

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



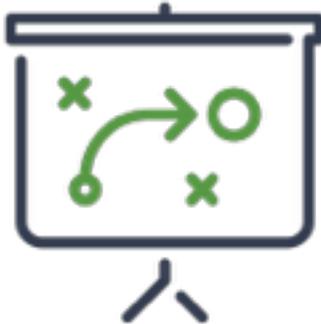
DESIGN



SEARCH ENGINE
OPTIMISATION



SEARCH ENGINE MARKETING



INBOUND MARKETING



CONTENT MANAGEMENT AND
SOCIAL MEDIA MARKETING

SOCIAL MEDIA MARKETING

Social media use has become universal. According to Pew Research, 70% of the U.S. population now has at least one social networking profile and more than half use two or more social networks. Also, the number of worldwide social media users is still projected to grow from 2.1 billion last year to 2.5 billion by 2018.

What's surprising is that usage isn't personal, but market research surveys showed that both consumer and B2B purchases are influenced by social content. 57% of consumers say they're influenced to think more highly of businesses after seeing positive comments or praise online by people they personally know. Social media now plays almost as large a role in purchasing decisions as traditional media. Most businesses, especially SMBs, now use social media for marketing and those efforts are expected to continue to increase. Come to think of it, all 100 of the top global brands maintain at least one company YouTube channel, and more than half (around 27 of 50) of CEOs in top global companies have appeared in their company video.

Building active conversations with your audience, driving traffic to your site, collecting useful content with broad appeal—each of these objectives can be supported through social media. But achieving them takes some planning and forethought, and most importantly - time. When you consider using social networks as part of your digital marketing channel, you tend to ask yourself about what the best channel to reach your viewers for a particular piece of news content could be, which visual elements will be most compelling, how much should be mentioned in the headline, or how success can be measured.

"Social Media is not just an activity; it is an investment of valuable time and resources. Surround yourself with people who not just support you and stay with you, but inform your thinking about ways to WOW your online presence."

- Sean Gardner

Social media management for your company enables you to promote your products and services in large scale through digital word-of-mouth advertising.

Bigblock helps you decide on measurable social media goal(s) for your project, define what kind of posts you will include and what accounts you will use, think about the best visual elements for your posts and lastly, help you write your posts. In short, our team can help you with social media profile set up & design - Facebook, Twitter, LinkedIn, Google+, manage your profile, write weekly posts, create and optimise your Youtube channel, and post and optimise your videos.

We also make sure that you measure your success. With our analytics, you are informed about how many referrals you got from social, what percent of total page views social referrals make up, how much engagement your posts get on social, which ones did best/worst, how many times your hashtag was used, how many users participated in chats or

comments or submitted in UGC, and—if you tried something brand new, how it went, what we learned, and whether we should do it again.

KEY APPROACH

- Defining the goal
- Selecting the target audience
- Developing the right message
- Selecting the right channel
- Set-up, design and develop the channel
- Building a community
- Content Distribution Strategy
- Engaging and monitoring the audience
- Measuring Performance
- Rinse & Repeat

BUSINESS BENEFITS

Establish a Brand and Raise Awareness

Since the majority of the population is already visiting social media sites like Facebook, Twitter and YouTube, getting your brand name all over those networks can help let people know that you're around.

Spy on the Competition

Follow your competitors on Twitter and Facebook and you'll be able to see what they have up their sleeve.

Pitch Products in a More Human, Interactive Way

Since people visit social media sites to get personal rather than be bombarded with ads, discuss your business in a fun way and engage your customers with questions.

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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