



CONTENT SPECIALISTS
for the future of energy

www.thegreenage.co.uk

The GreenAge is the UK's foremost energy saving advice portal, covering heating, insulation and renewable technologies. We do this by creating consistently high quality, original content focused on helping people cut energy and save money.

Our readers are always looking for the newest technologies and opportunities in the industry, and we don't like to disappoint.

In the first 6 months of 2018 alone **the GreenAge** received over **1.5 million pageviews**



Directory

Around two thirds of visitors to the GreenAge arrive already knowing what they're looking for, just not where to get it. That's where our directory comes in. We give local installers and suppliers of energy efficiency products and services the opportunity to be found and contacted by the extensive online GreenAge community. It also gives you the benefit of an SEO boost, using the high traffic GreenAge metrics to advance your search engine rankings and reinforce your company reputation.

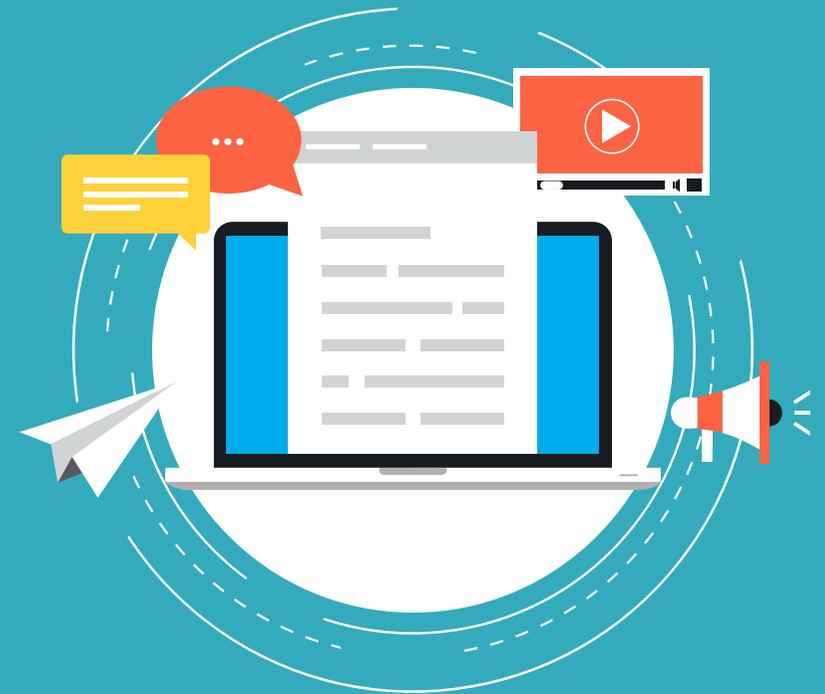
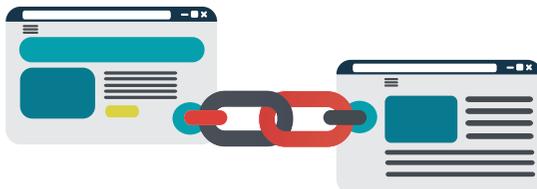
Our directory works on a rolling monthly basis, with no obligation or cancellation fee. It also entitles you to 5% off any other GreenAge services (with the exception of lead partnering).

£4.99+VAT p/month

Backlinks

This is when we insert links to specific pages of your website on to one of our highest traffic posts. Rather than channelling content directly to you, the aim of these backlinks is to increase your legitimacy and rankings for search engine algorithms. It's all about getting the right links in the right places; the more visited and reliable the website, and the more naturally the links are embedded, the better the resulting lift in SEO. Due to our website's high traffic and SEO rankings of its own, when we include links to other websites they act as catalysts for the linked page to piggyback on our high performance metrics.

£395+VAT



Sponsored Blogs

Our sponsored blogs are a way to introduce our audience to your company, campaign or tech. Whether you'd like a full breakdown of what makes your business special, or to feature in an article designed for mass appeal and maximum traffic, we work with you to create something unique. Our team of technical specialists, graphic designers, and copywriters are experts in crafting original pieces that will not only present exactly what it is you have to offer, but also help your brand to grow with credibility and integrity.

All of our sponsored blogs are shared to our social media offering, hitting our 16k+ followers, as well as included on our weekly newsletters and featured on the front page of the GreenAge website.

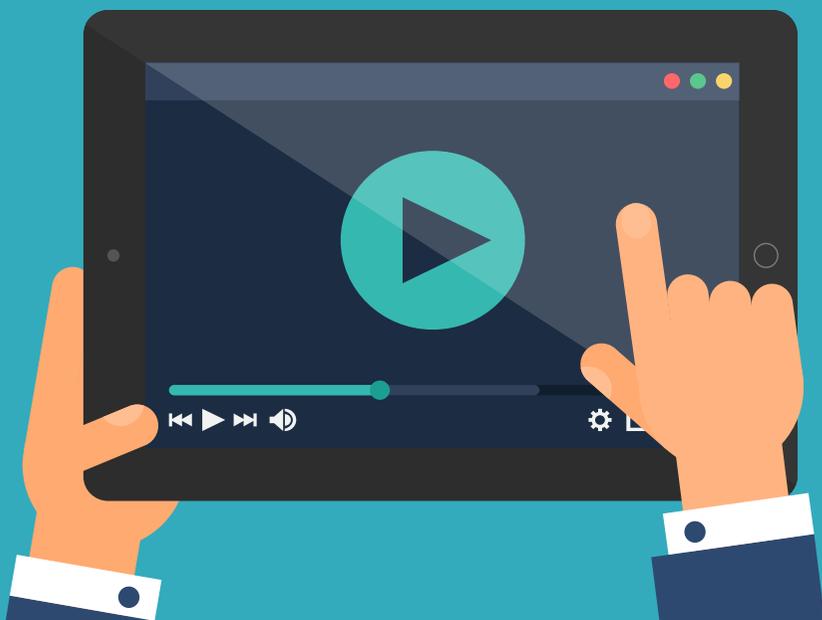
£195+VAT

Video Content

The GreenAge team are experienced in creating scripted and unscripted video content to capture interest and attention in an increasingly visual internet culture. Written content is ideal for informational exchange and SEO purposes, but social video generates 1200% more shares than text and images combined. It's not just views either; after watching a video, 64% of users are more likely to buy a product online.

Our Youtube channel has over 345k views, attracting organic search results as well as traffic directed from our website and social media. Just like our written content, all of our video content is shared to our social media, as well as included on our weekly newsletters and featured on the front page of the GreenAge website.

£595+VAT



Partnerships

Partnerships are a fundamental part of what makes the GreenAge work. We team up with like-minded businesses from every corner of the energy sector and use our community to increase their influence, reputation, and traffic.

We also think it's important to forge firm links with our partners by sharing and supporting their social media, recommending them to customers and affiliates, and inviting them to our regular social events.

Our partnerships work on the basis of a monthly retainer, for which your logo will be added to our weekly newsletters and website homepage, truly establishing you as part of the vibrant GreenAge community. We'll feature your brand, products, and/or services in at least 2 pieces of original content every month, written and overseen by the head of our content team.

£129+VAT p/month (minium of 4 months)
£1200+VAT p/year

Lead Partnering

Owing to the nature of the GreenAge, we generate a large volume of high quality leads with unparalleled conversion rates. Each enquiry we pass to you comes from the contact forms positioned unobtrusively around our site; the information is fully GDPR compliant and comes direct from GreenAge readers that have expressly requested to be contacted by local installers like you. Unlike other data purchasing partnerships, we don't charge you per lead but on a commission basis, meaning that you will never pay for something that doesn't convert.

7.5% Commision

Content

The award winning GreenAge content team is comprised of experienced designers, professional copywriters, industry experts, and digital marketers. We work closely with businesses from across the energy sector, producing materials suited to your audience, your company, and your point of view.

Previous projects have included websites and landing pages, white papers, infographics, technical specifications, installation guides, newsletters, academic publications and corporate materials. Our team can be commissioned on the basis of copy/design alone, or to produce full projects from start to finish.

POA



Marketing

The GreenAge works in close partnership with DaVision, the international digital marketers behind some of the biggest and most diverse companies across energy and construction. A relationship with the GreenAge can be extended to include DaVision marketing services. The advantage of using our services in tandem with DaVision is to maximise the impact of your

GreenAge affiliation. Even the best content, without marketing, is like a party without the invitations. While top notch content will set you apart from the crowd, it's the digital marketing that will help get it seen and provide an immediate uptake in traffic.

DAVISION

creative services for your business

Even the best content, without marketing, is like a party without the invitations.



Branding



Advertising



Web design



PPC



E-commerce marketing



Social media marketing





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