

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

DEVELOPMENT

Web • Application • API

Bigblock Solutions embraces the latest in technology in web development—that's our good news.

The Internet of Things has taken app development to a new level. According to Technavio, IoT will grow by 31.72% (CAGR) between 2015 and 2019. That's going to change soon as more and more people are starting to use cloud-based versions of IDEs.

Like our in-house web developers, more and more web developers and designers are developing sites for full-screen navigation designs and this trend is going to continue. Our developers are out to make the process of website development easier and simpler.

"Any fool can write code that a computer can understand. Good programmers write code that humans can understand."

- Martin Fowler

In addition, 77% of agencies believe that poor website UX is a weakness for their clients, making poor UX the most significant weakness agencies identified. This is why our development team aims to continuously and effectively improve the user experience of web browsing.

We've also seen the surfacing of Motion User Interface or Motion UI used for quickly creating animations and CSS transitions and embraced this technology.

This means we can build, test, run and deploy an app from anywhere faster. The service runs regardless of the environment it is in. We are attuned to quick browser releases - updated interface and faster performance.

Moreover, Internet of Things (IoT) has already become a major component in mobile trends. It helped companies as well as industries create around \$19 Trillion of Value at Stake. Recently, there have been around 3/4th mobile applications which are all for free. About 35% of IT decision makers attested that mobile apps were the perfect way to evolve the business, while 37% attested that automation is the prime focus. The upgrading of web-based processes to mobile was the reason for 24% of people, with the remaining 5% refusing to develop apps at all.

We have seen a rise in new apps that work in real-time. Real-time analytics that rapidly find its implementation in desktop and mobile apps. Smartphone hardware rivals low end laptops in performance and this is great news for hybrid mobile frameworks, as mobile apps are built using web technologies, we can now offer a smooth, native-like experience. And now SMBs are intensely after the mobile app development trends as they now understand the suitability of having a mobile application in their promotional strategies.

KEY APPROACH

Bigblock Solutions helps SMBs in their m-commerce in the event, that they have a system to track the information connected with how their target group clients are cooperating with their application, we can redo and create their apps in like manner to the client's advantage!

BUSINESS BENEFITS

Good Demographic Data Info

Having a good idea of who your customers are, and what their needs are, are important aspects of marketing for a business. Having a website, combined with free tools such as Google Analytics can really help you determine your marketing demographics.

Credibility

Having a well-designed, professional looking website will provide credibility to your business. Well written web content will keep your customers engaged, and encourage them to explore your website and learn about who you are as a business.

Ease of Customer Interaction

Many people think that a website is simply a place to put information, but at its core, a well-designed and maintained website is much more than that. Having the opportunity to get to know your customers through the use of social media and a blog will provide you with more information about what your customers are looking for and expecting from you.

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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