

# DigiTouch Marketing

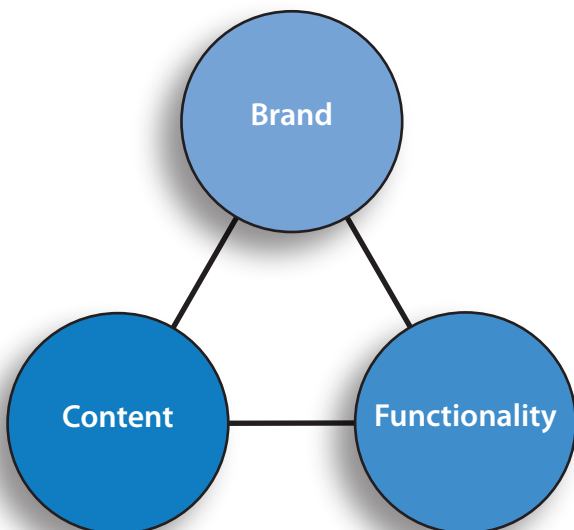
Strategies Plus is dedicated to helping professional services firms to grow and increase revenue, margins and profits.

We understand that business generation for professional service businesses is different to most other industries and we know what strategies and tactics will be most effective in helping you generate leads, increase revenue and develop relationships.

Our DigiTouch marketing and website package has been developed for those who seek a turn-key marketing and web solution that gets results.

Professional service firms need to be recognised for thought leadership, leading-edge solutions and expertise.

Your tactics could incorporate some of the list below. We help you decide which will work best for you, and then we implement the agreed strategies on your behalf.



## Results Driven Websites

Websites need to cater to the needs of your audience.

We help you decide on the three most important elements of your site:

**Branding** – what you want people to remember about you.

**Content** – what you want people to learn about you.

**Functionality** – what you want people to be able to do.

and then we design and commission your website.



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**Our turn-key marketing program is designed to get results.**

The 12-month program is tailored to your specific needs.  
An example of a typical starting program is outlined below:

Month	1	2	3	4	5	6	7	8	9	10	11	12
Marketing strategy workshop (including website strategy)	✓											
Develop corporate identity (image, logo etc)	✓											
Develop marketing collateral (stationery, printed documents)	✓											
Initial web design including audio / video strategy	✓											
Write initial web copy	✓											
Review positioning activities (Alliances, Advisory Board, Client events)			✓					✓				✓
Review web copy		✓					✓					
Launch website*		✓										
Commence search engine optimisation (SEO) and web analytics		✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Review website and website performance							✓					
Update website content (including audio/video content)				✓		✓		✓		✓		✓
Design marketing campaign		✓			✓			✓			✓	
Develop marketing campaign collateral		✓			✓			✓			✓	
Create newsletter database		✓										
Launch marketing campaign			✓			✓			✓			✓
Write and send newsletter			✓			✓			✓			✓
Review marketing strategy							✓					✓
Write article for web and / or magazine publication				✓			✓			✓		
Press / media release					✓				✓			
Survey clients										✓		

\* This program includes web design, web hosting and marketing collateral design but not printing or postage costs.