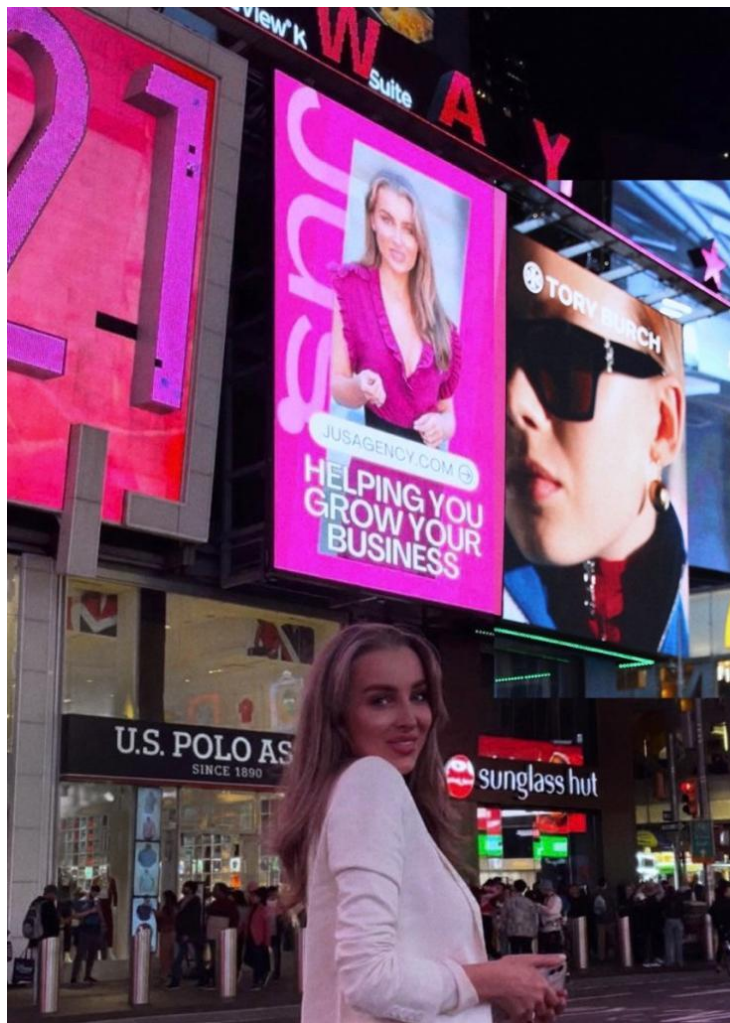
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1. ABOUT US: JUS AGENCY

OUR STORY

Jus Agency, *pronounced Jús / Juice*, represents the essence of growth. Our agency ethos is all about squeezing every resource possible to get our clients the best results through marketing and expert team hires.

When Jus Agency founder, Julia Ager launched an ecommerce brand called Jus Eyewear in 2016, she fell in love with growing businesses on all budgets. With ten plus years marketing experience the project scaled quickly and organically grew into marketing consulting projects with London's tech, B2C and e-commerce start-ups.

Since then the agency evolved into a dedicated, driven and dynamic team of experts focused on serving a wide range of clients worldwide. Most recently we celebrated our three year anniversary with a billboard activation in New York's Times Square.



1. ABOUT US: PROVEN EXPERT PROCESS

OUR ALCHEMY SYSTEM

How do we help our partners grow their business? We use our own agency tried and tested Alchemy System which has four key pillars:

1. JusX Strategy Framework

We use our tried and tested JusX Strategy Framework to create bespoke, data driven, strategies that are made for solid ROI.

2. Expert Marketing Team & Hires

People are at the core of everything we do. Every team member and candidate plays an extremely crucial role in ensuring that our standards and results remain top notch.

3. Clever Systems, Automation and Tools

We're full of ideas when it comes to automation, streamlining workflows, and utilising data for results. We can help you save time, automate daily tasks, and convert more leads.

4. Passionate Thought Leadership

We go over and above for our clients and that is reflected in every area of our agency. We're continuous learners and consistently re-evaluate our systems, teams and comms to see how we can improve in every area.



2. SERVICES SUMMARY

HOW WE CAN HELP YOUR BUSINESS GROW

International & Local Marketing Strategy

If you're looking to grow in your local market or looking to expand to a new market - the best results start with a solid strategy. We can help you drive real results. Our JusX Strategy Framework combines years of support and thought leadership from some of the greatest digital marketers in the world.

Google Advertising Management

We use tried, tested, and effective tactics to increase brand awareness and get you the most conversions at the lowest cost.

Team Building & Recruitment

Use our in-house team as an extension of your or let us find you the perfect addition to your growing business through our expert team hires.



International Marketing Strategy

1. INTERNATIONAL & LOCAL MARKETING STRATEGY

THE JUSX STRATEGY FRAMEWORK

Promoting your business, establishing a strong brand, building trust and positioning yourself above competition are just some of the objectives we focus on with a powerful marketing strategy. Underpinned by many years of experience and learnings from the biggest Marketing Gurus of our generation, including world-renowned expert Seth Godin.

Review, Research & Analysis: Once we've completed onboarding we will conduct extensive market and competitor research, data, customer journey and touch point review.

Marketing Plan: A bespoke strategy is then created and includes timeline, project / spend breakdown, all based on your objectives, team and budget.

Measurement, Tools & Systems: To ensure success we recommend the key performance indicators for all projects. We also include tools and systems to get you to your end goal quicker.

Reporting, Tweaking & Optimising: Once the plan is in place we recommend consistent review of performance using a/b testing, bespoke reporting and data insights to ensure we're only focusing on the marketing tactics that are delivering results.



CONTENTS

- Business Overview
- Competitor Analysis
- Situation Analysis/ Swot
- Customer Personas
- Positioning & Messaging
- Objectives
- Strategy: Full plan of action for all channels
- Tactical Calendar
- Measurement & Evaluation
- Budget
- Team

1. INTERNATIONAL MARKETING STRATEGY

JUSX STRATEGY PROJECT

This is what a Marketing Strategy project really looks like:

- The strategy takes 14 days to create - 100% bespoke, no templates or one-fit-all approach here. We dive into your data, competitors and market to create a bespoke plan of action based on your resources, budget and objectives
 - Deliverables include a thorough 90 minute presentation which you can record
 - Each section of the strategy is used as a brief for each project for our team, your team or your chosen freelancers to action. Tests, measurement frameworks are put in place to facilitate execution
 - You'll receive the full presentation deck and all supplementary documents
 - We'll schedule a 1-3 month one hour consultation check in free of charge
-



Google Ads: Campaign Management

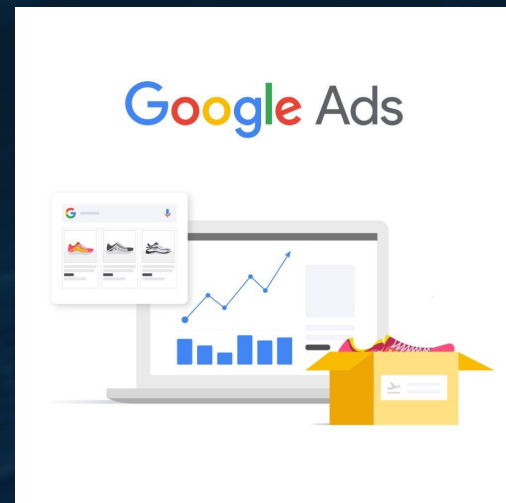
2. GOOGLE ADVERTISING

AD CAMPAIGN MANAGEMENT

One of the quickest ways to get your business in front of your target audience to grow your bottom line is through Google Ads. Our team are fully certified and constantly continuing relevant advertising training to ensure we're always up to date on the latest search strategies & tactics. This means your campaigns are in good hands.

What to Expect

- | | |
|---------------------------------------|---|
| 1. Kick Off Consultation & Onboarding | 5. Tracking - ROI focused approach |
| 2. Website Improvement Suggestions | 6. Campaign Bid Management |
| 3. Extensive Keyword Research | 7. Custom Weekly & Monthly Reporting |
| 4. Ad Copy Creation & Testing | 8. Daily Optimization, fine tuning and guidance |



Team Building & Recruitment

3. TEAM BUILDING & RECRUITMENT

CONCIERGE HIRING SERVICE

High-touch approach for attracting and engaging candidates produces a much higher yield in terms of accepted offers than treating people like a number. Our hiring managers remain the point of contact throughout the hiring process, which helps to solidify relationships right from the start.

CONCIERGE HIRING

Clearly Defined Job Specification & Expert Vetting We ensure that candidates have the expertise and professionalism required for your business

Clear Process We share our hiring process so candidates know what to expect

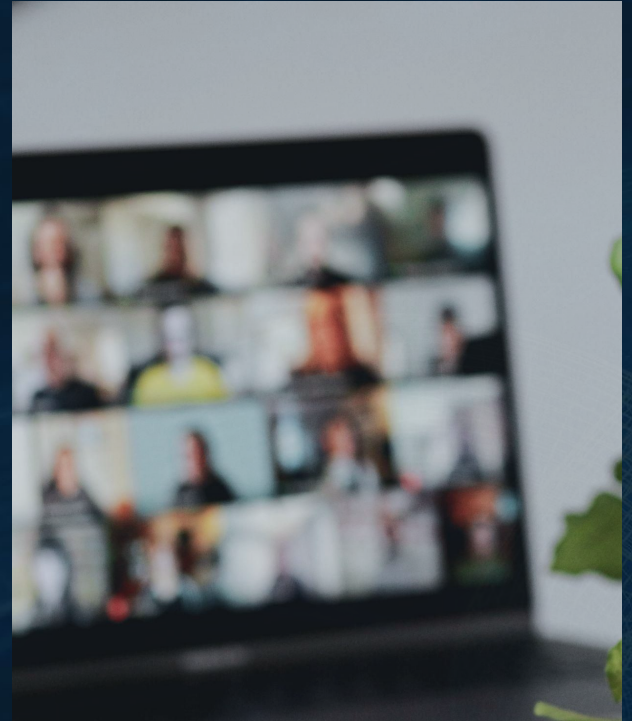
Screening Interview Candidates are invited to a screening interview to match role expectations with their personas and competences

Specific Candidate Test Tasks Shortlisted candidates are invited to do a skills test designed to closely align to the specific role requirements

Second Interview At this stage candidates are presented a series of scenarios to gain further insights of their approach

Personality Test & Reference Check Finally the crème de la crème are asked to do a personality test and share references

Comprehensive Onboarding Once offers and contracts are finalised the new team member goes through thorough onboarding before they are placed with your team



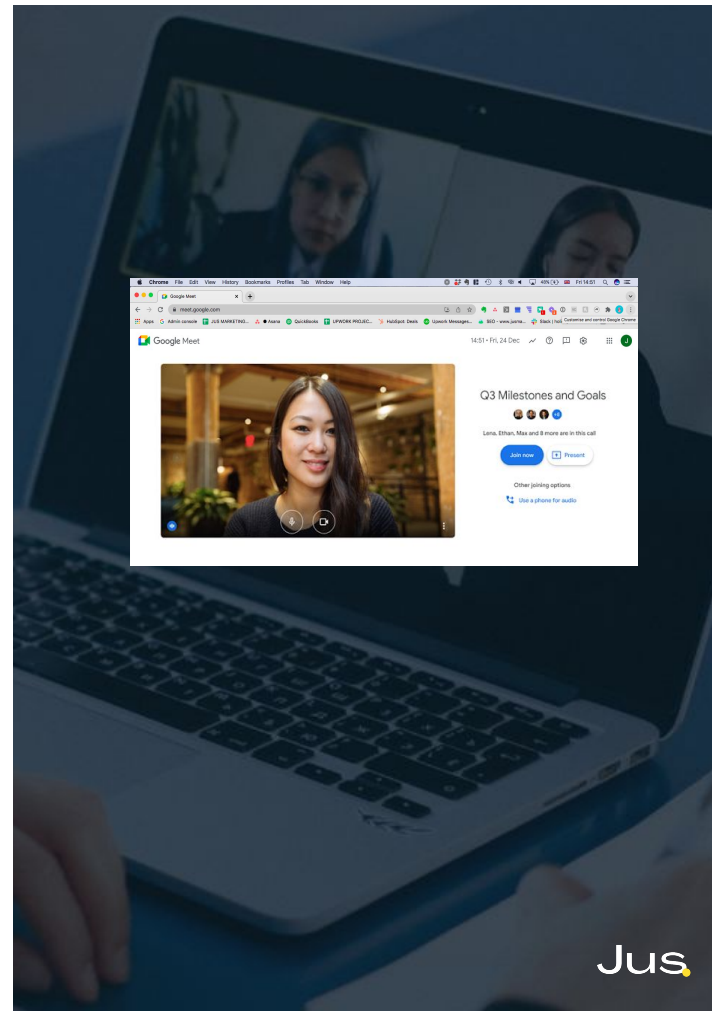
3. TEAM BUILDING & RECRUITMENT

OUR REMOTE INTERNATIONAL TEAM

Alternatively some clients prefer to work with our agency team, which consists of result driven experts on agreed monthly retainers.

- Marketing Experts
- Certified Ads Experts
- Web Developers

You'll find our remote team in London, Toronto, Johannesburg, Dubai and Mexico City; allowing us to work across multiple time-zones.



Portfolio

PORTFOLIO

PRIVATE HEALTHCARE

PROJECTS

Marketing Strategy & Management: Web development, SEO, content creation, email marketing, social media management, graphic design, clinic location launch project: in-clinic branding & digital billboards

Business Support: Business Operations Review, staffing and recruitment, B2B Business Development Strategy.

KEY RESULTS

- First page ranking on 50 key search terms and 26% increase in traffic
- 35% of sales revenue contributed to email marketing campaigns over 2 months
- Customer service overhaul, new processes & team: average handle time down by 220%

CLIENT TESTIMONIAL

"Julia added incredible value to the business. She developed a robust Marketing strategy and managed its full implementation, and was a key team member in other aspects of the business. The team understood our complex brief and went out of their way to meet tight deadlines and work within the budget."

Dr Ali | CEO | Private Health Clinic



PORTFOLIO

WEB3 VERIFICATION

PROJECTS

Marketing Strategy, Marketing Consultancy, Web Development, Marketing Project Management and Team Hires

KEY RESULTS

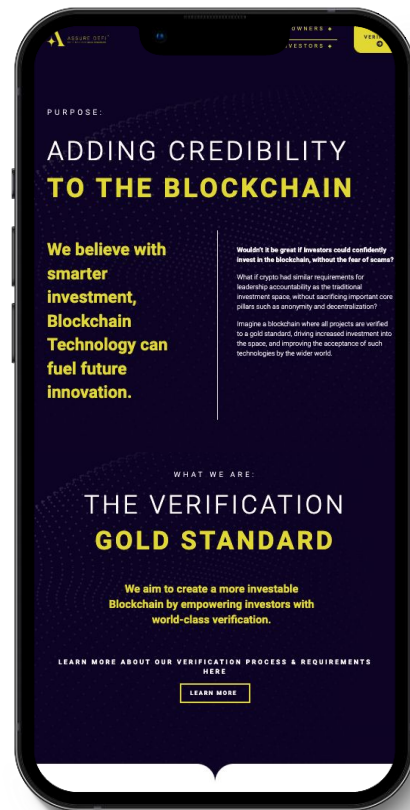
Note: This client is building during a bear market to ensure future success

- Website launched August 2022
- Internal Restructure complete
- Three New Team members onboarded

CLIENT TESTIMONIAL

"Julia did a great job. She's extremely professional with her approach, data-oriented & obviously has a strong understanding of branding, marketing & social media outlets. She was a strong communicator, provided us with a roadmap for marketing success. It was worth the price we paid to ensure that our future time & money put toward marketing efforts would be well spent and achieve the results we want. Highly recommend!"

Chapo | CEO | www.assuredfi.com



PORTFOLIO EDTECH

PROJECTS

Marketing Strategy & Management: web development, email marketing, ad campaigns, content creation and B2B lead generation.

Business Support: Admin team managing customer service.

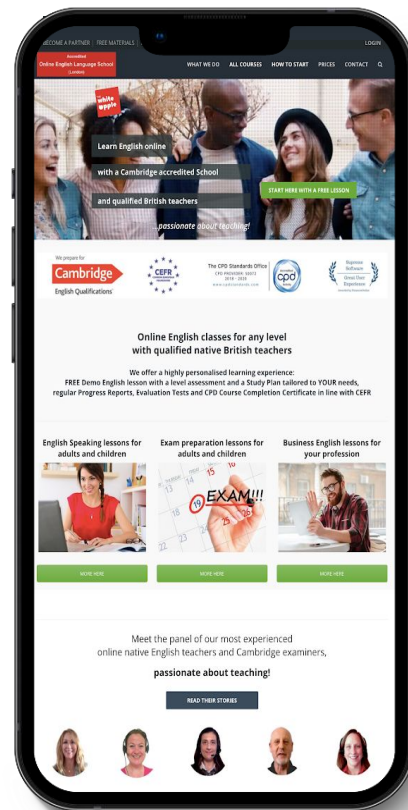
KEY RESULTS

Total increase in sales by 55% in 2021 attributed to marketing.

CLIENT TESTIMONIAL

"I highly recommend Jus Marketing for any digital marketing project. We've used their services for Social Media marketing strategy and implementation across a number of channels, and also SEO and content management for our WordPress website. Outstanding job, done with a great attention to detail"

Ruth Martins | Executive Director | www.thewhiteapple.com



PORTFOLIO

HEALTH & WELLNESS

PROJECTS

Marketing Strategy & Management: social media marketing, partnerships, B2B lead generation: corporate speaking engagements and Instagram campaign collaborations.

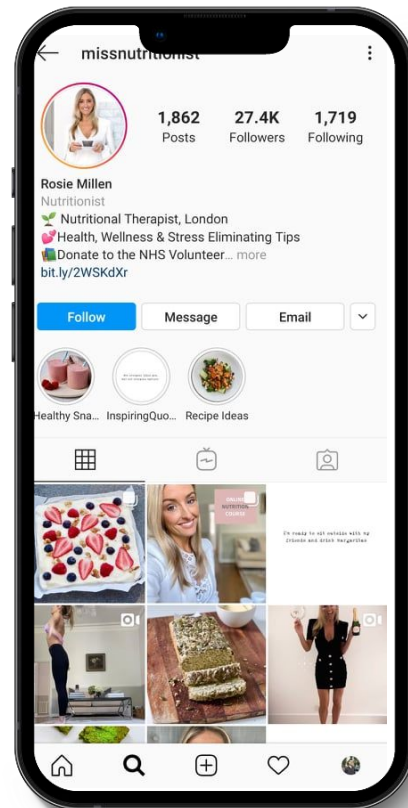
KEY RESULTS

- Engagement increased 22% in two months
- Above industry average response rate on lead generation (30% vs. avg 13%)
- Multiple successful brand collaborations and 35% increase in corporate sales (2021)

CLIENT TESTIMONIAL

"I've seen amazing results in my business growth after a new marketing strategy that was put together by Jus Marketing. Julia has been great and is a constant flow of ideas and practical knowledge, and I've always been able to rely on her to develop and optimise effective marketing projects".

Rosie Millen | CEO | www.missnutritionist.com



PORTFOLIO

ECCOMMERCE

PROJECTS

Marketing Strategy & Management: website management and development, SEO, corporate identity and branding, email marketing, ad campaigns

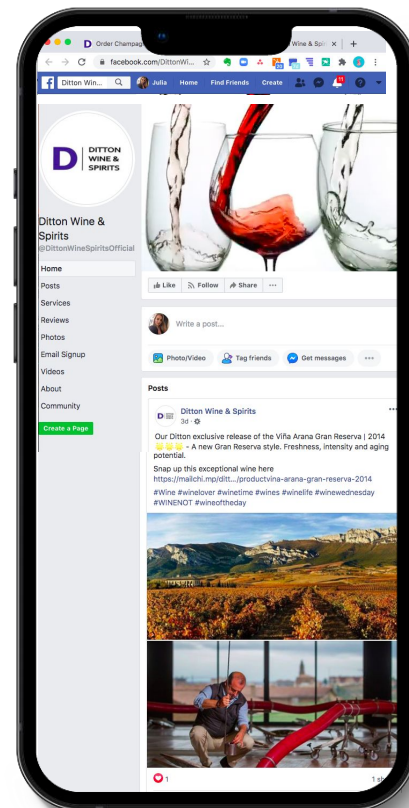
KEY RESULTS

- Subscribers increased by 87% (June vs July 2021)
- Conversion rate increased 31%
- Product email campaigns have increased the revenue generated by 416%

CLIENT TESTIMONIAL

"Julia, Lindsey and the team have been fantastic from the start. I've felt that throughout every project, they prioritise driving the best possible results for my business. Knowledgeable, strategic and very hands on, they go the extra mile to ensure everything runs smoothly while keeping me in the loop. Having the extended team is also a great bonus and allows us to work on multiple projects quickly.."

Mark Schuringa | Managing Director | www.dittonwineandspirits.com



PORTFOLIO

AD AGENCY

PROJECTS

Marketing Strategy: 'Workplace by Facebook' Launch, live & streamed events in New York and London, SEO, content creation, showreel creation, email marketing & more.

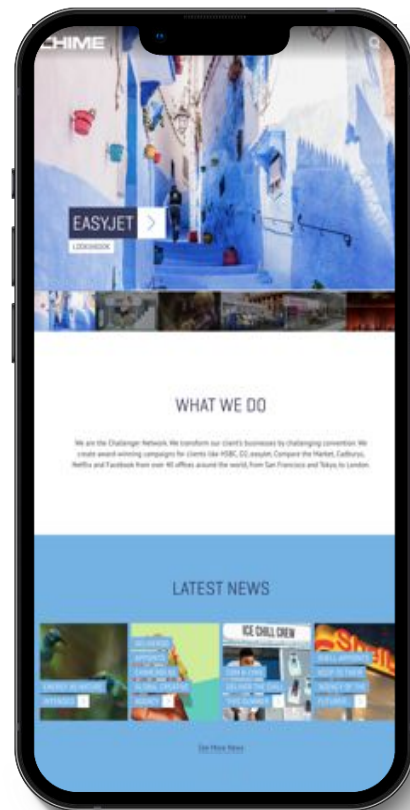
KEY RESULTS

- Workplace by Facebook results: 70% agency staff onboarded
- Staff engagement increased by 150%
- Email open rate increased by 225% - 2019 vs 2020

CLIENT TESTIMONIAL

"We've worked with Julia for a couple of years now, she's brilliant and lead a diverse range of marketing activity for us from the launch and marketing strategy for our internal platform, Workplace by Facebook, to project managing a team to deliver large scale international events. She's dynamic, reliable and resourceful."

Jo Parker | COO | www.chimegroup.com



What Our Clients Say



"What impressed me the most was Julia's strategic thinking and stakeholder management."

Stephanie Brimacombe, CMO at VCCP



"On each occasion the team have delivered work that has closely met our vision for the finished product."

Josh Tyler, CEO at Bubby's Dog Academy

Let's Talk

Get in touch so we can learn more about your business and project.

Julia Ager

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