



Complete Digital Solutions

ONEWEST SERVICES

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Strategy

Before jumping into writing words, jotting designs, choosing channels and spreading the word, it's important to take a step back and make sure we know why we're doing it, what we're trying to say, who we're talking to and why they'd care. And, importantly, defining exactly what success looks like.

Once everyone is clear on the strategy, decisions around messaging and media are much more focused and effective. Whether it's through brand workshops, audits, research or face-to-face briefings, we can work collaboratively with your team to boil down and define a clear communications or brand strategy.

Solutions include:

- Brand strategy workshops
- Guided collaborative campaign briefings
- Content marketing and communications strategy development
- Research into your customers or market - formal or desktop
- Messaging audits of existing marketing material
- Case studies and inspiration of best practice marketing



Copywriting

While too often overlooked, the craft of copywriting is at the core of effective marketing. Whatever the medium, the role of your written content is firstly to capture attention and interest in your offering, then influence your prospects to take action - contact, read, visit or buy.

From capturing the overarching brand messaging and tone for your business, through to writing compelling product descriptions or insightful articles, we make sure your written content is relevant, consistent, persuasive and on-brand.

Solutions include:

- Branding and rebranding
- Tone of voice and style guides
- Website structure, information architecture and copywriting
- Search engine optimisation
- Editing and proofreading
- Corporate profiles, brochures and sales collateral
- Advertising, promotions and landing pages
- Video scripts and storyboards
- Blogs, articles, press releases and white papers

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Branding, Design & Print

Whether you want a brand developed from scratch for a new business or need to revamp a tired visual identity, we can work collaboratively with you to take you through the process from brand strategy to logo design and marketing collateral.

Solutions include:

- Brand development and logo design
- Brand strategy workshops
- Brand guidelines and style guides – visual and copy
- Research into your brand positioning
- Product packaging design
- Events and promotions
- High-end image retouching
- Digital design such as social media, banner ads, animations, presentations and video
- Print design such as stationery, brochures, flyers, catalogues, signage, car wraps and publications
- In-house digital and large format printing
- Offset printing



Video & Photography

In terms of engagement, reach and cut-through, video has increasingly become a key part of the digital communications mix. With all the gear, expertise and a purpose-built studio in-house, we can create premium quality video and photography without the Hollywood budgets.

From concept and script to shoot and edit, we can work with you to script and produce videos such as industry commentary, customer success stories, expert tips and leader profile pieces. Or capture quality photos of your team, operations, customers or products in action.

Solutions include:

- Corporate headshots
- Product photography in our in-house studio
- Onsite photography for events or case studies
- 360° video and photography
- Drone video and photography
- High end image retouching
- Animated video and infographics
- Full range of videography and editing for hype reels, training videos, product demos, interviews etc

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Website Design & Development

Great websites start with engaging copy and clear structure, supported by an intuitive interface, slick design and smart technology. Whether you're starting from scratch or renovating an existing site, we can help create a digital presence that connects with your prospects and customers.

Having worked on many complete rebranding, digital marketing and website projects, with a proven track record over 13 years, we offer end-to-end website development (user interface, technology platforms, coding) as well as on the content delivery (navigation, user experience, branding, design).

Solutions include:

- Flexible technology approach with a specialisation in WordPress, Magento, PHP
- User interface design & user experience
- Content management and publishing systems
- Information architecture
- Branding and design
- Copywriting
- Search engine optimisation
- Testing and optimisation
- Digital marketing integration (email newsletters, lead generation, ecommerce, membership, landing pages)

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It is important to stress that in order to achieve real results, SEO needs to be seen as a long term process. It is a mix of “On-Page” and “Off-Page” solutions.

“On-Page” SEO is the process of optimising your website for search. It can include structural changes (so that engines can crawl and index your web pages), revising code (such as HTML tags) and content optimization (placing researched keywords in the right place).

“Off-Page” SEO work refers to actions taken outside of your own website to impact your rankings within search engine results page. This involves improving search engine and user perception of a site’s popularity, relevance, trustworthiness, and authority. This is accomplished by other reputable places on the Internet (pages, sites, people, etc.) linking to or promoting your website, and effectively “vouching” for the quality of your content.

Solutions include:

- **Target pages discovery** – this is a review of the proposed site seeking to identify all target pages
- **Keyword discovery and mapping** keywords to target pages
- **SEO audit** – site review with a list of recommendations to bring the site up to best practice and ensure it has the best chance of ranking for the chosen keywords
- **Implementation of SEO recommendations**
- **SEO roadmap**
- **Report dashboard setup** (inside Google Data Studio) which will be used for Organic Search.

Ongoing SEO development

- **Website monitoring**
- **Link building**
 - **Directory submissions** – The practice of submitting your website URL and its details on the web in a directory under a particular category. This is a way which helps you to improve your link building.
 - **Social Bookmarking** – Social bookmarking is bookmarking a web page on your browser to read later. But it is so much more than marking your place. They let web users keep track of your content. The social bookmarks tell search engine algorithms that your content is valuable increasing your authority and credibility
- **Content marketing**
- **Competitor analysis**
- **Rotating tactics**
- **Monthly reporting and recommendations**
- **Blog seeding**

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Content Marketing

While it's a proven way to remain top of mind for existing clients and reach new audiences, publishing regular communications on your website, email newsletter and social media channels often falls into the too hard basket. We can make it happen.

From research and collation to copy and design, we can create articles, videos, social posts, graphics, promotions, case studies and whitepapers that will resonate with your target audience and position you as a thought leader. We can translate the expertise inside your organisation into quality content.

Solutions include:

- Multimedia - video, animation, graphics, digital, photography, blogs, print
- Content marketing strategy
- Content production
- Copywriting
- Case studies
- Blogs and articles
- White papers
- Newsletters / EDM
- Thought leadership opinion pieces



Social Media Management

The goal of digital content marketing is to further entrench your position as the clear industry leader amongst your target audience, grow your online reach within relevant prospects, and generate leads through referrals and direct enquiries.

Solutions include:

- Creation and management of content schedule
- Feature article, based on our own research
- Organic social media
- Targeted paid social media
- Audience creation
- Performance reporting
- Project management

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Paid Adwords

Adwords enable us to generate immediate visits to your website, from adverts running across Google, Bing & Yahoo, appearing for 100's of targeted keywords and phrases.

We optimise your campaigns to drive traffic only to the best performing keywords and publishers – to get the most effective results for the spend.

Solutions include:

- Paid advertising audit & keyword discovery
- Paid advertising roadmap
- Campaign management
 - Ad scheduling
 - Keyword management
 - Performance management
 - Budget management
 - Performance analysis and continual optimisation
- Identify growth/expansion opportunities
- Split testing campaign components
- Monthly reporting and recommendations



Thank you!

**Thank you for taking the time to review our services.
We appreciate the opportunity of working together.**

Our crew of designers, developers, and digital marketers would love the chance to show you how we can help you create marketing to reach and influence your customers, whatever the medium.

If you have questions please get in touch.

Kind regards,

Tricia Albulario

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