

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



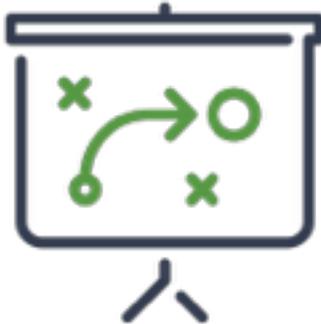
DESIGN



SEARCH ENGINE OPTIMISATION



SEARCH ENGINE MARKETING



INBOUND MARKETING



CONTENT MANAGEMENT AND SOCIAL MEDIA MARKETING

SEARCH ENGINE OPTIMISATION

B2B Marketing tells us that monthly, people use Google to conduct over 10.3 billion searches, and just in the United States, 78% of people online use the web to research products and services.

Thing is, once your web pages begin to rank highly in Google search, you're bound to see increased revenue because you'll get more clicks. A study by SocialTimes found that the first link in search results gets slightly over 17% of clicks, and according to HubSpot, 80% of a website's traffic begins with a search query—which is why search engine optimisation (SEO) is so important.

Search marketing is a powerful and a cost-effective means of expanding reach and acquiring new online customers. However, the world of search is getting more and more competitive and harder to become proficient at or worse—get to grips with. Gone are the days when it was easy to rank via *keyword stuffing*. Today's search engines have more sophisticated algorithms and webmasters, and search marketers are also getting more sophisticated. There had been a widespread knowledge of search engine optimisation techniques that all the more stiffens the competition among SERPs (search engine results pages).

We are aware of this cutthroat environment. For our clients, we develop a sustainable, defensible SEO strategy using the right tools to help you along the way. This is crucial for your success in search. Equally important is our endeavour to ensure a proprietary advantage that your competitors will be hard-pressed to duplicate.

"A website without SEO is like a car with no gas."

- Paul Cookson

Our SEO team collaborates with our company's content marketers, the developers, and the marketers—basically everybody—to stay up-to-date with trends and algorithm updates. We consider all aspects, and think of high-level strategy and tech-level implementation.

By optimising your web pages for that keyword instead, we generate more traffic, allowing us to monetise your web pages accordingly. We also implement 'schema' mark-up everywhere, optimising your web pages for hyperlocal search.

SEO is not a one-time activity, it's an ongoing process. We work on improving your search results by keyword expansion. We are aware that you need to grow your list over time to keep up with changing customers and a shifting market. But with so much on your search marketing plate, it's very difficult to find the time to update your keyword research even on a quarterly basis, much less every week or every day. So we do that for you.

We also offer our clients free SEO audit and analysis. Since SEO is an active endeavour, it requires constant experiments and adjustments. Our analytics offer you a wealth of valuable insights into your website's performance and your prospective customers' wants and needs.

We will align your pages to the end goal of all the algorithms - to favour useful content that people care about so the results are relevant - which, in turn, allows your company to be on the top page of the search results and thus the higher chances that they will tap you for your products and services.

KEY APPROACH

- Business Research and Analysis
- Website Analysis
- Keyword Research and Analysis
- Competitor Research and Analysis
- Content Optimisation
- On-page Activities
- Sitemap Submission
- Search Engine Submission
- Directory Submission
- Social Book Marking
- Press Release Submission
- Article Submission
- Assessment & Monitoring
- SERP Report

BUSINESS BENEFITS

Cost-effective Customer Acquisition

There is no payment to the search engines for being indexed. This is important for high volume, low intent phrases which can be expensive in paid-search.

Brand Visibility

Think about that search on 'insurance'. The big insurance companies are all desperate to make it onto the first page of Google. The ones that didn't make it either need to buy PPC ads to be seen, which is expensive for such a competitive search query.

Findability

Search engines allow you to find relevant web pages even if you only remember snippets of information. A song lyric, a company name, a product review, a person.

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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