

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



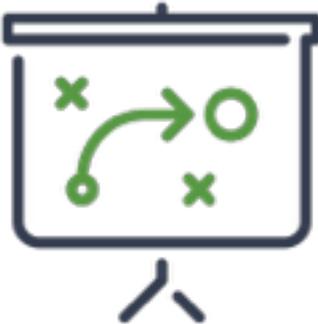
DESIGN



SEARCH ENGINE OPTIMISATION



SEARCH ENGINE MARKETING



INBOUND MARKETING



CONTENT MANAGEMENT AND SOCIAL MEDIA MARKETING

SEARCH ENGINE MARKETING

Search Engine Marketing (SEM) is a tactic that digital marketers cannot afford to ignore. Eighty-five percent of retailers surveyed said search marketing - including paid and SEO - was the most effective customer acquisition tactic. Also, seventy percent of agencies predict client SEO budgets would increase this year and 47% of respondents said there would be a significant or, at least, some increase to their SEO budget. Lastly, overall search spend in the U.S. grew by 9 percent year-over-year, with most of the increase coming from click growth.

Suffice it to say, search engine marketing is driving more and better qualified traffic to your website from search engines. SEM or "Paid Search" includes the following online marketing activities: Paid search ads, Paid search advertising, PPC (pay-per-click), PPC (pay-per-call) or number of clicks that resulted in a direct call from a smartphone, CPC (cost-per-click), and CPM (cost-per-thousand impressions). Nowadays, most search ads are sold on a Cost-per-click (CPC) / Pay-per-click (PPC) basis, yet there are some advertising options that may also be sold on a CPM basis.

"Search Engine Marketing and Search Engine Optimisation are critically important to online businesses. You can spend every penny you have on a website, but it will all be for nothing if nobody knows your site is there."

- Marc Ostrofsky

At Bigblock Solutions, we offer our clients Google Adwords account setup, keyword research, Google Analytics integration, bid optimisation, landing page creation for promotions, Ad writing and Ad extensions set up, Adwords campaign management, even desktop and mobile campaigns. With all these SEM services, we offer free monthly reports for you to see how things are trending over time, ratios between impressions, sharing of your content and ad clicks.

We keep in mind that people explore the internet in different states-of-mind. They start looking, get inspired, narrow down their options and then make a decision to purchase. Businesses like yours can use SEM that help you during every step of this customer journey. That's why we create ad content that's both aspirational and product-focused, and search-friendly.

KEY APPROACH

- Business Objectives
- Keyword Research
- Ad Campaigns and Ad Groups
- Syndication Strategy
- Match Type
- Ad Copy
- Bid Strategy
- Quality Score
- Analytics and Conversion
- Re-strategise and Repeat

BUSINESS BENEFITS

Geo-Targeting

Online advertising has the ability to target markets by country, province or city, and can even drill them down to something as specific as their business requirement.

Reduce Costs

From proven keyword expansion and bid management techniques to ad testing and landing page optimisation, Bigblock Solutions utilises the best of breed technology to support human expertise and deliver traffic and new customers at the most cost effective points available.

Maximise ROAS (Return on Ad Spend)

Working closely with their clients, our professional PPC Marketers perform extensive PPC ad testing and conversion analysis. This enables us to get more clicks for the advertising dollar and to deliver the highest quality traffic.

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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