

7 Proven,
cost-effective
options to attract
customers



Welcome

This document highlights the proven techniques that have worked for big and small providers.

The digital growth options are:

1. SEO to ensure when potential clients are searching for you they will find you- this is easy to get results at a local area
2. Digital Advertising through Google and their partner channels
3. Digital Advertising through Facebook
4. Social Media
5. Web Page Build and Design
6. Email campaigns
7. Content Writing



SEO

90% of Google searches are answered by the first page of Google and 30% are answered by Position 1. If businesses are not on page 1 they are missing out on potential customers who are searching for their product or service.

Some Number 1 Positions achieved

- Start-up work space
- Marble Sydney
- Refillable Candles
- Printer Repairs
- Associations Event Production
- Stage Lighting
- Truck School Sydney
- Apple Mac Support (position 4, just behind Apple)



“Yay!! love that we are no 1! Thanks so much!”



Advertising

The best way to get great results is to use a 2 step process, to dramatically improve response rates

- Step 1 – **Compelling Offer** – This is often product/service for a special price, for a limited time.
- Step 2 – **Dedicated web page** – Send the ad to a dedicated web page/landing page. This will get a much better response than sending to a business’s homepage. If landing pages are not easy to develop we can build them through our dedicated landing page options.

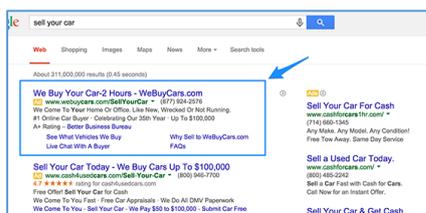
Example

- Create an ad that says **‘Want to be contacted about our new blue widget for \$150’**
- Send those who click on the ad to a landing page, with a contact form **‘Enter your details our new blue widget for \$150’**

Advertising through Google

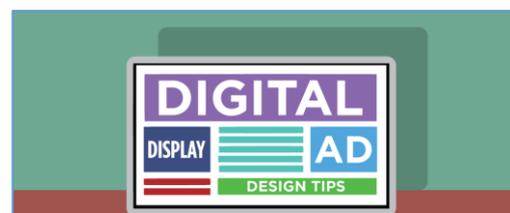
Search Campaigns on Google

Pay per click on Google



Display Campaigns on Google

Your ad on multiple web pages



Advertising through Facebook

Facebook / Instagram

Targeted advertising based on likes and demographics



Facebook Lead Gen

Ad -> Form ->Lead



Web Page Build and Design

We see so many pages where a web developer says the web page is SEO optimized when in fact it isn't. As we know SEO we ensure you get more than the bare basics, to set you up for success. We help our clients build landing pages, which are essential for advertising success.

Email campaigns

Email has proven to be an extremely effective option for multiple businesses. There are very effective free tools that facilitate the sending out of emails, managing subscribers, and seeing who has opened emails.

Content Writing

Good content for web pages, for blogs, social media, email and more that is SEO and reader-friendly and drives action.

We provide relevant content that is special for each client. Every business has a specific target audience and content should contain the right balance of keywords.

We work with our clients so we know exactly the tone they want to convey, the message they want to get across and most importantly what the overall goal is.

Content is written that is a combination of all of the above, being SEO friendly and also is easy to read, makes sense and is just the right length.



Digital Marketing Strategy and Implementation

Digital marketing is essential for growth. With potential customers are constantly online, digital marketing is the way to stay ahead. We help you plan a digital marketing strategy for growth.

- We understand what you are currently doing
- We understand what is working
- We propose a strategy going forward
- We implement the strategy
- We review regularly
- We adjust if necessary

Use a partner with proven results



We have achieved success by:

- Delivering excellent results
- Offering a payment methodology that rewards success
- Knowing what digital option works best for each client

