

roobix
strategically fuelling growth.

Capability Statement

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Our Approach



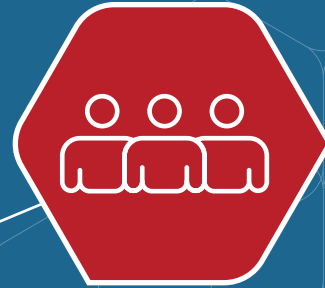
Our Processes

We take a transparent approach, throwing out the fluff and marketing jargon to focus on strategies that deliver tangible results and boost business growth.



Our Values

Clear communication, positive accountability.



Our Team

A power force of marketing specialists for the cost of one in-house resource.



Our Services

We act as your outsourced marketing manager specialising in a full suite of capabilities...

- Brand and design
- Copywriting and content development
- Social media management
- SEO and PPC
- Website design and development
- Automation

Ongoing Engagement

Let us be your in-house marketing department

Your Ongoing Engagement is customised to suit your business needs and goals for the next 12-months.

We take the time to understand your business and care about what you achieve from your marketing spend. We provide relevant, strategic services and solutions to fit your business and your business only.



A designated point who is local, available and motivated to help you get results from your marketing



Recurring monthly tasks, ad hoc time and reporting on activity



Opportunity for review and re-scope to maximise ROI

Ongoing Service

We work with you to choose tailored services that comprise your ongoing engagement.



*Account Manager
Contact*



SEO



Social Media



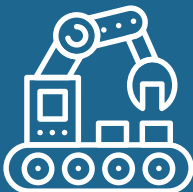
Google Adwords (PPC)



Copywriting



Design



Automation



*Email Marketing
(eDMs)*



*Ad-Hoc Time
(Other)*

Account Management

A dedicated team of marketing specialists behind your business



Our Perth-based account management team will ensure you have the proper support for your business needs — assistance is just a phone call, email or meeting away.

We understand your business goals and will work to develop strategic methods to achieve or exceed them.

You will receive consistent reporting and reviews of current marketing activities.

Strategy

Take action with data and strategic led solutions

What is Strategy? Why do you Need it?

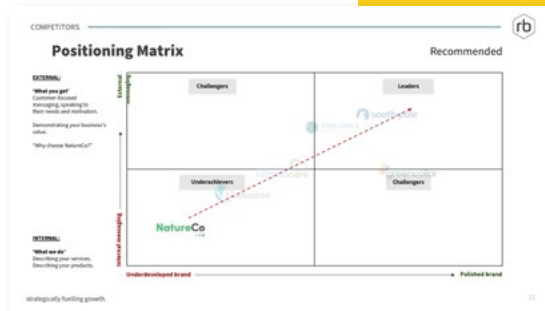
Now more than ever, tailored communication is the key to successful engagement. We ask questions to understand your customers and your business' challenges and opportunities.



- Breaking down stakeholders and segmenting audiences to compare the needs of your target audience with your business objectives.
- Creating detailed brand and campaign messaging to reach audiences at all points in the customer journey.
- Developing comprehensive channel recommendations, that can choose to implement yourself or allow our team of specialists to execute on your behalf

What can it include:

- Clear Objectives
- In depth Competitor Analysis
- Keyword Analysis
- Brand Positioning and Key Messages
- Target Market Matrix
- Customer Journey Mapping
- Audience Interest Targeting
- Campaign Channel Identification
- Marketing Calendar
- Content Web and Schedule
- Recommendations for Project & Ongoing work

[illegible][illegible]

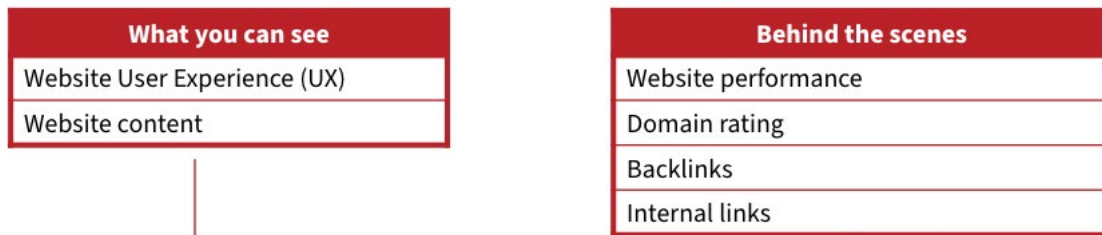
SEO

invest in your SEO strategy for a more relevant and searchable website.

What is SEO?

Short for 'Search Engine Optimisation' – SEO is the process of improving the quality and quantity of website traffic via search engines.

So how do we optimise?



These components work collaboratively to drive traffic and depend strongly on one another to create tangible results.

Increase

- Brand awareness and visibility
- Industry and audience credibility
- Website and social media traffic

Enhance

- Digital marketing ROI
- User experience
- Customer conversions

Google Adwords

PPC (pay-per-click) advertising can help grow your business by reaching and tracking your audience as they click on the top search results and increase your brand awareness across different sites and platforms.

Google Ads can perform the following:

- ⬡ Provides specific, targeted conversions and increases web traffic
- ⬡ Targets users who are at the decision making stage
- ⬡ Understands and identifies industry competition for specific products and services
- ⬡ Provides effective reports and ROI insights within a predetermined budget



Social Media & Content Development

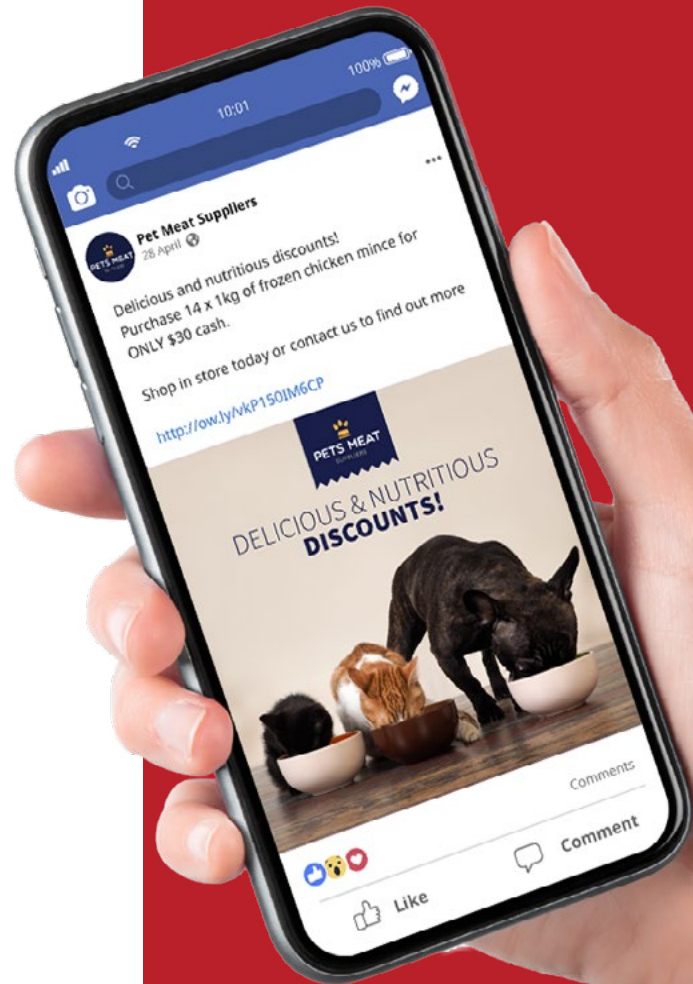
In the current digital age, content is king.

And the unfortunate reality is that many business owners have a lot on their plate and simply don't have the time to write researched and optimised content. That's where our team of copywriting and social media specialists come in to clear the table completely.

We develop creative strategic messaging to effectively:

- 📞 Build your brand image and enhance online awareness
- 📞 Increase your market reach
- 📞 Establish industry credibility
- 📞 Engage and create connections with target audiences
- 📞 Convert your static audience into active ambassadors

We develop thought-leadership content using tailored social media and content strategies considering your business's voice, tone, and style to help you better connect with your audience and get the best ROI for your online presence.



Blogs

A blog is a highly-valuable content marketing strategy.

- ⬡ Drives and increases traffic to your website
- ⬡ Optimises your site for search engines using relevant keywords
- ⬡ Promote your products and services
- ⬡ Builds trust with your clients and potential customers
- ⬡ Establishes long-term authority as a industry-leading business
- ⬡ Educates your customers to relevant, informative content

Check out examples of some of our current clients:



[TLC Dental](#)



[Bestwest Care](#)



[Fleet Complete](#)

eDMs

Reach your audience through email.

Electronic Direct Mail (eDM) is a digital marketing strategy that businesses can utilise to promote their services or products to your potential buyers and existing clients.

What eDMs do...

- ⬡ Connects and promotes your services, products, upcoming events to potential and existing clients
- ⬡ Reinforces brand awareness
- ⬡ Provides insights into digital interactions with your business



Digital Analysis

We take our digital marketing magnifying glass to your business.

What is it?

- We provide transparent, digital analysis detailing valuable business insights with strategic recommendations tailored to your business and your business only.
- Specialists from various departments can assess User Experience (UX) design, social media, web and digital development, Search Engine Optimisation (SEO) etc.
- Allows for an accurate understanding of your current marketing approach, and gives insights into the most efficient steps to take towards achieving your goals



UX Analysis

A UX (user experience) analysis is a beneficial way to identify digital obstacles that impact how your customers navigate your website.

We will then provide strategic recommendations to optimise the website's overall customer experience and usability, creating a hierarchy of touch points for improvements like visuals, content, products, performance, analytics, etc.



Social Media Analysis

A social media analysis involves reviewing your current social media accounts and backend data to identify visible strengths, hidden weaknesses and opportunities to improve.

You will receive valuable insight on your audience, where they're located and what content is relevant to them.



Web Analysis

Acting as a comprehensive health check on your website's performance, our IT crew grab their digital tools to tap on any compromising pain points and assess important factors like website speed, internal links, backlinks, meta descriptions, robots.txt and indexation.

Website Design & Development

Take your business to the next level and talk to us about launching or upgrading your website today!

At Roobix, we design and develop purpose-built websites that are easy to navigate and effectively express your brand. Our dedicated IT and creative departments have years of combined experience in Shopify, WordPress, and content optimisation. We ensure that every website build delivers strategic messaging and intuitive UX to meet even the trickiest business requirements.



- We design and develop purpose-built websites that are easy to navigate and effectively express your brand.
- Our dedicated IT and creative departments have years of combined experience in digital website creation and content optimisation.
- We have experience designing and developing both Wordpress and Shopify websites.

Automation

CXA Customer Experience Automation

- Customer Experience Automation accelerates business growth with automated 1:1 communications that connect across all channels and the entire customer life cycle.
- Every customer feels like the most critical customer by facilitating a connected and relevant experience that drives customer satisfaction, loyalty and advocacy.
- Customer relationships don't end at the point of sale; automation extends throughout the entire customer life cycle.

How can we help?



Tailored
customer experience



Customer journey
and overarching
strategy

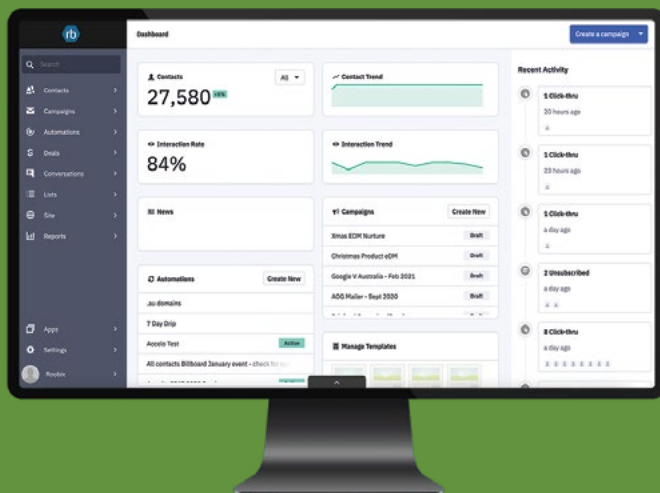


Business goals and model
are considered to provide
the best service

Automation

Roobot - CXA Platform

Roobot is our platform based on a cloud-based marketing and sales automation software called Active Campaign. We allow clients to build different types of customers journeys and we can craft a full communication experience for contacts in Roobot.



Main Features

- Contacts (List + Groups)
- Email marketing (eDM Campaigns)
- Automation
- CRM (Sales and Lead Scoring)

Branding

Branding is more than just a logo.

- Branding is your organisation's unique style and personality that can be applied across different marketing channels.
- A brand is comprised of visuals and messaging that helps a business communicate how they want to be perceived by their audience
- Our branding strategy includes BVL (broader visual language) and style guide.

Before

SLINGLIFT
and Rigging Pty Ltd
ABN 73 105 996 763

After

 **SLINGLIFT**
LIFTING | RIGGING | SAFETY



Print

- Brochures
- Catalogues
- Posters
- Capability statements
- Business cards
- Letterheads
- Signage
- Banner stands



Digital

- Websites
- Landing pages
- eDMs
- Social media graphics
- Social media highlight videos
- Case study videos
- Web banners
- PPC ads
- PowerPoint presentations
- Email signatures

Branding

Step 1: Discovery Session

- We get to know your wants and needs through a tailored, strategic discovery session.
- We ask you tailored questions to get to know everything about your business. We then use this information to curate design examples to create your unique look. We like to call this a branding face-lift!



Step 2: Design Concepts with Rationale

- Once the brand discovery is complete, a designer will be allocated to the project.
- Three different logos concepts will be completed in which each will exhibit different styles.
- Each logo is intended to look different to ensure that the design brief is fully understood.
- Now it's your turn to choose a direction where it then it gets fleshed out further!



Step 3: Mastering a Logo Direction

- The chosen logo concept is then broken down into three more concepts.
- In this phase, the colours and fonts get to be experimented and catered to the client's taste.
- Often, there is 1-2 rounds of revisions before a logo is finalised.

Step 4: Development of Stylguide & BVL

- BVL stands for broader visual language, which is a set of ownable visual cues and clues that instantly identify the brand and reinforce its personality.
- A BVL can include mockups, concepts and future design work ideas to further strengthen your brand.
- The style guide will act as a bible for what fonts, colours, and parameters needed to be used to ensure consistency across all channels

*Some pages from the
Slinglift style guide*



Animated Logo

Add some flare to your final logo to stand out from the crowd

- Available in a variety of different animation styles
- Great for email signatures, capability decks, social media, websites and more
- Deliverables include different formats for different digital applications



Animated content is
12 times
more likely to be
watched than text



Gifs boost engagement
views by

48%

200-300%

click-through rate boost
when a business adds
moving content to
marketing emails



80%
increased

increased conversion rate
when animated content is
on landing pages



Events

We can manage your entire event from start to finish or be the supporting role.

Our event services draw on the multifaceted nature of our dynamic marketing team – whether it be conception, content, or cake supply (we like that one the most!).

How can Roobix help?

- ⬡ Ticketing and payments
- ⬡ Entertainment and MC coordination
- ⬡ Sponsorship and vendor management
- ⬡ Flights, transfers, dining and accommodation coordination
- ⬡ Event concept, design and styling
- ⬡ 3rd party sourcing, booking and management
- ⬡ Event creative and promotion development
- ⬡ Communication, RSVP & invitation management
- ⬡ Graphic design and print management
- ⬡ Venue selection and management
- ⬡ On-The-Day event coordination
- ⬡ Exhibition & conference participation management





Ready to chat?

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