



# Digital Health Check

Are you in the game for 2014?

**VisionCreative.**

# MYTH

Digital Marketing is all about technology

“Tactics without strategy is  
the noise before defeat.”

SunTzu

Choose your message and  
then choose your media

Who are you?  
What do you do?  
Why does it matter?

Who is your target market?

How will they find you?

What would you want them  
to do when they do?

# Having a mobile presence

# MYTH

“I can’t see that many people would visit our website from their phone.”



# Facebook

As a local business

Complete the About section

Cross promote with local businesses

Local customer shout-outs

Relatable content

# Google Analytics

# Always look your best

46% of people say a website's design is the number one criterion discerning the credibility of a company.

More than 90% of buying decisions are influenced by visual factors.

# Create amazing content

Interesting content is a top 3 reason people follow brands on social media.

60% of consumers feel more positive about a company after reading custom content on their website.

70% of consumers prefer getting to know a company via articles rather than ads.

# Listen

“Your most unhappy customers are your greatest source of learning.” Bill Gates

For every 1 complaint there are 26 other unhappy customers who have remained silent.

Adding testimonials to your website can increase sales by 250%, or more.

# Get Creative

Client Brief



Client Budget



Thank you

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**VisionCreative.**