

BIG BLOCK SOLUTIONS
DELIVERING DIGITAL MARKETING





ABOUT BIGBLOCK

Bigblock Solutions has long been an outsourcing partner for many Small Medium Businesses all over Australia. Our deep expertise in technology is further supported and amplified by a team of experienced digital strategists, SEO Experts, UX/ UI designers, QA testers, developers, content creators, support specialists, and project managers.



Digital media revolutionised the marketing landscape as new channels - online, mobile, social, location-based, are developed and further enhanced every day. Its rapid pace creates both exciting opportunities and new challenges. What makes it all the more complex is the fast changing customer expectations, extracting meaningful insights from a vast fragmented data, tracking competition, measuring and predicting return on investment and managing diverse cross-channel campaign.

OVERVIEW

Bigblock Solutions bring together advanced technology experience, domain expertise, and management of digital marketing requirements. Our Analytics solutions obtains and makes use of data to boost sales, improve customer satisfaction, meet client expectations, and enhance revenue.

We also help SMBs leverage innovative new channels for customer engagement and product promotion across online, social, mobile, and even print media.

BENEFITS

Bigblock Solutions is uniquely positioned to help you deliver digital customer experiences that build loyalty and enhance your brand. Our innovative solutions that cover the spectrum of marketing requirements, lead to:

- **Unlock New Territories**

We drive new business growth to your company and stay ahead of the marketplace, by crafting and implementing effective end-to-end digital strategies informed through deep industry insight and digital marketing expertise. We, at Bigblock Solutions, help SMBs create a new digital channel for an innovative new product category enabling customers to connect in new ways and leading to new revenue opportunities.

- **Enhance Customer Engagement**

We help you attract new and targeted customers and create loyal customer advocates by delivering more personal, customer-centric experiences. Our experience in design as well as developing user-centric approaches are combined with our deep expertise in the underlying digital marketing platforms. This will allow your most innovative ideas to be fully experienced. Bigblock Solutions helps Australia's SMBs create a more engaging and personalised web experience. This gives our clients new ways to make decisions, take action, and save money.

- **Improved marketing agility**

We help our clients stay flexible, effectively manage risks, and remain ahead of competition with our offerings customised to your service requirements as well as adapted to your evolving needs and organisational objectives

DELIVERING DIGITAL STRATEGY



WEBSITE AND MOBILE DEVELOPMENT



ANIMATION



DESIGN



SEARCH ENGINE OPTIMISATION



SEARCH ENGINE MARKETING



INBOUND MARKETING



CONTENT MANAGEMENT AND SOCIAL MEDIA MARKETING

DESIGN

Video · Character · Flash · Post Production · HTML5

Overview

Given 15 minutes to consume content, two-thirds of people would rather read something beautifully designed than something plain. And that's our strength.

Bigblock Solution's design team creates a visually stable foundation for all our designs. We make sure that every design we create has aesthetic unity, recognisability, and uniqueness. We make sure that it visually reflects the main idea of the marketing collateral and of the digital product, and we do a fully-fledged "fitting" test before the launch.

Primarily, our designers apply customer analysis and design research before branding and graphic development and creating user guides/storylines. We develop design briefs that suit the client's purpose. We think creatively to produce new ideas and concepts and develop interactive designs. We make use of innovation to redefine a design brief within the constraints of cost and time.

"Design is not just what it looks like and feels like. Design is how it works."

- Steve Jobs

KEY APPROACH

Our designs embrace credibility-based design standards that illustrate your company's credibility, professionalism and that support a consistent brand identity. The credibility-based design we create is the number one factor in maximising your collateral's conversion rates. This is maintained across multiple media formats. With this in consideration, building a strategy for optimising as well as distributing content is crucial and something we practice in our team.

At Bigblock Solutions we adopt and maintain long-term content, design, and technology strategies that meet marketing goals and are adaptable enough to meet changing organisational needs and technological changes over time.

BUSINESS BENEFITS

Consistent Brand Identity

Professional designers create a visual language for your brand that is consistent across different contexts.

Distinction from Competitors

It offers quality which means distilling all of your unique selling points into one coherent visual message.

Room for Development

Quality design builds a solid foundation for the improvements you will want to make after the initial site is finished. Whether you want to add a new product or service, the site will already have a strong enough aesthetic that you don't have to go back to square one.

HOW MUCH DOES THIS SERVICE COST?

All of these services rely on bespoke campaigns created to match requirements and budgets. Costs, therefore, vary with each service and according to your business requirements.



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