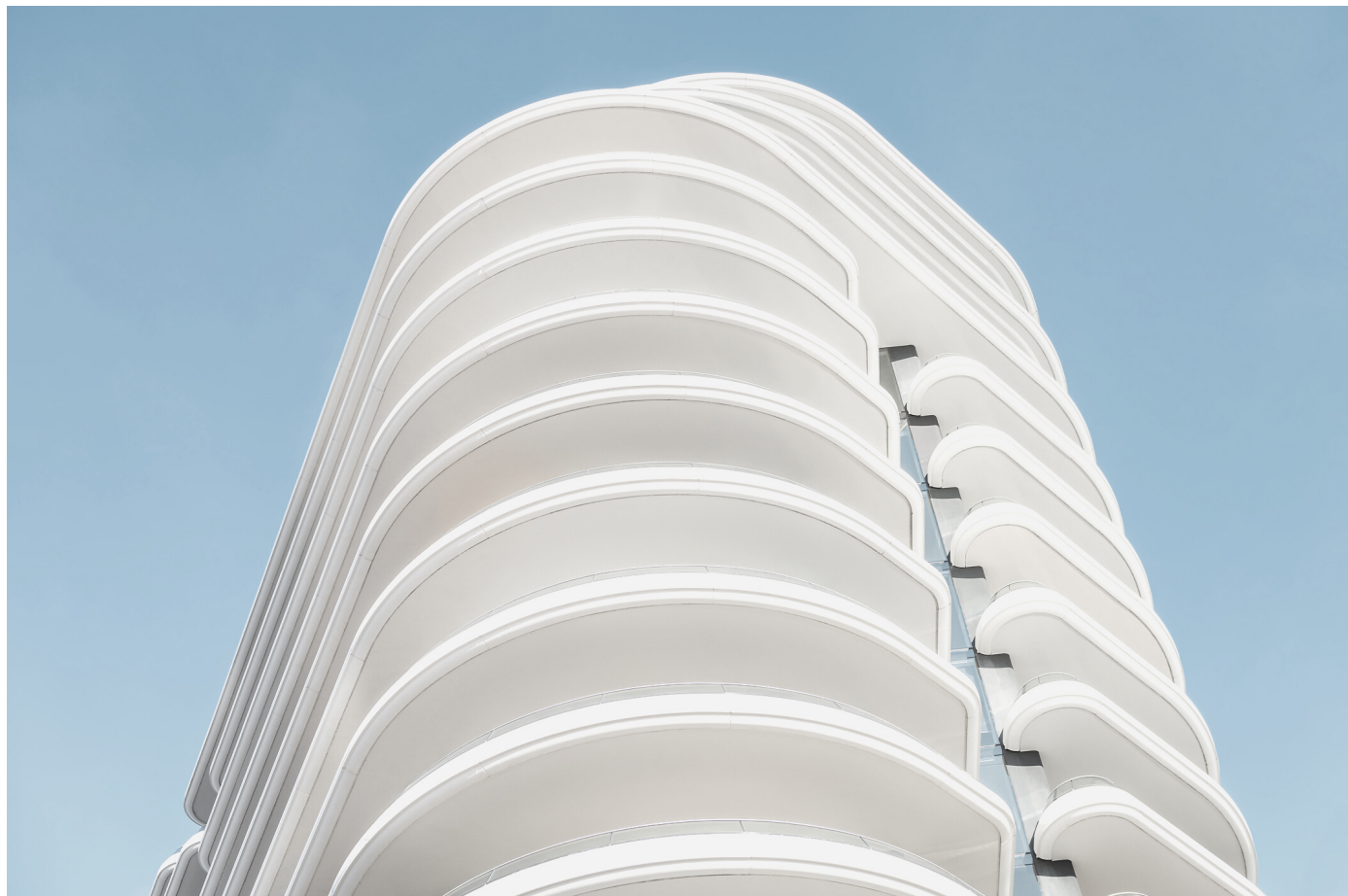


ISSUE NO 2 | VOLUME XI



SJC

2021



CLIENT FOCUSED.

**GOLD COAST BASED. WORKING
ACROSS SYDNEY & HONG KONG.**

With over 15 years in the property industry, Sarah-Jane is a board level marketing executive advising SME, Large corporates & ASX listed companies on comprehensive marketing strategies, Digital Architecture, Social Media, Content Management, CRM Migration & Analytics.

Delivering data-driven marketing initiatives that work, and produce a return on investment.

Where Sarah-Jane excel's is blurring the lines between traditional and new age digital marketing techniques whilst constantly redefining the boundaries of technology within the property sector.

RESULTS DRIVEN.

Developing and executing the marketing strategies and plans in support of the company objectives and implement progressive, unique, commercially-minded strategies are our expertise.



SERVICES

01 STRATEGY WORKSHOPS

Our one or two day workshops will delve into what makes your business and customers really tick, analysing needs and issues as well as identifying areas for improvement. Taking the time to pinpoint exactly what you require will make it easier for us to develop practical and cost effective plans for you

09 MARKETING PLANS

From research to initial concepts to developing and implementing a best in class marketing plans

05 SEARCH & ADVERTISING

We have extensive experience in SEM, Google Ads (PPC), Social Media Marketing, Facebook Ads, SEO and Google Analytics

04 SOCIAL MEDIA

We are a ROI driven social media marketing consultant offering, social media management services to help grow your business

07 DIGITAL AUDITS

Digital audits are one of the most underutilised services. A digital audit will break down your digital marketing efforts by channel and provide recommendations on how you can improve

02 BRAND STRATEGY

From conducting initial brand research to uncovering key insights into your brand, to developing a brand strategy which clearly defines your brand's unique characteristics, values and attributes, to bringing your brand to life through logo, visual identity and collateral and launching your new or updated brand.

06 GRAPHIC DESIGN & PRINT

Whether you need a new logo, brand assets, marketing collateral or graphics for your website, we're a one-stop shop for all your design needs

03 WEBSITE DEVELOPMENT

We specialise in the UX / UI, design, development and ongoing maintenance



SERVICES

10 CONTENT MARKETING

Slow & expensive content marketing is dead. Welcome to the new world of Agile Content Creation where performance matters and ROI is a measurable reality

11 LEAD GENERATION

Generate qualified leads through attraction, rather than promotion. We create effective digital marketing lead generation campaigns

14 ADVISORY SERVICES

We will discover outcome-based segments, hidden opportunities and new ways to help your company grow

13 EMAIL MARKETING

With targeted campaigns that have a clear and direct message that speak to 1:1 to the recipient, you will quickly realise the benefits of this tried and tested approach.

15 CRM MANAGEMENT

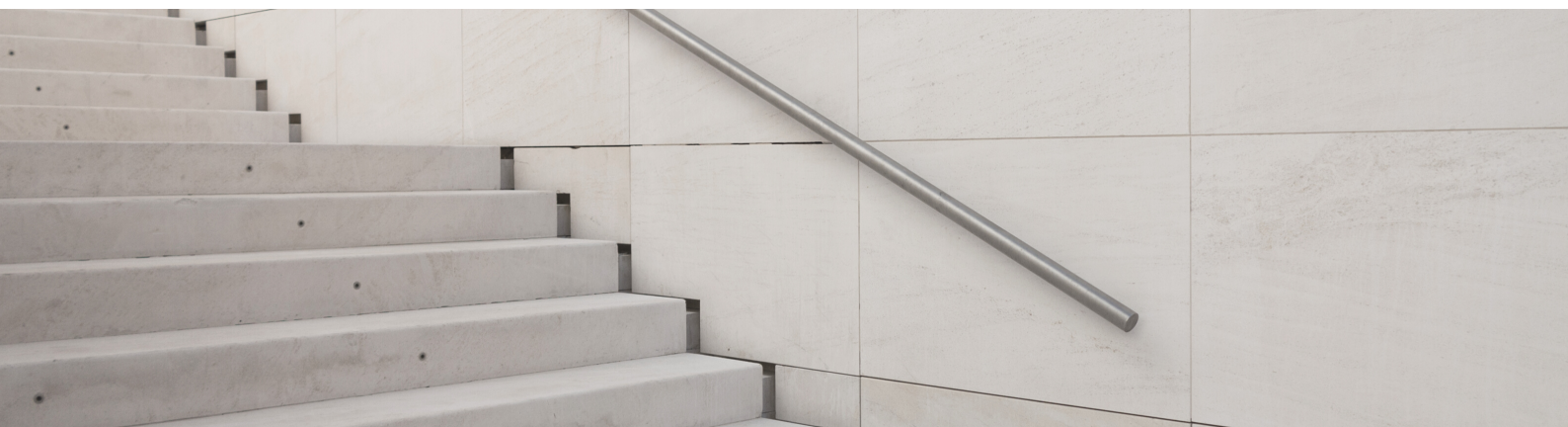
Don't let complexity get in the way of opportunity for your sales agents. Get the most out of your technology investment

16 MARKETING AUTOMATION

Drive more sales from visitors & existing customers with marketing automation. We take a strategic, customer-first approach to your email marketing.

08 APP DEVELOPMENT

High-quality mobile apps on both iOS and Android



REAL ESTATE MARKETING REDEFINED

THE EVOLUTION OF MARKETING

Customers are actively looking for solutions just like yours. The question is; are your products and services easy to find where it matters most? Do your messages connect and inspire action in a meaningful way?

Sarah-Jane specialises in understanding your customer's journey from awareness to consideration to purchase. Helping you develop an online marketing strategy that helps create easy to find, engaging experiences that inspire action – from joining your social network community to buying your product to referring your brand to peers and social networks.

Let's face it; today's online market place is more competitive than ever.

You need a digital marketing partner that not only understands the customer journey but how to develop an online marketing strategy that helps your brand become known as "the best answer" wherever prospects and customers may be looking: search, social media, industry media or email.

As a one-stop digital marketing consultant, you can count on Sarah-Jane for specialised marketing consulting & strategy services.



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**THE RIGHT
REAL ESTATE
MARKETING
CONSULTANT
MAKES ALL THE
DIFFERENCE.**

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