DIGITAL GROWTH FOR MISSION-DRIVEN ORGANIZATION

SQUIRE MARKETING

We squire for the knights of the world.

Squire Marketing provides specialist digital support for nonprofits and mission-driven organisations. We act as the extra assistance behind the scenes, helping organisations become visible, trusted, and discoverable online. We do not chase vanity metrics. We focus on measurable outcomes that support real-world impact.

What We Do

AUDIENCE RESEARCH

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

SEO BY PAGE

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

GOOGLE AD GRANT MANAGEMENT

We manage and optimise Google Ad Grant campaigns to turn free ad spend into meaningful conversions, not wasted clicks.

How We Work

Squire Marketing is designed 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)

SQUIRE MARKETING

RESULTS ACHIEVED

Engagement Growth

55% increase in average session duration

300%-500% increase in engaged users over two years

Conversion

1,300+ **2,000+**

conversions in a single year and over two years via Google Ad Grants

Conversion Types

- Donations
- Newsletter Sign-ups
- Strategic Partnership
- Key PDF and resources download

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