SHAW ADVISORY

COMPANY PROFILE 2026

The Growth Blueprint

The marketing engine we built to grow our own businesses, now run for yours. Tracked properly, priced openly, judged on enquiries and sales.



PAID ADS · SEO & AI SEARCH · WEBSITES · SOCIAL MEDIA · EMAIL

UK · US · UAE

WHO WE ARE

A growth partner, not an agency

02

Shaw Advisory plans, runs and reports the marketing for businesses that are serious about growing. We are not a start-up agency learning on your budget. This is the same team and the same system that runs marketing for the Shaw group of companies in the UK and Dubai, led personally by the group's Managing Director.

20k+
customers won for our own businesses

7
ad platforms under one plan

3
markets: UK, US and UAE

1
senior owner on your account, start to finish

THE PROBLEM WE SOLVE

Most marketing money is spent blind.

03

01

Nobody can say which ad, which post or which page brought the enquiry.

02

Budget goes on clicks, likes and views. None of those pay your wages.

03

The agency report looks busy but never answers the only question: is this making us money?

We fix the measurement first. Then we spend. Then we report cost per sale.

OUR APPROACH

Four steps, always in this order

04

01
Audit
We go through your ad accounts, website and tracking and show you exactly where money is leaking.

02
Track
We set up the tracking so every enquiry, call and sale is counted and tied back to the ad that caused it.

03
Launch
Campaigns, creatives and landing pages built around one goal: enquiries that turn into paying customers.

04
Improve
Every month we test, cut what is not working and move the budget to what is.

PROOF

We built this for ourselves first

05

Elite Energy is our flagship. A 50-strong energy efficiency contractor across the North of England installing solar, heat pumps, EV chargers and boilers, alongside funded and council work. Every lead system, ad account, tracking setup and CRM board it runs on was built by the Shaw Advisory team.

Before that, we paid outside agencies for Meta ads and SEO and got busy reports with no answers. So we built our own engine, cut the agencies, and now offer that engine to other businesses.

The difference: we are not selling a service we have read about. We are selling the system that grows our own companies every day.

ELITE ENERGY ECO LTD

20,000+
customers served

50
staff

3
revenue streams

4
UK regions

Lead flow, ad tracking, telesales qualification and CRM all run in-house on the system we now sell.

SERVICES

What we do

06

Paid social ads

Meta (Facebook and Instagram), TikTok, LinkedIn, Pinterest and X campaigns.

Google & YouTube ads

Search, Performance Max, remarketing and video campaigns.

SEO & AI search

Technical, local and content SEO, plus getting you named in AI answers.

Website design

Fast, mobile-first WordPress websites built to turn visitors into enquiries.

Email marketing

Automated follow-up, campaigns and UK GDPR-compliant list building.

Social media management

Content plans, design, Reels and community management.

PAID ADVERTISING

Seven ad platforms, one plan

07

Platform	Best for	What we set up
Meta (Facebook & Instagram)	Local services, clinics, consumer brands	Pixel + Conversions API, lead forms, retargeting
Google Ads	People already searching for your service	Search, Performance Max, conversion tracking
YouTube	Building demand with video	In-stream and Shorts, search-based audiences
TikTok	Reaching local audiences with short video	Hook-first video ads, Events API
LinkedIn	B2B and professional services	Job-title targeting, lead gen forms, Insight Tag
Pinterest	Home, interiors, weddings, lifestyle	Keyword-targeted pins, tag + Conversions API
X (Twitter)	Tech, B2B and topical conversations	Keyword targeting, pixel tracking

SEO, AI SEARCH & WEBSITES

Get found, then turn visitors into enquiries

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SEO & AI search

Be found on Google and in AI answers.

- Technical fixes: speed, indexing, structure
- Local SEO and Google Business Profile
- Content that answers the questions customers actually ask
- Optimisation for AI answers (ChatGPT, Gemini, Claude)
- No spammy links, no guaranteed rankings

Website design

WordPress websites built to convert.

- Strategy and page structure first
- Mobile-first build
- Speed, SEO basics and structure built in
- Tracking and forms connected from day one
- A clear call to action on every page

WHO WE HELP

Built for businesses ready to scale

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MAIN FOCUS
Home services & trades

MAIN FOCUS
Solar, battery, heat pump & EV

SECTOR
Clinics & healthcare

SECTOR
Property & real estate

SECTOR
Professional services

SECTOR
Hospitality, retail & ecommerce

This is not for you if

- You are spending under £5,000 a month on ads
- You want likes and followers rather than customers
- You want someone to guarantee rankings
- You cannot handle more enquiries than you get today

WHAT WE REPORT

Three numbers. Every month.

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01

Cost per enquiry

What it costs to get a real person to call, message or fill in a form.

02

Cost per sale

What it costs to win a paying customer, tracked through your CRM.

03

Return on spend

Revenue back for every £1 spent. The only number the owner needs.

If we cannot measure it, we do not spend on it. Impressions, reach and likes go in the appendix, not the headline.

Six promises we build every account on

01 **Owner-led**

A senior owner runs your account. Not a junior team, not an account manager relaying messages.

02 **Tracking before spend**

Measurement is set up and tested before a penny of budget goes live.

03 **Honest advice**

No guaranteed rankings or leads. We tell you what the numbers say, even when it is not what you want to hear.

04 **Published pricing**

Three plans, prices printed in this document. No surprises, no hidden fees.

05 **Six-month commitment**

Real results take time. We ask for six months, then rolling monthly with 30 days' notice.

06 **Your accounts, your data**

Ad accounts and analytics stay in your name. If we ever part ways, you keep everything.

PRICING

Transparent monthly plans

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LAUNCH OFFER · 50% OFF FOR OUR FIRST 10 CLIENTS

PLAN

Foundation

~~£7,990~~ 50% OFF

£3,995 /mo

Minimum ad spend £5k a month

Meta and Google ads, full tracking build, landing pages, monthly report.

MOST POPULAR

Growth

~~£11,990~~ 50% OFF

£5,995 /mo

Minimum ad spend £10k a month

Everything in Foundation plus SEO and AI search, YouTube and TikTok, fortnightly review call.

PLAN

Dominate

~~£15,990~~ 50% OFF

£7,995 /mo

Minimum ad spend £20k a month

Everything in Growth plus all seven platforms, social media, email, website rebuild, weekly call, quarterly on-site.

Every plan: a senior owner on your account, tracking set up first, a six-month start then rolling monthly. Ad spend is paid directly to the platforms on top of the plan fee. Launch pricing is fixed for 12 months from signing.

WHAT'S INCLUDED

Plan comparison

	Foundation	Growth	Dominate
Audit and full tracking build	✓	✓	✓
Meta and Google ads	✓	✓	✓
Landing pages	✓	✓	✓
SEO and AI search	–	✓	✓
YouTube and TikTok ads	–	✓	✓
LinkedIn, Pinterest and X ads	–	–	✓
Social media management	–	–	✓
Email marketing	–	–	✓
Website rebuild	–	–	✓
Review calls	Monthly	Fortnightly	Weekly + quarterly on-site

GETTING STARTED

How we start working together

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01

Strategy call

30 minutes. We learn your business, your numbers and where you want to be.

02

Blueprint audit

£5,000 one-off. A full review of your ads, website and tracking, with a written plan. Credited back in full if you sign.

03

90-day plan

Goals, channels, budget and targets agreed with you before anything goes live.

04

Rolling monthly

After the six-month start, 30 days' notice to cancel. You keep every account.

One senior point of contact · Your approval before any change · Cost per enquiry, cost per sale and return on spend reported every month

NEXT STEP

Let's draw up your blueprint.

Book a 30-minute strategy call. We will look at your current marketing and tell you plainly what we would do first.

Book your strategy call

30 minutes · No obligation · UK, US & UAE hours

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