



Create. Measure. Grow.

Going Digital Workshop

– Developing A Digital Strategy

July, 2021



About Us

Who is CMG?

CMG was born out of the desire to see Australian businesses succeed by immersing ourselves into your world as an extension of what you do. We are your partner and your extended marketing team- we're with you each and every step of your journey.

In this ever-changing landscape, CMG encompasses all things digital, integrating data and strategy that drives the right results. We believe in building a future that is creative, innovative and reliable.

CMG- create. measure. grow.

People

Dedicated team, providing diverse expertise.

Data

Insights from million+ campaigns driving your outcomes.

Performance

Industry proven insights and technology to drive the right performance.

Technology

Gain access to award-winning technology used globally, tailored to your business.



Partnering with CMG

How partnering with CMG will help drive the right outcomes

We will take you through your current position, outline the current market dynamics and our strategy to work with you, to increase brand presence and market communication, in an effective and efficient way.

CMG understands how important it is to you that you partner with suppliers that are committed to innovation and quality. We want to show you, in the next few slides, how we value innovation by becoming your digital partner.

We systematically monitor customer experiences and take important steps to improve it and your bottom line; becoming your finger on the pulse.





DIGITAL CHECKLIST

- Go & Grow Online



BUSINESS SET UP	WHAT YOU WILL NEED	ADVICE	COMPLETED
BRAND	NAME	DISTINCTIVE / AUTHENTIC / MEMORABLE	<input type="checkbox"/>
	LOGO	DEFINE BRAND IDENTITY, COLOUR, TYPOGRAPHY - REVIEW COMPETITION	<input type="checkbox"/>
	STYLE GUIDE	BRAND STORY / BRAND VOICE / COLOUR PALETTE / TYPOGRAPHY / MARKETING & STATIONERY APPLICATION	<input type="checkbox"/>
DOMAIN + HOSTING	SINGLE OR MULTIPLE DOMAIN ACQUISITION	CHECK COMPETITION / EASY TO TYPE & REMEMBER / ACQUIRE & REGISTER DOMAIN EXTENSION VARIANTS / CHECK SOCIAL MEDIA HANDLES / AVOID TRADEMARKS	<input type="checkbox"/>
	HOSTING TO SUIT SCALABILITY OF SITE	SPEED / SECURITY / SUPPORT / SCALABILITY / PRICE & HOSTING ENVIRONMENT - SHARED VS PRIVATE VS DEDICATED	<input type="checkbox"/>
WEBSITE	BROCHURE OR ECOMMERCE	INFORMATIONAL OR TRANSACTIONAL (SELLING)	<input type="checkbox"/>
	UI + UX + FUNCTIONALITY & FEATURES - FIGURE OUT BEST CMS	EASY SETUP / NAVIGATE / SECURE / INTEGRATIONS / SEO FRIENDLY / MOBILE FIRENDLY / ANALYTICS / PRICE / TECH SUPPORT & CUSTOMER PAYMENT OPTIONS	<input type="checkbox"/>
DIGITAL MARKETING	WHAT YOU WILL NEED	ADVICE	COMPLETED
SOCIAL	FB + INSTA + LI SOCIAL HANDLES & PROFILE SETUP (BASIC)	CHECK AVAILABILITY ACROSS PLATFORMS / ALIGN WITH BRAND & BUSINESS / DOMAIN NAME & COMPLETE BASIC PROFILE / ABOUT INFO BEFORE POSTING WEEKLY	<input type="checkbox"/>
SEO	ON PAGE	VALUE RICH CONTENT / KEYWORD DENSITY / META TITLE & DESCRIPTION / URL SLUGS / HEADLINES & SUBHEADLINES / INTERLINK PAGES	<input type="checkbox"/>
	OFF PAGE	GUEST BLOGGING / SOCIAL MEDIA ACTIVITY / INFLUENCER MARKETING / BRAND MENTIONS / LOCAL LISTINGS & REPUTABLE BACKLINKS	<input type="checkbox"/>
Google My Business	SETUP + VERIFICATION + PROFILE SETUP	Register Company on Google - verify business name & contact details, location, service areas, business category & URL	<input type="checkbox"/>
SEM & SOCIAL ADS	GOOGLE ADS ACCOUNT	ORGANISE ACCOUNT (Campaign & Ad Group) / SET BUDGET / PICK KEYWORDS / SET LANDING PAGES / SET DEVICES TO SHOW UP ON / WRITE ADS / CONNECT TO GOOGLE ANALYTICS	<input type="checkbox"/>
	FACEBOOK ADS ACCOUNT	IT IS IMPORTANT TO GET STRONG CREATIVES TO STAND OUT ON SOCIAL MEDIA.	<input type="checkbox"/>
EDM	CHOOSE A PLATFORM	EMAIL MARKETING IS ALL ABOUT NUTURING YOUR EXISTING AUDIENCE	<input type="checkbox"/>
		BUILD & SEGMENT DATABASE / CREATE CAMPAIGN & SET UP AUTRESPONDERS / ENABLE TRACKING / RUN COMPLEMENTARY CAMPAIGNS	<input type="checkbox"/>



SWOT Analysis



STRENGTHS - advantages over competitors

- What do you do well / USP's
- Qualities that separate you from others
- Internal resources, IP, technologies etc

Notes:

WEAKNESSES - disadvantages relative to competitors

- What do you lack / Unclear USP
- Things others do better than you
- Resource Limitations

Notes:

OPPORTUNITIES - strategies to increase profitability

- New potential markets/product diversification
- Few competitors in the space
- Need for the product - Demand
- Press/Media coverage

Notes:

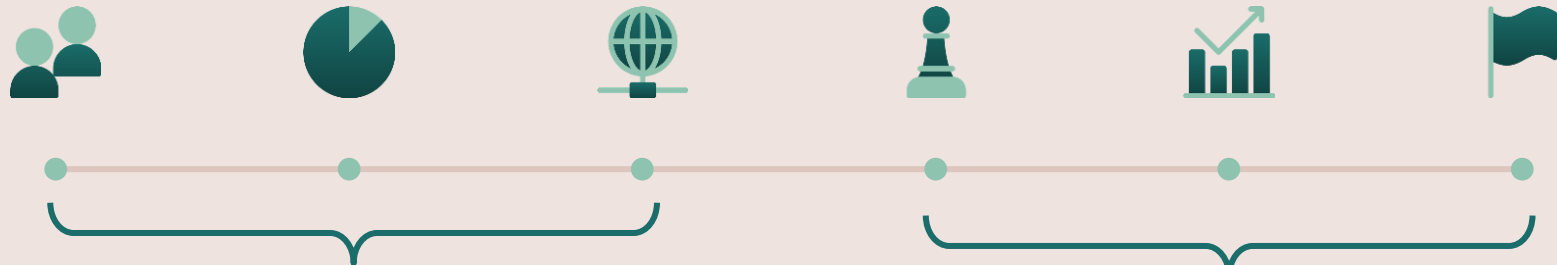
THREATS - external factors that endanger profitability

- Emerging competitors
- Regulatory environment - Ease of new entrants
- Negative PR
- Evolving customer preferences - R&D

Notes:



Marketing Plan



Phase 1 New business build

Phase 2 Digital Marketing

Brand Focus

Branding style
guide & Website
scoping session

Finalise brand style
guide/brand
identity & website

Create &
launch digital
solutions

Review & refine
digital solutions

Marketing Plan for
remainder of 2021 &
2022 planning

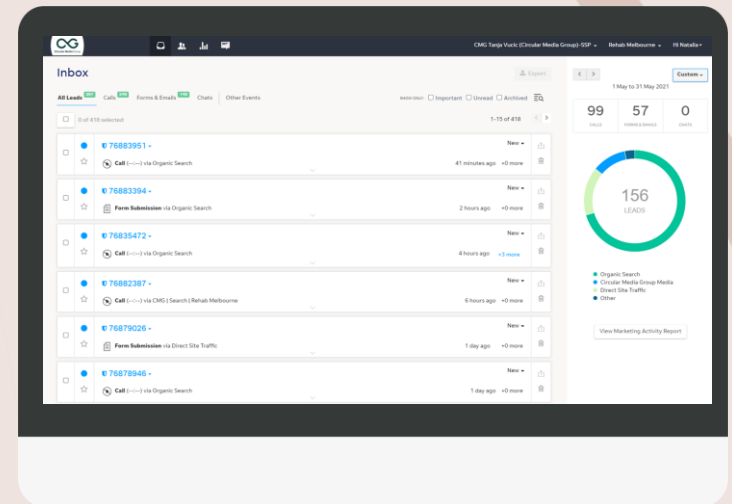


We're serious about results

A live digital dashboard that tracks your results

We take our reporting well beyond monitoring the key metrics of each campaign. CMG's monthly reporting analyses your results, provides recommendations and ongoing strategies.

Your analytics will be tailored to monitor the goals you set at the beginning of the campaign. Your account manager will take you through what this information means, how it affects your growth & how you can view reports. You're in control and have visibility of your campaign every step of the way.





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What happens next

Feedback is a gift, it lets us shape our business in ways that can only help those we come in contact with - so please, any thoughts, questions or concerns, let's discuss them now.

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