



ONLINE DIGITAL MARKETING SERVICE

Web, Branding &
Graphic Design



Responsive
& reliable



Experienced &
knowledgeable

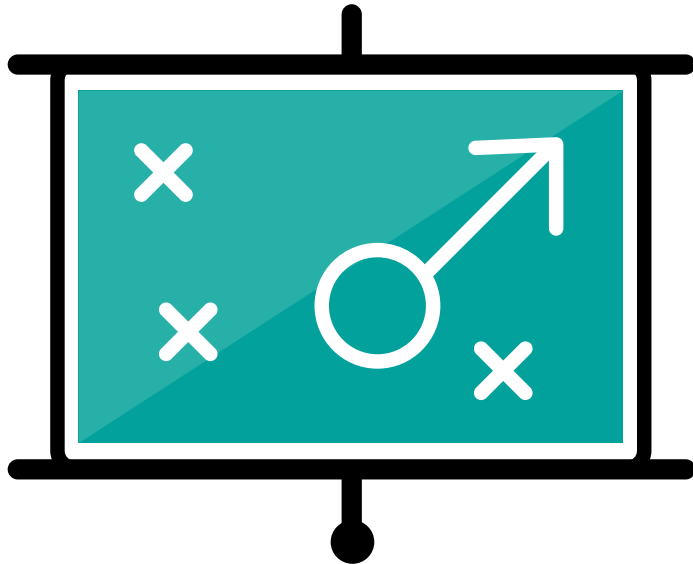


Clear communicators
& talented designers



Online Digital
Marketing

ONLINE DIGITAL MARKETING



THE QUESTIONS WE'LL ANSWER

Should you be on Facebook, Snapchat, Instagram...?

Do you need to do SEO, SEM, FB Ads?

Whether you're new to all this online stuff or not, it can be very overwhelming and confusing!

We will work with you to find out your **primary business goals** and devise a **targeted and action oriented** Digital Marketing Strategy that defines **a clear roadmap and return on investment**. One that:

- Continually drives traffic to your website.
- Converts that traffic into new customers and sales.
- Creates raving fans that come back again and again.

THE COMPLETE DIGITAL MARKETING STRATEGY



Strategic Market Review,
Customer Research,
and Data Analysis



Content Marketing Strategy
and Schedule

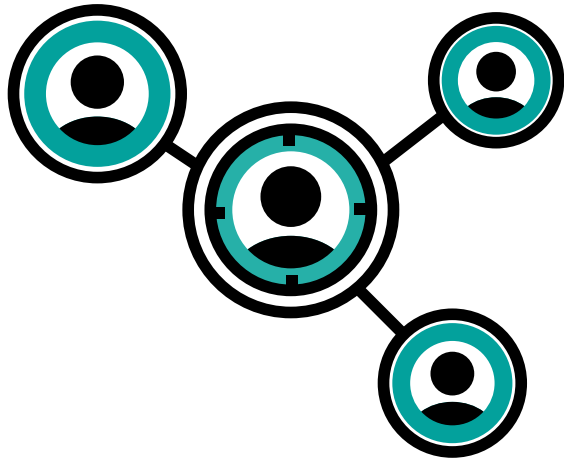


Reporting, Analysis,
and ROI Optimisation



HOW IT WORKS

PHASE 1: RESEARCH AND ANALYSIS



CUSTOMER AVATAR AND PROFILING

We gather information from you (via our briefing form and in-person meetings) about who your current and/or ideal clients and customers are, what they're about, and where they "hang out".

We'll also gather insights from your current customer data and perform an analysis of your competition's data to ensure your marketing efforts are laser focused and you're not wasting time or money.



MARKET AND COMPETITOR RESEARCH

With an amazing amount of data available online, it's possible to really dive deep into your market and competitors to find out where they are getting their customers and what you can do to get in front of them instead.

We use powerful tools and insights to analyse this data and add dynamically to your Digital Marketing Strategy.

HOW IT WORKS PHASE 2: CONTENT



SOCIAL MEDIA MARKETING

Your customers are increasingly moving online and increasingly onto mobile-only. It's getting harder to reach them with your products and services using any of the traditional marketing methods and channels.

With our Digital Marketing Strategy in place, determining the best social media marketing outlets and approach will ensure you are reaching the right customers, in the right place, at the right time.



CONTENT MARKETING AND COPYWRITING

Creating ongoing, targeted, and consistent content is the best way to grow a sustainable and long term business online.

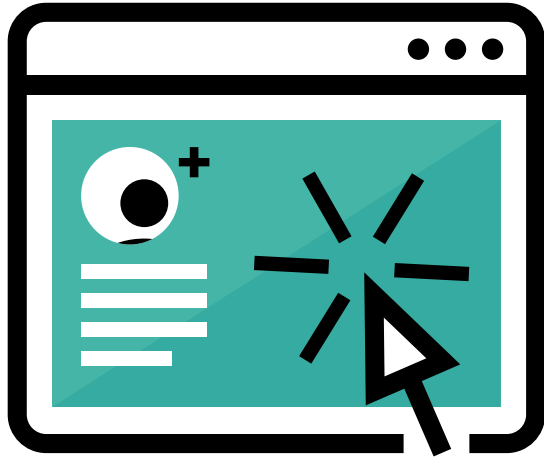
But it's hard!

We take all the heavy lifting out of this for you by writing your content and "splintering" this content across each of the online channels to ensure your brand is reaching as many possible customers wherever they are.



HOW IT WORKS

PHASE 3: GROWTH AND ROI



PAID ADVERTISING AND CUSTOMER ACQUISITION

With noise and competition online increasing at a rapid pace, **advertising to reach your customers** is a way to better your competition and in some markets, **mandatory to just survive!**

If you are a new business, paid acquisition can be an amazingly successful way to **scale your business fast.**

We'll define an SEM and Paid Traffic and Retargeting Strategy to provide you with perpetual leads and sales into your business using Google Adwords, Facebook Ads, and more.



REPORTING, DATA ANALYSIS, AND ROI

What gets measured, gets managed and when it comes to the overwhelming amounts of data points and channels available online, it's important to know what to look for, where, and how to interpret it all.

We provide regular reports without all the techno jargon, just simple business metrics that show how well your digital marketing efforts are doing and what areas we can focus on to improve.

WE'D LOVE TO HELP YOU ACTIVATE AND ACCELERATE YOUR BRAND, TODAY!

Ready to experience the power and growth possible from Online Digital Marketing?

Schedule a call for a
Free Digital Marketing Review
For Your Business Today!

Get Your Free Digital Marketing Review For Your Business Now

