

THE PLAYBOOK

SPACEDIGITAL

WE GROW YOUR

BUSINESS FASTER

DIGITAL MARKETING, DESIGN & WEB DEVELOPMENT

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ABOUT

SPACE DIGITAL

The Space Digital team is made up of skilled marketing strategists, graphic designers, web developers, social media experts and copywriters.

Our diverse creative backgrounds enable us to offer a broad range of quality services to help you succeed online and grow offline.

We work with all types of businesses, from small start-ups to large international companies, sole traders, franchise owners and everyone in between.

Our results-driven culture and commitment to producing only the highest standard of work is the reason we continually achieve outstanding results for our clients.

UNDERSTANDING THE PLAYS

The following Plays are a result of years of researching, testing & optimising digital marketing campaigns for our clients and our Agency.

The Plays have generated countless sales and leads across a large range of industries and can be implemented into your business as well.

Each Play is tailored to a different situation that your business could be facing and when used in the right scenario can be very effective.

THE KEY



You (Your Business)



Your Website



Email Automations



Instagram Ads



Messenger Bot



Landing Page



Facebook Ads



YouTube



Google Ads

DIGITAL WINGMAN

THE PLAYERS



Facebook Ads, Google Display, Blogs, Youtube & Email Marketing.

THE SITUATION



You're a B2B networking God and require online support to keep you front of mind, make you an authority in your industry and boost your conversion rate.

THE PLAY



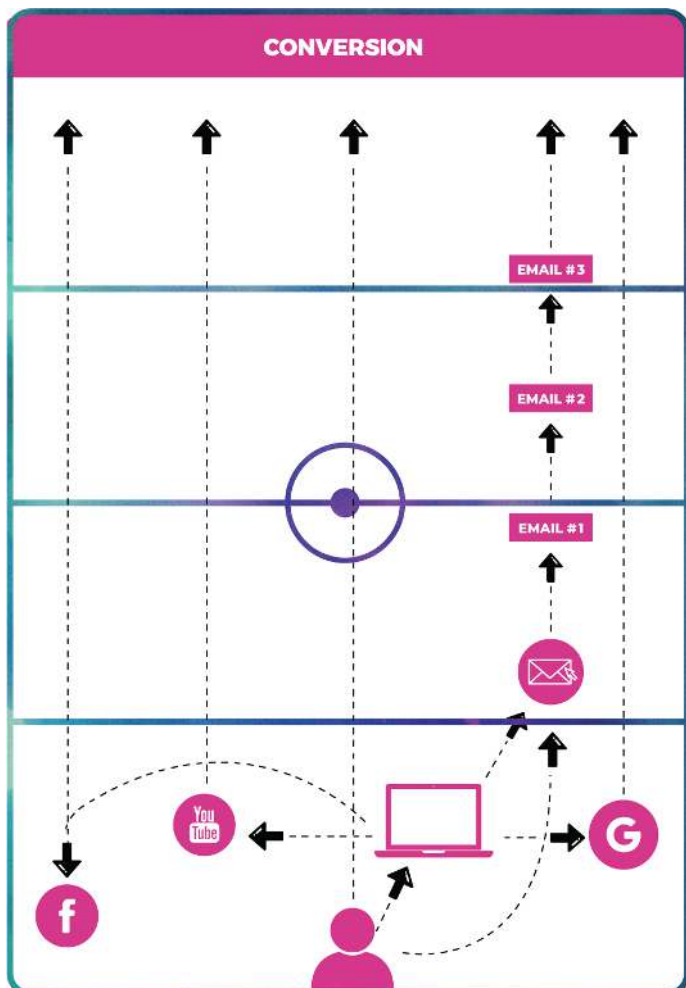
Upon meeting or engaging with potential clients, send them to a super relevant, useful resource on your website that they can download/read/watch. Once they have visited your website, your Digital Wingman takes over and serves them with further value across Facebook, Google, YouTube and an Email Automation.

THE GOAL



To position you as an expert in your field and skyrocket your conversion rate all while you are doing what you do best.

CONVERSION



END ZONE

THE PLAYERS



Google Search & Display, Facebook & Instagram Ads, Landing Page & Email Automation.

THE SITUATION



You have an in-demand product or service and people are looking for it online but you are not at top of the search results.

THE PLAY



Run a Google Search campaign to ensure people find you when they need you. These ads send potential clients to a landing page to collect their details. Non-converters go into a Remarketing audience who are displayed further information or an extra offer on Social Media platforms and Google Display to bring them back to the landing page to make enquiry/purchase.

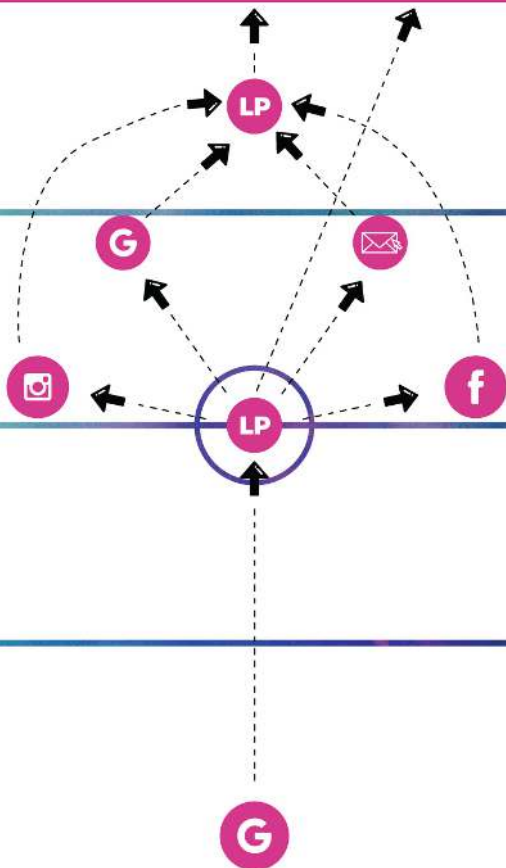
Users that do enter details into lead form are added to Email Automation to provide further info on the brand, services/products as well as deliver offer with call-to-action.

THE GOAL



To maximise conversions on searches for your products/services and increase brand awareness amongst people who are currently in the market to buy.

CONVERSION



THE AUTOMATOR

THE PLAYERS



Email Automation, Messenger Bot & Website.

THE SITUATION



Your website is receiving traffic and people are making enquiries but you are missing a follow-up process or you spend too much time sending repetitive emails.

THE PLAY



Integrate ActiveCampaign into your website to trigger a pre purchase/consultation email automation with five (5) touch points to provide further information on your business and services. The automation can also include case studies, testimonials, videos, discounts and finalise with a call-to-action.

Then setup a post purchase/consultation automation that follows up providing more value to assist closing the deal, up-sell, or on-board the client.

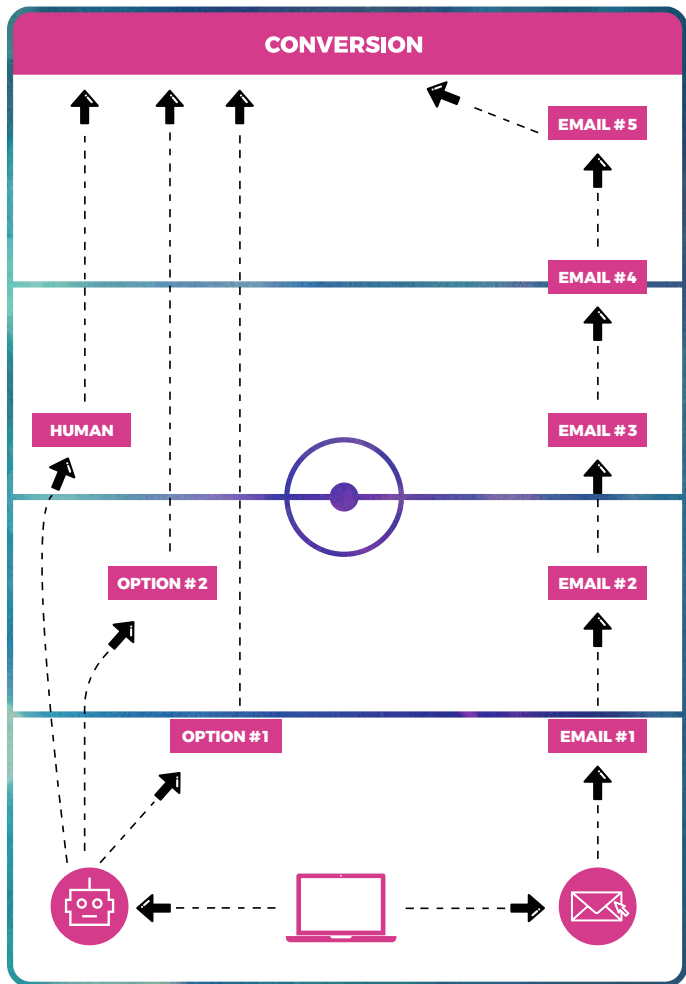
Finally, integrate Messenger Chat on your website which is managed by a Bot that provides information and directs users down a funnel that leads to a sale or book a meeting.

THE GOAL



Increase conversion rates and decrease time spent sending emails and answering questions.

CONVERSION



CONTENT QUARTERBACK

THE PLAYERS



Website, Facebook, Instagram Ads and Google Display.

THE SITUATION



You recently launched a new product/service/website and need to make your target audience aware of this to generate leads and/or sales.

THE PLAY



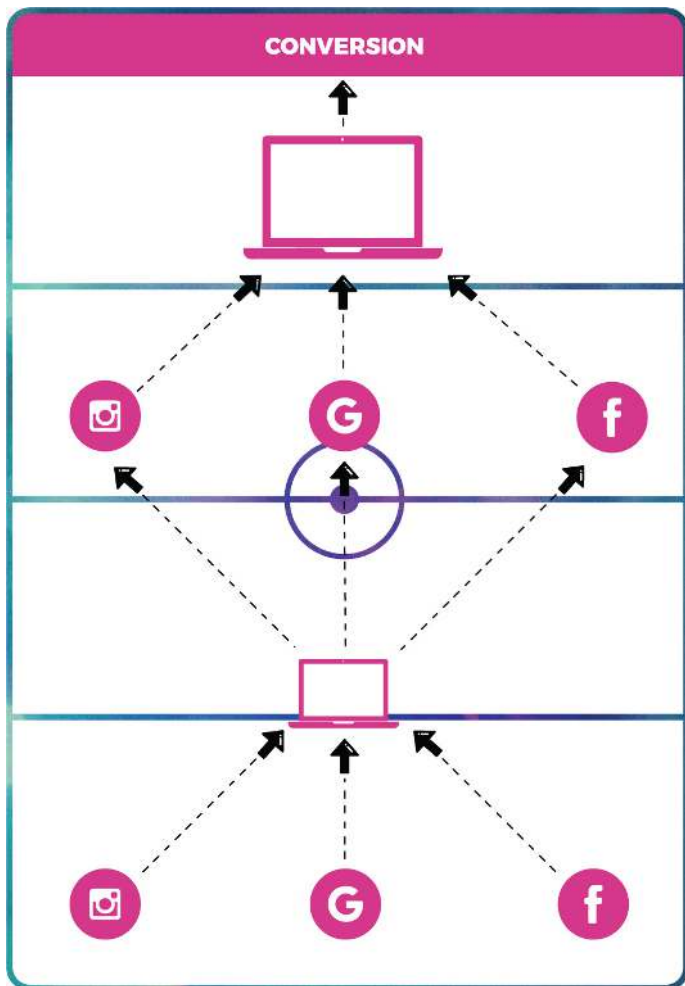
Create quality and relevant pieces of content and promote on Facebook, Instagram & Google. Retarget all website visitors with an offer to encourage conversion.

THE GOAL



Drive high quality, targeted traffic to the website and convert.

CONVERSION





ARE YOU READY TO PUT
OUR PLAYS INTO ACTION?



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