

SERVICE PACKAGE GUIDE

IDYL MARKETING





DIGITAL MARKETING



THE POWER OF SOCIAL MEDIA

Increased Brand Awareness:

Social media platforms provide an unparalleled opportunity to expand brand visibility and reach a wider audience. With billions of users actively engaging on platforms like Facebook, Instagram, Twitter, LinkedIn, and others, social media marketing allows your business to tap into modernised markets, attract potential customers, and elevate brand awareness to new heights.

Targeted Audience Engagement:

Effective social media marketing enables businesses to connect directly with their target audience. By utilising data-driven insights and advanced targeting tools, we identify and engage the right demographics, resulting in higher conversion rates and increased customer loyalty. Through tailored content, personalised messaging, and interactive campaigns, we foster meaningful connections and build long-lasting relationships with your customers.

2.9 BILLION
Users Scroll
Through Facebook
EVERY MONTH!

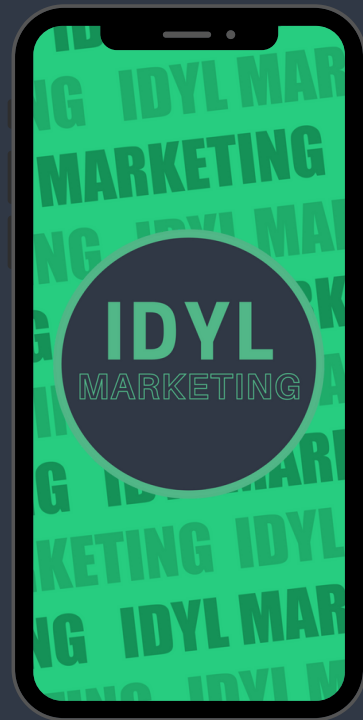
2.14 BILLION
Facebook Users
View Paid Ads
PER MONTH!

Data-Backed Marketing Strategies:

Social media platforms offer valuable insights into consumer behaviour, preferences, and interests. By analysing data and tracking engagement metrics, we gain deep insights into your target market, enabling us to optimize campaigns, refine strategies, and make data-backed decisions. This valuable information empowers your business to adapt and evolve, catering to your customers' needs effectively.

Cost-Effective Advertising:

Compared to traditional marketing channels, social media marketing presents a cost-effective solution with a higher return on investment. Through precise audience targeting and budget optimisation, we drive maximum ad spend results through minimal budget expenditure. This allows businesses of all sizes to compete effectively and reach their marketing objectives without breaking the bank.



Brand Loyalty and Customer Advocacy:

Social media provides a platform for your customers to voice their opinions, share experiences, and interact with your brand directly with a B2C communication funnel. By actively engaging with your audience, responding to feedback, and providing exceptional customer service, there's never been a better mechanism in history that allows a business to hear it directly from the Customer's mouth. Through nurturing customers on the B2C level, we pave the way for satisfied customers to advocate on behalf of the business, amplifying your brand's reach and influence.

4.2 BILLION
Unique Instagram
Post Reactions
PER DAY!

1.45 BILLION
Instagram Users
View Paid Ads
PER MONTH!

WHAT WE OFFER

DIGITAL MARKETING

COMPLETE MANAGEMENT GUIDE OF YOUR FACEBOOK & INSTAGRAM ADVERTISING CAMPAIGNS

- ✓ Daily Management & Optimisation of Creatives Guide.
- ✓ Paid Campaigns, Ad Sets & Ads Construction Setup.
- ✓ CPM Optimisation for maximum ROAS (Maximum Conversions for Minimum Ad Expense)
- ✓ Cold/Warm Audience Lead Funnel Strategies & Incentive Promotion Guide.

CREATION & GROWING YOUR GOOGLE BUSINESS PROFILE

- ✓ Search Engine Optimisation (SEO).
- ✓ Top Link in Google Search Strategy implementation Guide.
- ✓ One Stop Shop for Organic Lead Generation.

BRAND ANALYSIS & CONTENT ADVISORY SESSIONS

- ✓ Complete Refinement Guide of your Organic Social Media Strategy.
- ✓ Implementation of Engagement Strategies to build your Platform Viewership.
- ✓ Guidance on brand progression and growth opportunities.

SCHEDULED STRATEGY IMPLEMENTATION SESSIONS (4X SESSIONS ACCESS)

- ✓ Frequent Consultation sessions to discuss the progression of the businesses Marketing Channels & to discuss promoting Engagement events. Sessions can be Booked at Client's request over the course of a 12 month duration. Clients have access to Four Sessions.

FUNNEL & INCENTIVE LEAD GENERATION TOOLKIT

- ✓ Implementation Guide of Market leading Conversion Funnels & Strategic Incentive positioning tools.
- ✓ Access to our Agency's tailor-made calculation software that returns a comprehensive campaign performance measurement that analyses CTR performance metrics, Retention analysis & Consumer Loyalty predictive analysis.



CREATIVES AUDITING



SCALE WITH CONFIDENCE

CREATIVES AUDITING

Marketing Strategy Assessment:

Marketing strategies are constantly evolving with businesses competing daily for that prized piece of real estate that we call our Phone Screens. But even when you find your Marketing platform, It's not as simple as posting Ad creatives anymore. You need to know who your target audience is, how to reach them, and most importantly... how to transform them into Conversions!

With close to a Decade of experience in Social Media Marketing & Business Operation Transformation, we bridge the gap between a Good Marketing Strategy and an immaculate Marketing Structure & Client Retention Funnel. We do this by leveraging our expertise into Refining Business process controls whilst fine tuning your processes for Maximum efficiency.

Creative Content Review:

Marketing is an essential practice for any business to be successful... Period. Whether that's paid ad campaigns, organic traffic through social media pages, or even word of mouth testimonials, a comprehensive conversion strategy should always be at the forefront of mind.

In essence of this, our role as Auditors is to ensure that your business is operating in the best possible capacity for Marketing success. We do this through conducting an objective analysis of your entire Business's Marketing strategy, identifying key metrics from Data Analytics and reperforming the existing stages of funnel conversion.

Competitive Analysis:

Understanding your competitors' marketing strategies is vital for staying ahead in today's competitive landscape. We perform an in-depth analysis to identify your competitors' strengths, weaknesses, unique selling propositions, and marketing tactics. This information helps you refine your own strategies and gain a competitive edge. We do this by leveraging our in-house Software developed exclusively for Creatives performance rating. We call it our 'M.A.S.P Analysis Software'.

Customer Journey Mapping:

A Conversion is the final step in the Client's journey of your Business. Our role is to optimise the route they take to get there, and to clean up the edges along the way. We do this by fine tuning each stage of the the funnel process, analysing each touchpoint along the way. What's left at the end is a smooth journey process designed to enhance customer satisfaction, increase conversions, and foster long-term loyalty.

Data Analytics and Performance Tracking:

Our agency leverages advanced data analytics tools to measure and track the performance of your marketing campaigns. We collate our findings into a detailed reports highlighting key performance indicators (KPIs) to evaluate the effectiveness of your strategies, identify areas for optimisation, and make data-driven decisions. We then construct our report with recommendations that are presented to you along with guidance on how to adopt these methodologies into your updated Marketing strategy.

Mitigating Risks:

Think of Creatives Auditing like you would your Car... Just like you should regularly maintain your vehicle through mechanical servicing to reduce risk on the road, your Business should undergo the same level of Marketing strategy refinement. Just because your marketing strategy was on point 2 years ago, doesn't mean it's optimised to perform in today's business climate.

As a guideline, we recommend having your Business Marketing strategy audited every 2-3 years depending on the complexity and magnitude of your business's operating environment.

WHAT WE OFFER

CREATIVES AUDITING

As a Creatives Auditing Agency, we dive deep into the foundations of your business to analyse your complete marketing strategy.

Throughout our Audit, we'll go into detail assessing the following attributes:

WEBSITE STRUCTURE

CONVERSION CLICK FUNNELS

PAID AD CAMPAIGNS

SOCIAL MEDIA CREATIVES/POSTS

EMAIL/SMS FUNNELS

COMMUNITY BLOGS

LOGO VARIATIONS

COPYWRITING LANGUAGE

DATA ANALYTICS

ANY OTHER MATERIALS CREATED FOR
MARKETING PURPOSES

We offer an in-depth Audit analysis of our Client's Marketing structure, identifying improvement opportunities and highlighting areas of concern. We examine the businesses cross-platform marketing strategy, ensuring market capitalisation is maximised for the businesses industry.

At a high level, we assess the businesses CTR performance metrics through our agency's tailor-made calculation software that returns a comprehensive campaign performance measurement.

All findings are compiled into an Advanced Report document in which identifies key factor pertaining to our client's Marketing approach, from implemented funnel strategies all the way to symmetry in font styles within creatives. Reperformance test results are recorded within the reporting document along with recommendations aligning with improvement opportunities identified.

Marketing

Showing your Business to the World

Our team specialises in placing your brand in the eyes of as many genuinely curious people as possible.

We do this through our industry leading targeting & placement strategies that sole purpose is to turn those people into Conversions.

Branding

Standing out from the Crowd

Your Branding tells the vision of your Business. We not only carry that vision through all of our Campaigns, we turn it into a story that grows with the business.

Your Story sets you apart from everyone else, and we make it happen.

Strategy

Tailor-made to suit your Business

We implement our Tailor-made strategies into creating the best click funnels, Lead Generation & Conversion campaigns for your business.

With our talented team that specialises in out performing the market, it's safe to say we have it figured out.

Results

We get you Results - It's that Simple!

We drive maximum traffic into your store for minimum expense.

But not just any traffic..

We reach traffic who have the highest probability to becoming a conversion!

It's that Simple! (For us at least)