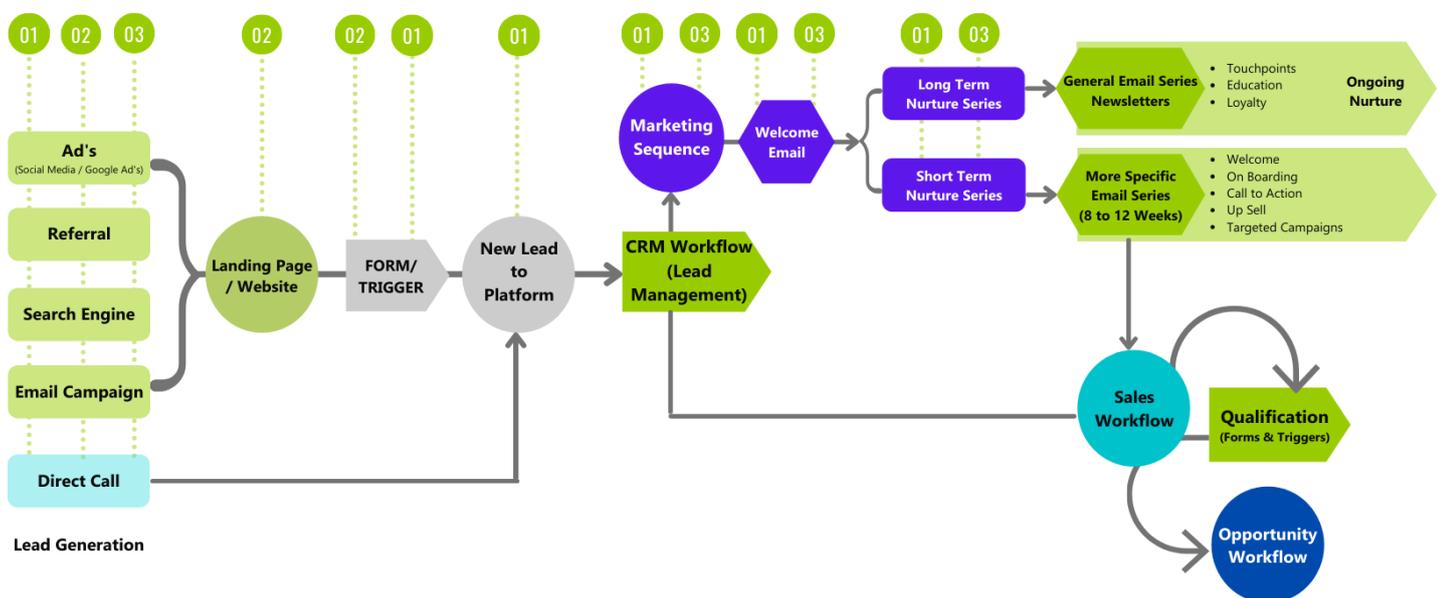


Marketing Automation

- Copy Writing & Content Creation

We can take your business to the next level by focusing and improving on the customer experience. Using your brand voice and your brand mission we create marketing tools and campaigns to reach your target audience.

Through your chosen platform are able to assist your business in creating nurture campaigns to keep your front of mind for potential and existing customers. We have experience creating inbound and outbound marketing plans for content marketing, brand, and social media. We also specialise in product management and product marketing.



- 01 Business Automation**
- Customer Relationship Management
 - Marketing Automation

- 02 IT & Managed Services**
- Web Development
 - Custom Coding (AdHoc/Bespoke)

- 03 Content Marketing**
- Copy Writing
 - Content Planning

- Automated Message Sequencing

Within your chosen platform, existing or new, lies the capability of capturing data to identify your ideal audience, and then using that data to create targeted marketing campaigns for those potential customers.

Whether you are seeking to build Short-Term Campaigns for a specific topic, product or notification, or Long-Term Campaigns design to keep you business front of mind through newsletters, educational topics or establishing loyalty, we are able to tailor (within the capabilities of the platform itself) automated email sequencing to best support your business and nurture your customers experience.

Short Term Nurture

- 8-12 Week Campaign (sometimes shorter)
- Welcome Series
- On Boarding
- Call(s) to Action
- Targeted Campaign(s)

Long Term Nurture

- No Real Time Limit (unless required)
- Touchpoints
- Education
- Loyalty
- Enhance Customer Experience

Copywriting

- Website & Blog Posts

- **Website Content & Copy**

The content on your website offers prospective clients/customers valuable insight into your brand. It is the narrative of your business and directs your visitors through your website. Clear understanding of your brand/business voice, mission and vision is the key to creating effective content for your visitors; keeping them engaged with your content and encouraging them to move through your site to learn more.

We work with you to establish your messaging to make sure it is conveying your mission and vision in your voice.

Throughout the Discovery sessions we will work closely with your to ensure we, not only understand your vision, but our messaging is in line with your mission.

- **Blog Copy & Content**

Blogs open the door for your your clients and customer to start a conversation with you. They are often more informal in their language and frequently updated. In addition, they provide additional representation for your business/organisation, helping to keep your target audience engaged while promoting your company. Blogs are a handy way of promoting products, videos, podcasts etc in addition to providing valuable information for your audience and searchable content for you website.

We will work with you to create interesting blog posts using the below steps.



- Newsletters & Email Campaigns

- **Newsletters**

Newsletters are used to keep your subscribers up to date with the latest news from your business/organisation. However, it should be noted, any updates sent should be of value to our subscriber; although newsletters are not typically used to push for hard sales.

We will help you determine what you want your newsletters to look like and make they are developed to be a friendly touch point for your audience without feeling pushy. Deciding on the layout and planning the parts so your audience becomes familiar with your brand and enjoys hearing from your business/organisation.

- **Email Campaigns**

Not unlike, newsletters, email campaigns are used to keep your subscribers informed with the latest news from your business/organisation, and often include specific promotional products or services. Long and short-term campaigns are used to keep your brand front of mind and enhance the customer experience, while also bringing attention to sales or promotions you may be offering to your customers.

We will help you build your marketing campaigns, both long and short term, to establish and nurture the relationship with your customer. Bringing in new customers and continuing to build loyalty with the customers you already have.