



SQUIRE MARKETING

DIGITAL GROWTH PARTNERS

"We squire for the knights of the world."

Digital growth for mission-driven organisations

Squire Marketing provides specialist digital support for nonprofits and mission-driven organisations. We work as the extra capacity behind the scenes, helping teams become visible, trusted and discoverable online. No vanity metrics. Every recommendation is tied to measurable outcomes that support real-world impact.

WHAT WE DO



Audience Research

Understanding how policymakers, donors, partners and communities search, ask questions and make decisions online.



SEO by Page

Every page optimised with clear structure, search-intent alignment and AI-readability in mind, not generic site-wide tweaks.



Google Ad Grant Management

Managing and optimising Ad Grant campaigns to turn free ad spend into meaningful conversions, not wasted clicks.

HOW WE WORK

Squire Marketing is built for organisations with limited internal capacity but high expectations.

We integrate with existing teams, respect compliance requirements, and deliver **structured, evidence-led digital growth** that stands up in tenders, audits and stakeholder reporting.

ORGANISATIONS SUPPORTED

- WHO Foundation
- Medicines Patent Pool (MPP)
- TAG Trauma
- Global Polio Eradication Initiative (GPEI)

Results Achieved

Aggregate outcomes across current client engagements

55%

increase in average session duration

300–500%

increase in engaged users over two years

1,300+

conversions in a single year via Google Ad Grants

2,000+

conversions over two years via Google Ad Grants



Donations



Strategic Partnerships



Newsletter Sign-ups



Resource Downloads

All results tracked using GA4, conversion tagging and platform-level reporting.

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● squire-marketing.co.uk