

MARKETING STRATEGY



CreativeWarrior

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Website & Graphic Design | **Social Media Marketing & Management** | **Search Engine Optimisation**

KEY STRATEGY POINTS



ATTRACT

- Paid Ads – Google, Facebook & Instagram
- Organic SEO – Keyword Marketing Onsite and Offsite optimisation to get ranked on the first page of Google
- Social Media – Facebook and Instagram



ENGAGE

- Content Marketing – Blogs (website and Google My Business), Videos, eBooks (brochures), Newsletter campaigns
- Social Media (as per above) – Comes under all areas of Attract, Engage and Delight.



DELIGHT

- Google and Facebook Reviews
- Referrals Gift/Discount
- Customer newsletters
- Sales support or product updates



ATTRACT

Paid Ads

Not all advertising channels are right for everyone - it largely depends on your niche and where your audience is. We will assess your business, website and current SEO position to help you decide what will work best for your industry.

Our Google Adword's Packages include:

- New Campaign Creation with multiple ads
- Ad text Creation: Written content for text-based ads. Graphic ads charged extra.
- Keywords Research
- Negative keywords filtered out
- Campaign optimisation based on analytics
- Regular Monitoring and monthly reporting of the campaign
- Suggestions for website optimization according to the campaign progress
- Ad spend can be adjusted month by month according to your marketing goals
- No lock-in contracts. Payment monthly in advance.

Monthly Package First Month \$600 (includes ad account creation, administration and setup costs)

Monthly Package Ongoing \$300 (includes ongoing management costs, does not include your ad spend)

Your ad spend is completely flexible and can start from as low as \$50. We can scale this up and down to suit your budget though we do recommend a minimum of \$500 for consistent results and ROI. Please note your ad spend is paid directly to Google and is a separate fee from our monthly package pricing.

Visit our website for our online registration form: <https://www.creativewarrior.com.au/advertising-package/>

Our Facebook Ads Package includes:

- Setting up your ad platform
- Researching advertising trends for your niche
- Ongoing optimisation of your ads based on research and results
- Creating the graphics and content for your adverts to increase your clicks and engagement.

Monthly Package First Month \$600 (includes ad account creation, administration and setup costs)

Monthly Package Ongoing \$300 (includes ongoing management costs, does not include your ad spend)

Your ad spend is completely flexible and can start from as low as \$50. We can scale this up and down to suit your budget though we do recommend a minimum of \$500 for consistent results and ROI. Please note your ad spend is paid directly to Facebook and is a separate fee from our monthly package pricing.

Visit our website for our online registration form: <https://www.creativewarrior.com.au/facebook-advertising-package/>

Google and Facebook Combined Package

If you would like the benefit of both packages we offer a discount as per below.

Monthly Package First Month \$1000 (includes ad account creation, administration and setup costs)

Monthly Package Ongoing \$500 (includes ongoing management costs, does not include your ad spend)



ATTRACT

Organic SEO - Ranking on the first page of Google

There are hundreds of factors that help Google decide where your website appears when someone uses keywords in their search. As their algorithm is constantly evolving, it's important to stay on top of the things that help your website appear on page 1 of Google. That's where our services can help by integrating keyword marketing with your search engine optimisation. SEO enables you to be front and centre where your customers are searching for your products and services and allows you to grow your visitors organically without paid advertising. Bring more targeted long term traffic to your website and, ultimately, more customers to your business, by improving your natural keyword targeting.

Google is the biggest search engine on the planet, and the data tells a compelling story:

- Businesses on the first page of search results reap 70% of Google's internet traffic.
- 30% of total traffic is taken by the business ranking at number one.
- Organic search results earned through SEO are 8.5 times more likely to be viewed than paid ads.

We work on a strategy combining Off-Page and On-page SEO as explained below:

What is Off-Page Search Engine Optimisation (SEO)?

Off-page SEO focuses on increasing the authority of your domain/website through the act of getting links from other websites to promote your content using the keywords that matter to you and your niche. This draws traffic to your website and increases your ranking on Google organically. It largely revolves around other people acknowledging your website and is therefore regarded more highly by search engines.

What is On-Page Search Engine Optimisation (SEO)?

On-page SEO is the act of optimizing different parts of your website that affect your search engine rankings. Where your website appears in search engine results pages is determined by a number of ranking factors including site accessibility, page speed, optimised written content, keywords, title tags, etc. On-page SEO is about optimising the stuff that you have control over and can change on your own website.

Our Process and Approach

Outlined below is a breakdown of our approach towards your project:

1. Website Audit – a thorough report about your website and how it can be improved.
2. Keyword Research/Recommendations, paired with your own preferred keywords.
3. On-page/Internal Optimisation so that your website is user-friendly to Google and other search engines.
4. Content Plan Recommendations – if you need help rewriting the content of your website we offer this as an additional service and recommend regular on-site blog posting to boost your organic engagement as well.
5. Link-Building with Off-page SEO.
6. We will submit regular reports of all the SEO activities to keep you up to date with the progress of your project.

Cost Structures

- 10 Keyword Package - Ongoing Monthly Cost \$250 + Setup Fee \$50 [Total First Month \$300]
- 15 Keyword Package - Ongoing Monthly Cost \$300 + Setup Fee \$50 [Total First Month \$350]
- 25 Keyword Package - Ongoing Monthly Cost \$500 + Setup Fee \$50 [Total First Month \$550]
- Unlimited Keyword Package - Ongoing Monthly Cost \$700 + Setup Fee \$50 [Total First Month \$750]

Visit our website for our online registration form:

<https://www.creativewarrior.com.au/seo-keyword-marketing-package/>



ATTRACT

Social Media

There are 4 stages to convert browsers to buyers via social media

1. Attract fans and follows to your social media accounts – educational or entertaining videos, images and tips, blogs and free resources from your business or industry. Position yourself as the expert in your industry to build a connection with the audience.
2. Convert followers into leads for your business – Offer a brochure or eBook in exchange for an email address to build up a customer database that you can direct email market to via newsletter. Encourage people to visit your website to look at an online catalogue or to read a detailed blog/article that ends with an enticing call to action. Ask questions of your audience and encourage conversation.
3. Close leads into customers – client testimonials, testimonial videos, case studies of success stories, Google reviews. These build trust and can convert a lead into making a purchase
4. Delight your customers into promoters of your business – always respond to reviews, comments and messages from customers. Share any user-generated content on your pages. Comment/like/engage on your customer's personal posts and on industry experts and competitor posts.

Social Media Content Format

Your social media also needs to cover 3 pillars which are to promote, add value and connect with your audience. Any content that is posted on Facebook should also be posted on your Google My Business (GMB) page, LinkedIn account and any other social profiles that are appropriate to your industry as well as including any relevant SEO keywords and keyword phrases.

We can put together a comprehensive social media strategy for you with content recommendations based on the 3 pillars, posting guidelines, hashtags, custom call to actions and a monthly content calendar. Utilising this we will have a framework to move forward and manage your social media on an ongoing basis.

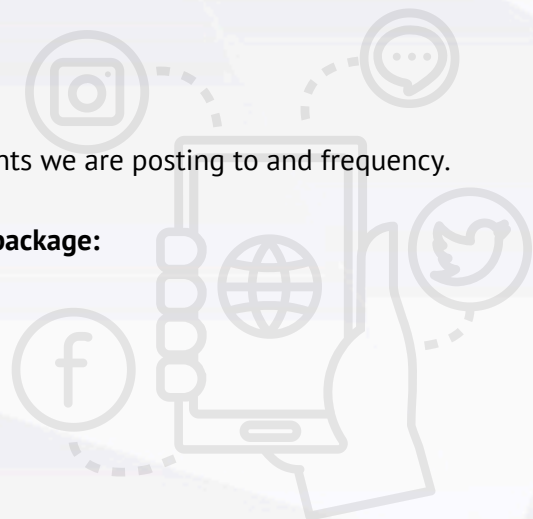
Our social content management packages include the writing of all the content, graphic design of your images such as logo placement/filters/image retouching if needed, scheduling and posting of the content and engagement with your audience depending on which package you choose.

Facebook & Instagram Social Media Management (other channels such as LinkedIn, Pinterest and GMB charged extra):

- 2 posts per week / \$250 per month
- 4 posts per week / \$450 per month
- Daily posts / \$1000 per month
- Custom packages are available based on how many accounts we are posting to and frequency.

Visit our website for our online registration form or a custom package:

<https://www.creativewarrior.com.au/social-media-package/>



Content Marketing

Blogs

Aim to write 1 blog per month showcasing and educating about the range of products that you offer. Make sure you are using your keywords in the title, URL, images on the page, and meta data.

Share these blogs:

1. On social media
2. On Google my Business
3. On your website

Create and refer to a keyword plan and starting blogging using those phrases. We offer blog writing of up to 400 words for \$90 which includes uploading to your website and image editing.

Videos

Videos are highly popular and get you maximum engagement and reach for minimal effort. The length can be quite short for reels and stories starting from 30 seconds and no more than a minute or 2. Even doing one video per month helps considerably but weekly is ideal. Posting live stories while you are out in the field, working in the office or completing a job are a great way for your audience to get to know the people behind the scenes.

Landing Pages

These are ideal to generate traffic to a specific product or service on your website, they should be visually stimulating, and educating and have a call to action that entices the customer to sign up or purchase.

Google My Business

This is a much underused yet highly valuable resource. Not only do you appear on Maps but using keywords in your mini blogs helps increase your organic SEO and domain authority. Just ask and we can help manage your Google listing for you in a custom package.



DELIGHT

Reviews, Referrals, Campaigns and Support

Google and Facebook Reviews

Reviews are a great way to build trust with potential clients. And if your Google Reviews contain relevant keywords, it will also help you to rank on Google for local searches.

Request reviews at the end of each month from all new clients via newsletter mailout, place a QR code in prominent locations so they can access it easily, or attach a link in your invoicing/receipts so they can go directly to your Google review page and your Facebook page.

You can then add these reviews to your website and on social media posts.

Referral Gift/Discount

You can further delight your customers with a referral gift or discount when they on-sell your products for you. Recommendations for this can be anything from a bottle of wine, movie tickets, hampers, vouchers or discounts on products, repairs or parts.

Newsletters

Regular newsletters to your existing client base can be beneficial in maintaining an ongoing relationship. You can provide information on product updates, offer after-sales support, tips and advice and entice your customers to follow your social media accounts. This can be done on a monthly basis or even just quarterly to keep your business fresh and forefront in the mind of your client base.



OUR SERVICES

Our full suite of digital marketing services includes:

- Website design and management
- Website hosting, domain names and email hosting
- Social media content management - Facebook, Instagram, Pinterest, LinkedIn, Google My Business
- Google Adwords packages
- Facebook advertising packages
- Content marketing - full length blogs for your website and mini blogs for your Google My Business listing
- Instagram hashtag strategy packages
- Logo design

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AND SOCIALS TO READ OUR REVIEWS***

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