

**BIG BLOCK SOLUTIONS**  
DELIVERING DIGITAL MARKETING





## ABOUT BIGBLOCK

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**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

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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

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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

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WEBSITE AND MOBILE  
DEVELOPMENT



ANIMATION



DESIGN



SEARCH ENGINE  
OPTIMISATION



SEARCH ENGINE MARKETING



INBOUND MARKETING



CONTENT MANAGEMENT AND  
SOCIAL MEDIA MARKETING

## **INBOUND MARKETING**

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Inbound marketing is all about engagement.

Thanks to new technologies, building good business, products and services are faster and easier to introduce than it used to be. What used to take six months to a year to create awareness about your company is now achievable within a month or so. Given the right information and targeting the right audience, creating deeper engagement with your readers can now lead to sales, profits, and customer loyalty.

Engagement is a user's response to an interaction that attains, retains, and encourages user attention—especially when they are intrinsically motivated. It is the ability of the user to attend to and become involved in the experience.

Having compelling content is the core of your online strategy. If your content is driven by your conviction for its message, regular updates and connecting with others who have the same conviction will undoubtedly lead to your content becoming the most important quality or feature through which your thriving online community will be built. Our team of experienced digital marketers start with inbound strategy, planning and workflow campaign, creating buyer personas, and identifying the events and main points that cause your target readers to search for information about your product, service or industry.

***"If you have more money than brains, you should focus on outbound marketing. If you have more brains than money, you should focus on inbound marketing."***

***- Guy Kawasaki***

We also implement social media publishing and promotion, on-page SEO for websites and the creation of blog articles, make use of effective Call-to-Action, create landing pages and content for promotions, send out custom designed email for lead generation purposes, and write premium content offers that keep your target customers hooked.

At the same time, for us to be sure that we are being effective in our inbound marketing endeavours, we also offer our clients monthly marketing analytics and reporting. We measure your user engagement. This way, we could assess the effectiveness of all digital communication campaigns that we have implemented for you. Measuring and optimising your content to attain the right engagement metrics is the key to attaining and keeping users.

## **KEY APPROACH**

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- Building Buyer Persona
- Planning Email Campaign
- Setting up the database
- Producing the contents
- Emailing set-up
- Defining the emailing concept
- Email blast
- Avoid Spam
- Production Criteria
- Increasing Responses
- Design Criteria
- Evaluate Results

## **BUSINESS BENEFITS**

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### **Inbound Marketing Campaign Results are Measurable**

Campaign sales as well as open-up and click-through rates can be easily measured. By being able to quantify the success of campaigns while in progress, you can adjust your strategies to improve results.

### **Inbound Marketing Builds Brand Awareness and Customer Relations**

Regularly delivered e-mail messages with proper subject lines and logos reinforce company and product awareness. Email creates an interactive connection and nurtures quality customer relations.

### **Inbound Marketing is Easy to Implement and Requires Limited Resources**

E-mail campaigns can be quickly implemented and executed with only minimal software, hardware and personnel investments.

## **HOW MUCH DOES THIS SERVICE COST?**

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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.



# CONTACT US

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