

## BACKGROUND

We work closely with our clients to truly understand their business model and recruit more of the types of customers that perform best. Our approach makes it easy to explore the capabilities of digital marketing in supporting business goals. We achieve this every day by utilising our wide range of technology products, in-house expertise, valued partnerships and high quality data.



## BUSINESS REVIEW

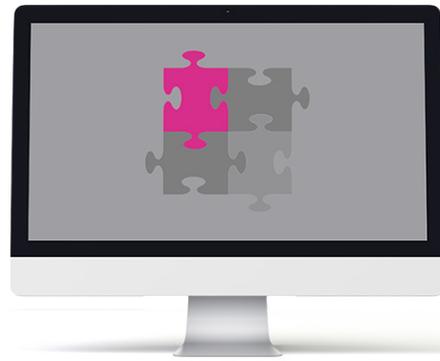
We identify the strengths of your business and analyse the performance of your products and services. By identifying the areas to leverage and gaps to fill, we will deliver a robust report on your business to clarify the gains that can be made. Your companies mission and key markets are explored and using our wealth of knowledge and experience we explain in simple terms the steps you can make to increase efficiency, revenue and crucially, your profit margins.

## CUSTOMER ANALYSIS

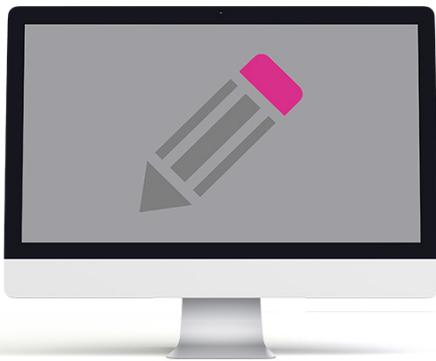


The customer is king, and using a variety of tools and techniques we can measure the factors that ensure you not only retain current customers but identify more of the audiences you would like to connect with to grow profitability. We run filtering, analysis, matching and appending to get true insight into who your most profitable customers are. We can feedback on 100+ variables covering demographic, life-stage and interests to discover how your customer base is made up. By understanding the customer's experience, interactions and purchasing behavior we identify which new prospects will bring the most benefit to your business.

## DIGITAL STRATEGY



A clear path sets the course for success, allowing you to target your objectives and track your milestones as you immerse yourself into the digital landscape. Your specific business goals help steer the approach and determine the direction of your investment in the ever-growing and sometimes complex digital marketing arena. We will guide you through the opportunities and lay down a plan that ensures your progress stays on track.



## CONTENT CREATION

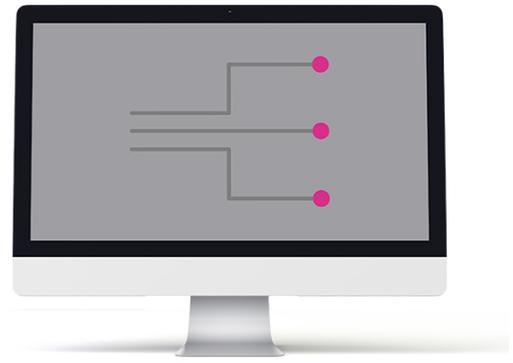
In order for consumers to find and engage with products and services it is important to give consideration to your content, how relevant it is and the function it supports. When people talk about content they often refer to the website copy, reviews, reports and blogs that are used to communicate messages, however there are a host of interactive content options that can be explored such as surveys, videos and games. Our creative teams of digital experts focus on improving, revamping and creating engaging content that drives traffic to your website and keeps people on the path to purchase.

## DESIGN, FROM CONCEPT TO BUILD

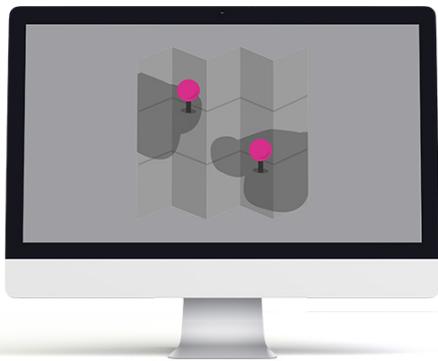


Making a website, landing page, banner or email can be simple but without careful planning may leave you with attractive designs but low conversions. We employ skilled designers and developers from a range of disciplines to ensure that best practice, industry standard techniques are used to create high impact campaigns that convert. We are a big believer in keeping designs simple but engaging whilst always ensuring a tight fit with your brand's voice. We can roll out new design optimisations throughout the campaign to test performance and reinforce your offer and call to action, especially to leverage your peak periods such as promotions and seasonal sales.

## MULTI-CHANNEL APPROACH



All consumers are unique and have access to a myriad of devices throughout the day. Tablets and mobile uptake has increased but have not replaced laptops or PCs, so a multi-channel approach can be utilised to connect with consumers and ensure your campaign creative renders across modern devices. Understanding marketing preferences let you tailor your distribution across online and mobile channels as well as offline channels such as telephone and postal.



## MARKETING LANDSCAPE

With a set budget and goals we deliver a media plan that outlines the balance across a selection of key channels. These include traditional digital marketing activities and those at the cutting edge of the industry such as programmatic media buying, affiliate networks, SEO, paid search, social media, tenancies, mobile and email marketing.

## ANALYTICS & REPORTING



Once your campaign is launched we get to work on measuring the performance. Optimisation is key to building on success and we up-weight volumes and budgets on the channels that are working for you and identify contributing factors in any underperforming areas. Our technology and analysts build and schedule bespoke reporting, from simple overviews to highly granular reports so you can measure progress against goals and explore brand new opportunities to grow your business.