

businessary®

The Necessary
business guidebook
to digital marketing
(to growing your
business).



HOME FOR BUSINESS



This Necessary Businessary guidebook will help you understand the importance of digital marketing, and some of the levers available for us to use in helping you grow your business. You don't have to be an online business to get the most out of digital marketing - every business can harness the power of digital! Find out how.





Creating a marketing strategy.

Putting the right plan in place is essential. That's why we do a deep dive to understand your business. To know your goals, to understand your customers, and how we can reach them. What makes you unique, and how will we measure success? These are the questions we'll work with you to create a specific, tangible plan to help you achieve your goals.



Creating the right website.

Even for businesses with very strong word of mouth referrals, a decent website is a must.

Make sure you've got a website built to deliver on your business objectives, whether that's a beautiful representation of your brand or a high-performing e-commerce site, something in between - or both!



The importance of being social.

Be part of the conversation and enable your audience to engage with your business on whatever channel they prefer. You'll learn more about what your brand stands for, what your customers want and how you can improve and grow your business further if you're there to listen and actively engage.



Empowering people to find you.

Digital ads done right can be one of the most powerful tools in your kit when it comes to growing your business. Once you have the right strategy, audience insights and compelling messaging in place, digital ads help you to supercharge your marketing activities. Looking for brand awareness, clicks, calls or sales? The right social media or search ad is the go!



The benefits of digital marketing.

Digital marketing is different.

It can be faster, easier, less expensive and, best of all, highly measurable. Traditional marketing can feel more like an exercise in 'publishing and praying' whereas digital marketing offers you the ability to target your ideal audience and analyse the performance of your marketing activities.



We've built a team with end-to-end marketing expertise.

Don't go it alone, let us help you put the right plan in place, execute your marketing activities and deliver your results on a silver platter.

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