What we did

Senior Page Consultant for Paid Search
- ADs we see on google
- Bidding system

SEO Process - Organic search
- 28 Point checklist
- User Behaviour
- 12 month campaign plans

Copywriting
- Onsite
- Offsite
- Content marketing
- Internal communications

Outreach - PR/ Building Links
- Content produced in articles to bring people to the business
- Primary data and Domain Authority
<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 F</td>
<td>2 T</td>
<td>Snippet of video to use; send out what's going on at uni + pictures.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Reminder at Uni tomorrow; details of times + Pic of what will be offered - sign up.</td>
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<td></td>
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<td>Q+A insta story</td>
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<td></td>
<td>Live video of what's going on at uni + pictures - Tag us in your picture - share on Insta.</td>
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<td>T</td>
<td>Update what's going on in the office.</td>
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<td>F</td>
<td>BIG ANNOUNCEMENT (Note: Google Meet)</td>
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</tbody>
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#Our Media Works: Does Yours?
What we learned about Mediaworks

- Digital marketing agency
- Established in 2007
- Headquarters: Gateshead, London and Edinburgh
- 80 members of staff
- 100 clients
Roles we observed

Teams include:

- Search Engine Optimisation
- Paid Search Management
- Outreach
- Copywriting
TOGETHER WE CAN DO GREAT THINGS.
Things we didn’t expect

- The technical aspect involved in ranking on the google search page
- Digital media is not exclusively reserved for the tech savvy; digital media more accessible than we think
- The working environment was friendly, relaxed and inviting as opposed to a strict formal business environment would more formal
- Different categories to intersect with digital; Digital can be the point of intersection across different departments; different roles concern different aspects of digital media - strictly digital; e.g. SEO vs copywriter (content marketing)
How this experience will help us go forward

- Persuaded us to look further into the job opportunities that digital marketing has to offer

- Helped us to gain valuable experience for our CV

- Possibly apply here for a position in the future