Digital Marketing & Social Media Strategy

You've got the team to implement – but are not sure which direction to take?

Strategy is what we do. It's not a 'that's a good idea' or 'you-beaut thing I learned while overseas' but an outcome of a solid step-by-step process that analyses your business and your market and develops an idea that leverages the nature of on-line and social for success. What's more the strategy needs to be agile – digital changes too fast – so flexible planning is required → think build, test, refine, repeat.

When completed, you'll be provided with:

The Brief – situational analysis – taken at an on-site meeting

We'll take an in-depth look at what you want to achieve (sometimes known as the 'problem') your business and its remarkability in the social world, the target audience, their needs and activities online, and cultural/social considerations.

The Idea Charter

You will be provided with a description of the concept that all creative artwork/executions for this strategy should be measured against. Includes a short description, some visuals, a PR headline and a concept of spreadability.

Digital Playbook

The playbook provides an overview of how different digital platforms and tools should be leveraged for different customers at different stages in the purchasing cycle. This includes how we develop both created and curated content to REACH the targets, encourage them to ACT, CONVERT and keep ENGAGING with us for as an ongoing relationship. It will also show how we will measure the campaign.

Campaign digital footprint

A visual summary map of how and where the campaign will reach targets using paid, owned and earned media, their behaviours on the way to meet your objectives and action outcomes (measurement).

View case studies:

Digital Strategy - Enviroscience – building national profile and product sales digitally

Digital/Social Strategy – Enabling wool provenance program to leverage digital & social

Social Media Strategy –building a community as a marketing platform in Animal Health

Google AdWords
Certified professional

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