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Digital
marketing strategy

fresh
confident
different

“You don’t need a digital strategy, you need **a business strategy for the digital age**”

Judy Goldberg, Sony Pictures
#HRVision14

Branding goes Digital

Understand your brand before you take it digital.

Your digital marketing strategy reflects your brand online. A solid understanding of your brand and your business goals should drive digital marketing.

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Digital Marketing Strategy

Here are some of the exciting **digital marketing tools** that Tangelo can implement into your business to help it grow. We work with you to set-up the right digital strategy and tools for your business, to review the results and to keep your content and materials up-to-date.

Website Development:

We can help you create a functionally and visually great site.

If you need a website, we design great looking websites, strategically, so they deliver on your business objectives.
In today's market having a responsive website is a business necessity. Our team has the visual design, user experience and back end knowledge to create a functionally and visually great site.

Responsive web design (RWD) ensures a site that provides an optimal viewing and interactive experience. It is easy to read and navigate without having to resize, pan or scroll – across a wide range of devices (from desktop monitors to mobile phones).

Functional website:

- Easy to find what you're looking for
- Quick to load
- Mobile-friendly
- visually appealing
- can be found easily on Google

Website Development – apps:

We can create a bespoke app for your business.

An app typically refers to a special kind of software used on a smart-phone or mobile device such as the Android, iPhone, BlackBerry or iPad, as in “mobile app” or “iphone app.” Apps can be a fast, cheap, efficient way of deploying software in your business. Mobile apps extend the reach and productivity of your business. Once you equip your mobile device and/or your employees’ mobile devices with apps, then many kinds of business functions can be performed while out of the office.

ANZ’s banking app is easily accessible and has a range of features that make banking much simpler for the user.

Hosting:

We can take care of all the technical details involved in getting your business established online.

We can host your website and email locally at a competitive price. As well as registering and renewing your domain. The benefits of hosting your site and email locally are reliable support from our team and faster connection speed for your site/email. Our knowledgeable team will take care of all the technical details involved in getting your business online. So you can get on with your job and not worry about your website or email working.

Content Strategy:

We can help you create, distribute and update your digital content.

Any content you post on the web needs to be informative, useful and interesting to attract and engage your target audience. Well written content on your website and social media pages can drive traffic to your site and help with your internet ranking. With expert copy writers, designers and photographers on hand, we can help you effectively tell your brand story and express your company values.

We can help you effectively tell your story and express your company's brand online.

"Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting. The Internet also allows information to be distributed worldwide at basically zero marginal cost to the publisher. Opportunities are remarkable and many companies are laying plans to create content for the Internet."

Bill Gates, Microsoft
Content is King, 1996

Email Marketing:

We can set-up your email marketing system to utalise your digital network with e-marketing.

An effective form of marketing is through your email network. Build your digital network by gathering new and regular clients email addresses and communicate regularly through e-newsletters and business updates. We can help you set up your email marketing and link it to your website and social media. Email marketing systems also generate extremely useful reports to measure the success of your campaign. It's a very cost-effective way of reaching your contacts.

Statistics are available for each campaign.

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Website Analytics & Reporting:

We can set-up Google analytics to report and summarise your users, popularity and the effectiveness of your site.

The data that can be gathered from your website is invaluable. This data and reporting can give you a summary of your users, popularity and effectiveness of your site. Working with this data, your site can be altered to achieve targets and improve it's performance.

Visitors to the Tangelo site tracked daily.

Paid Advertising (PPC):

We can help you decide what might work best for you to target your ideal customers.

Paid advertising can help you target your ideal customers. You can choose to use digital advertising for greater brand exposure in the form of search, display, native (i.e. advertorial style) or paid advertising on social media. As you can see, there is a huge variety of paid advertising channels available to try. We can help you decide what might work best for you to target your ideal customers, set-up campaigns, design artwork and measure results.

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Search Engine Optimisation:

We can help you get your site onto the first page and aim for the top spot.

Search engine optimisation is a method of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the results of a search engine. The higher a website ranks in organic results of a search (unpaid advertising), the greater the chance that the site will be visited by a user. We can help you get your site onto the first page and aim for the top spot.

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Blog:

We can advise you on best practice with blogging.

A blog is a great way of sharing your company's thoughts and news with customers. The blog can easily be integrated into social news streams giving your brand greater exposure. Regular blog posts are a great way of getting traffic to your site. We can advise you on best practice with blogging.

Social Media:

We can advise on the best social media platforms for your business.

Social media is extremely popular and gaining in popularity with businesses for increasing their brand awareness. Social media tools help people create and share information, ideas, and pictures/videos. It is a highly interactive platform which has benefits such as the immediacy of it's reach and the frequency of use. Your website can be linked to these social media tools for automatic push out of information, and, in turn, drive traffic to your site.

Facebook allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues.

Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects you care about.

LinkedIn is a social networking site designed specifically for the business community. It allows registered members to establish and document networks of people they know and trust professionally.

Google + is a social network and social layer for Google services, that offers photo storing and a sharing platform. Some of the features are similar to other popular social networks platforms.

YouTube is a website designed for video sharing. Millions of users around the world have accounts on the site that allow them to upload videos that anyone can watch.

Skype is a software product that specialises in providing video chat and voice calls from computers, tablets, and mobile devices via the Internet to other devices or telephones/ smart-phones.

Pinterest can pin almost anything – a gift, recipe, or even a quote. They're like little bookmarks people add to Pinterest that always point back to the sites they came from.

Flickr is an image and video hosting website. The home for all your photos from anywhere in the world. Upload, access, organize, edit, and share your photos from any device.

Next steps...

Now you have read up on the digital marketing tools that can enhance your business, follow these steps below for success.

1. Discovery & Planning

We start by understanding your business in detail, discussing your goals and aspirations. We then help you select the most effective tools for your digital strategy and plan how to implement them.

2. Design & Build

Once the planning is complete, we will start designing and implementing the various tools. This will be done step-by-step and we'll be there with training and advice every step of the way.

We'll work with you on a schedule of activities. You can take care of updates & posts in-house or we can do them for you.

3. Reviews

The beauty of online marketing is that you can easily collect data to gauge the success of your website and campaigns for the goals you've set. It is a must to set-up analytics prior to launch of a website or campaign.

4. Adjustments

Constantly striving to improve, refresh and enhance your digital presence is the key to achieving your online marketing goals. We can work with you to make adjustments to any underperforming areas in your digital presence.

... keeping your website and digital presence fresh is an ongoing process – planning, regular updates and dedicated resources are needed to keep it running optimally. Like other company assets, it needs to be be maintained to keep it working for you.

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Check out our Branding and Website presentation
http://www.tangelocreative.com.au/branding/

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