

★★★★★
FIVE STAR CLINICS

surfpacific®

360 MARKETING

A WHITEBOARD OVERVIEW FOR TRANSFORMING YOUR BUSINESS RESULTS & DRIVING PROFITABLE GROWTH

A hand is holding a tablet computer. The screen is black and displays the 360 Marketing logo, which consists of a white 'C' shape with a gap, followed by the text '360 MARKETING'. Below the logo, there are two paragraphs of white text. The background is a wooden desk with a laptop and a red object partially visible.

360 MARKETING

We invite you to experience all that 360 Marketing has to offer, with eight essential disciplines that can be put to work for you.

360 Marketing is the only subscription service that expertly handles your marketing needs more easily than you ever thought possible. It gives our clients back their time to spend with those who matter most. With an ever-evolving variety of marketing, tailored to reach your most-pressing challenges, and a trusted one-on-one relationship with a dedicated Strategy Director. We orchestrate each piece of marketing to your desire and taste, and provide access to a multi-talented personnel, all this amounts to a lasting journey of continuous results that can power the daily success of your business.

360 MARKETING



Marketing
Strategy



SEO



Content
Marketing



Branding
& Design



Digital
& Web



Social Media



Advertising



Public
Relations

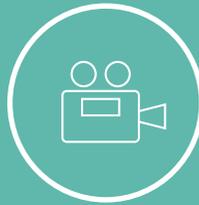
DIRECTED BY STRATEGY



STRATEGISE

Develop new ideas.

Identify the directions your business needs to take to reach its destination.



CREATE

Make them happen.

With design and production build your business image and tools. First impressions last, make an impact.



AMPLIFY

Be recognised.

Engage your employees, the media, your target market and the public with captivating communication.



Table of Contents

Part 1. Introduction	1960 - 2000: The death of traditional advertising	08
	2001 - 2012: The rise and fall of online advertising	10
	2013 - Present: The extreme effectiveness of content	12
	2013 - Present: Hiring a marketing coordinator	14
Part 2. Details	What is 360 Marketing?	16
	How does it work?	18
	When is it needed?	20
	Why invest in marketing?	22
	Marketing Strategy	24
	Part 3. Disciplines	Search Engine Optimisation
Content Marketing		28
Branding & Design		30
Web Development		32
Social Media		34
Advertising		36
Public Relations		38
Part 4. Get Started		360 Marketing Plans
	How will my time be spent?	41
Part 5. Surf Pacific	Company Overview	42



1960 - 2000

The death of traditional advertising

If you run a small business then you know that traditional advertising is not effective. It can no longer provide a business with new customers, at the required sales volume, with any real level of reliability. Whether it's Radio or Newspapers, Trade Publications or Magazines, no medium has been exempt from a dwindling audience, and are being met with apathy by the few who remain. For advertisers it's erratic and expensive, unpredictable and unmaintainable. Any serious entrepreneur would agree that scaling a small business using traditional advertising is virtually impossible.

Why did this happen? As any enthusiastic New Media person will tell you, 'the internet changes everything'. Yet the reason for the death of traditional advertising is not that we consumers spend all our time on the web and overnight we grew to loathe our favorite newspapers or magazines. We still read them! It's simply that we don't trust the ads in them anywhere near as much as we once did. It's distrust that

pervades advertising. According to the Nielsen Consumer Trust Survey, 'consumers around the world say they trust ads on TV (47%), in magazines (47%) and in newspapers (46%)'. These figures have dropped by a staggering 24%, 20% and 25% respectively between 2009 and 2011 alone.

Depending on your view, the web has made us [consumers] either more cynical/pessimistic or educated/informed, in our attitudes toward traditional advertising. So why then, is 'digital' advertising heralded as the solution to our marketing challenges?

Or will this all be a little bit of history repeating itself?

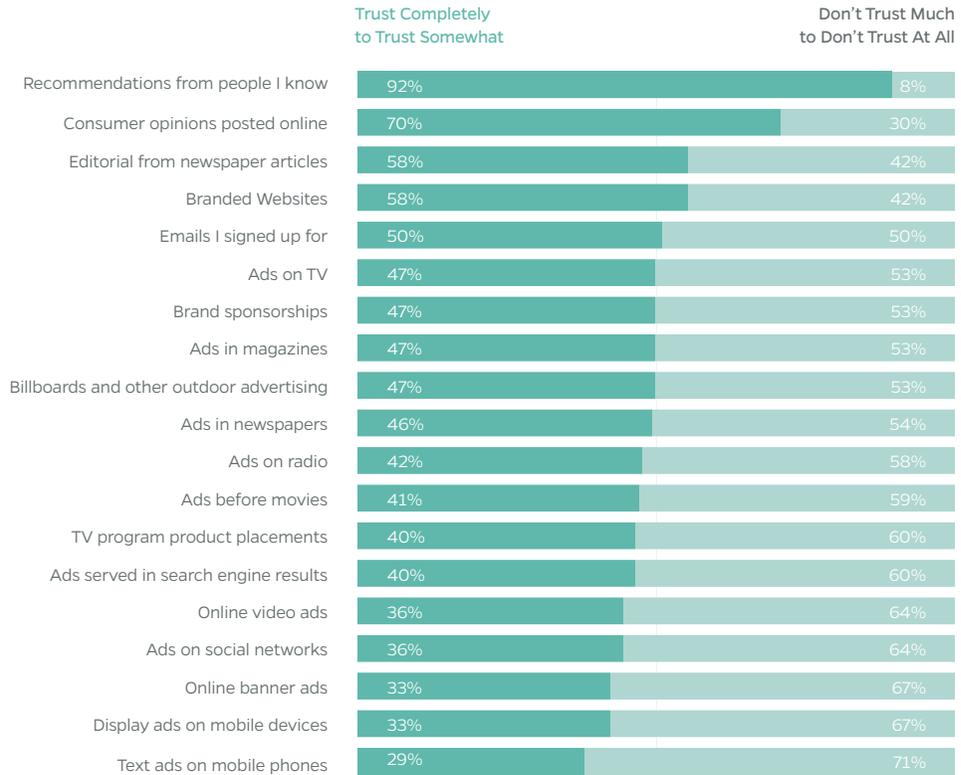
Advertising is the art of convincing people to spend money they don't have for something they don't need.

Will Rogers, Humorist, Social Commentator and Actor



To what extent do you trust the following forms of advertising?

Global Average



Source: Nielsen Global Trust in Advertising Survey Q3 2011



2001 - 2012

The rise and fall of online advertising

The death of traditional advertising created a void that online advertising was only too happy to fill. We were told that this was good news for small businesses, who can now advertise to find customers much more cheaply. If you were an early adopter of Google AdWords, this was true. You paid a dollar or less for each prospect who visited your site.

Then a tsunami of competitors jumped on the bandwagon, each vying (bidding) to be found on the same searches and sending your price per click north. Where you once paid less than \$1 for a new website visitor, you could now be paying \$5... \$10... \$20... \$60... for just one visitor. To make matters worse, big marketing agencies such as Yellow Pages and Reach Local became prolific in selling monthly paid-advertising to small businesses. Online advertising spend has increased by 15 per cent over the last year and will exceed TV advertising for the first time ever. In short, what was a blue ocean became bloodied, crimson waters.

Online Ads are becoming less effective and are producing lower returns, forcing most prices down further to attract and keep advertisers. Bad news for the media which run the ads, but this does explain why you keep getting \$100 Google AdWords gift vouchers in the mail.

One of the reasons for this decline is the growth in mobile users. Ads are more difficult propositions at the smaller size. As Technology Review's Michael Wolff has said: "The nature of people's behavior on the Web and of how they interact with advertising, as well as the character of those ads themselves and their inability to command attention, has meant a marked decline in advertising's impact." Online ads are essentially passé.

Think like a publisher, not a marketer

David Meerman Scott, Online Marketing Strategist



To what extent do you take action on the following forms of advertising?

Global Average

FORM OF ADVERTISING	TAKE ACTION	TRUST	DIFFERENCE ACTION VS. TRUST
Recommendations from people I know	84%	84%	-
Consumer opinions posted online	70%	68%	2%
Ads on TV	68%	62%	6%
Ads in newspapers	67%	69%	-2%
Branded Websites	65%	61%	4%
Emails I signed up for	65%	56%	9%
Editorial from newspaper	64%	67%	-3%
Ads in magazines	62%	60%	2%
Brand sponsorships	60%	61%	-1%
TV program product placements	58%	66%	3%
Billboards and other outdoor advertising	57%	57%	-
Ads served in search engine results	57%	48%	9%
Ads on radio	55%	57%	-2%
Ads on social networks	55%	48%	7%
Ads before movies	53%	56%	-3%
Online video ads	52%	48%	4%
Online banner ads	50%	42%	8%
Display ads on mobile devices	49%	45%	4%
Text ads on mobile phones	45%	37%	8%

Source: Nielsen Global Trust in Advertising Survey Q1 2013

Okay, enough with the bad news: where's the opportunity in all this?



2013 - Present

The extreme effectiveness of content marketing

Instead of spending marketing funds on traditional or online advertising, the solution is to pay people to create and market content. This is known as content marketing. It's one of those, if you build it they will come things: create brilliant content and tell people about it in an appropriate way on the right social network or Google channel and the visitors will come.

If you provide great content and get the message out to the right people, they will visit your site, explore it by consuming your content, buy your products and services, and tell their friends. This is not easy, but it isn't rocket science either. It includes help on how using content to power inbound marketing, and marketing and sales automation. Content marketing is an expensive proposition: it takes serious thought (always an expensive commodity), time (precious

stuff), and a fair amount of talent or at minimum expertise with access to talent (yet more time and money). But think of it this way: a good bit of content has a shelf life of years and the cost per click when it's housed on your site is almost zero (the cost of your site across all it does). Even better, one great blog post can be turned into a video, a white paper and a tutorial.

We believe there is little choice in the matter. And when you've created a content inventory that you can reuse and repurpose, the costs will drop. When you've gained some experience at doing it all, it becomes easier, too. The question is do you do this yourself or hire outside help?

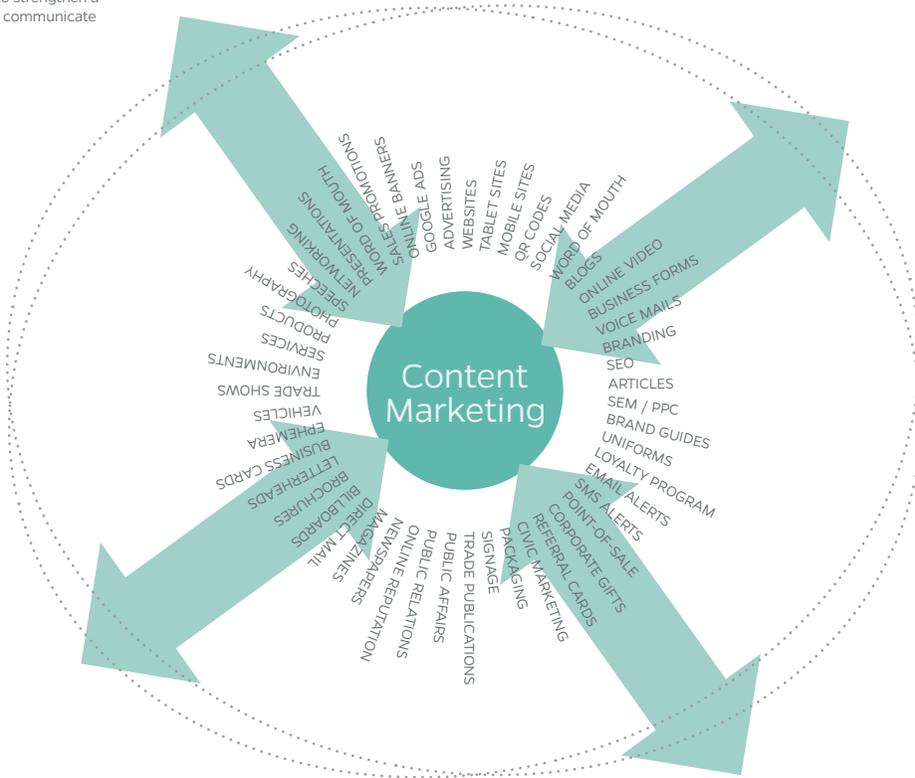
Content is king, but marketing is queen, and runs the household

Gary Vaynerchuk, Wine Impresario and Entrepreneur



Content touchpoints

Each touchpoint is an opportunity to strengthen a business and communicate its essence.





2013 - Present

Hiring a marketing coordinator

Adding marketing positions can be a tough choice for start-ups and small businesses. When a business begins to initiate marketing activities, the first question is, “who is going to do all this work?” Many business owners make the decision to hire a full time Marketing Coordinator.

The work of a marketing coordinator is to promote a business, its company name, products and services. He or she puts together marketing plans and campaigns. A marketing coordinator then manages marketing relationships across several specialist firms, to ensure content is current and coherent.

This is an expensive proposition because the average annual salary for a Marketing Coordinator is \$76,582 per annum at the lower end and at the high end is \$96,098. Then there’s the additional cost of specialist firms or freelancers (for example, a digital agency, brand agency and a design studio) who produce creative work that the Marketing Coordinator cannot directly produce. Depending on what these specialists deliver, a small business can spend anywhere from \$30,000 to well over \$200,000 per annum.

How long is a piece of string, indeed! \$100,000 per year (at a minimum) for marketing is cause for any small business founders to have his or her trepidations, especially if annual revenue is under \$5m. In many cases, founders choose to personally manage marketing—or else, they designate someone else on staff to handle marketing even if that person has no prior experience in the field.

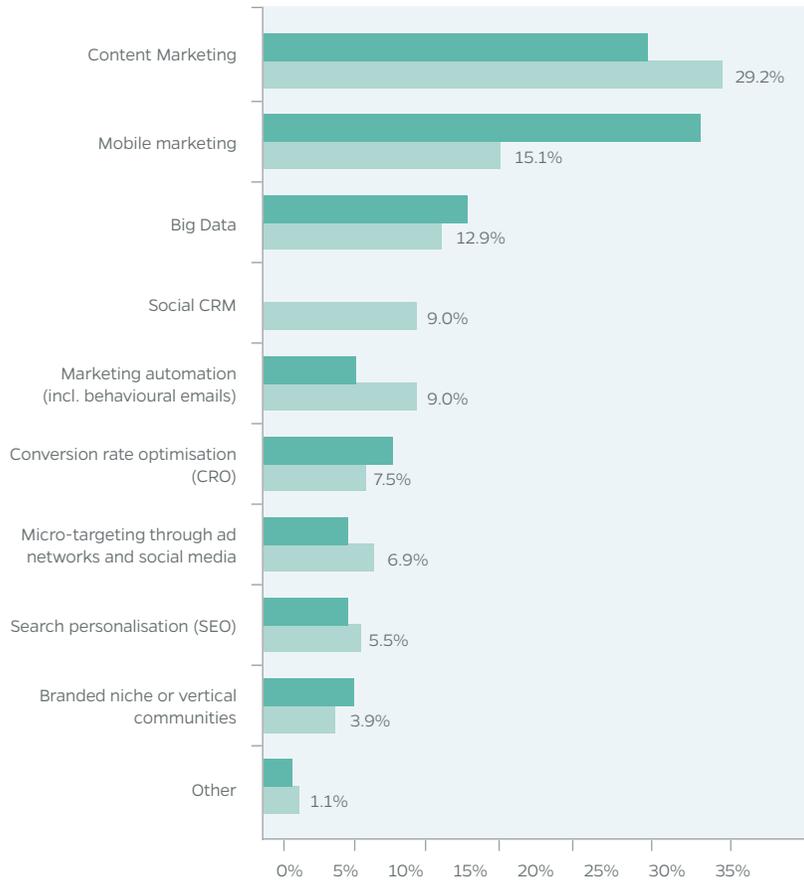
But what if there was a more sensible alternative? Something that addressed the death of traditional advertising and the decline of online advertising. We’re talking about something that rides on the extreme effectiveness of content marketing, but is only a fraction of the cost of hiring a Marketing Coordinator. Introducing 360 Marketing...

You must either modify your dreams or magnify your skills

Jim Rohn, Entrepreneur & Motivational Speaker



What are the most significant digital marketing trends right now?



Source: Smart Marketing - Managing Digital Marketing Report 2014

What is 360 Marketing?

Marketing is the promise, the big idea, and the expectation that resides in each customer's mind about a product, service or company. People fall in love with great companies, trust them, and want to believe in their superiority. Marketing is shorthand. It stands for something. This type of thinking was originally the purview of big consumer products only. Now every business, regardless of size, talks about branding, customer experiences and social media engagement. Bottom line: good marketing can build companies. Ineffective marketing undermines success. As products and services become indistinguishable, as competition creates infinite choices, as companies merge into faceless monoliths, differentiation in the hearts and minds of customers becomes a paramount goal. This is where 360 Marketing comes in.

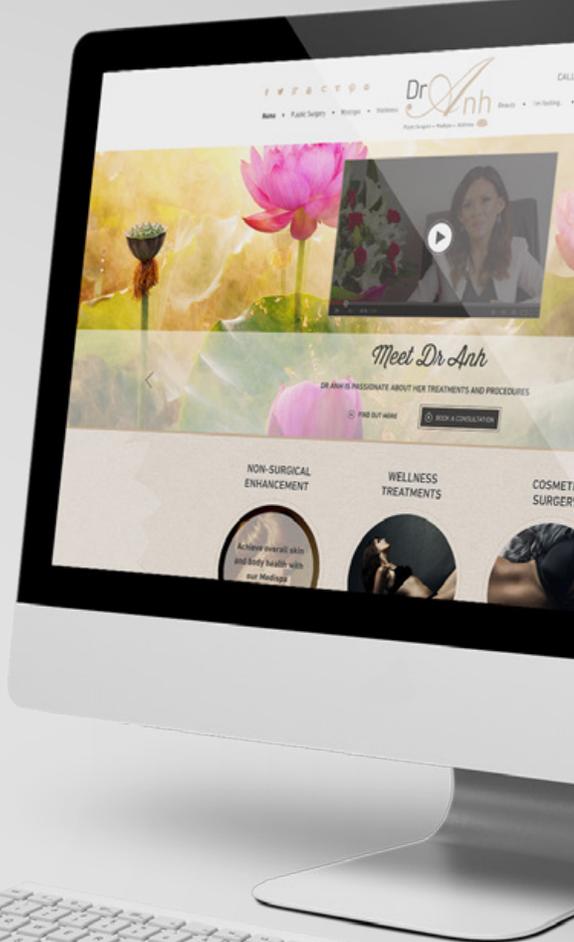
360 Marketing is a revolutionary service created by Surf Pacific. It is marketing made by humans. It allows a small business, which typically doesn't have the time, human resources or advertising budgets, to market their products and services to the same high standards of quality as a big business.

Consumers are more sophisticated now than at any time in history. They rely on the web to educate themselves about your products or services, gather information about your company, validate your reputation from reviews and refer their friends via social media. This is no longer a trend. It's the way all customers do business.

360 Marketing can expertly handle all aspects of your marketing through a network of in-house talent, experienced in a variety of marketing disciplines. It is cost-managed with a single, seamless monthly subscription fee. It's about building your brand. Which is to say, finding more customers, to identify you as different from your competition, to buy what you sell, for more years, and at a higher price. With 360 Marketing, our only agenda is yours.

Marketing's battle for physical territory has evolved into the competition for share of the mind

Mel Phillips, Strategy Director at Surf Pacific



How does it work?

Strong marketing stands out in the densely crowded marketplace. This is why the modern small business can no longer expect to advertise in one medium or channel – such as the Yellow Pages – and expect a healthy flow of results. Delivering on marketing promises must become an employee mantra. Substantial evidence suggests that companies with employees that understand and embrace the marketing are more successful. This allows a business to transform from the inside out and drive profitable growth. By using 360 Marketing, predicting a vision for the future is a case of putting steps in place to create it. Here's how it works:

Clients purchase a fixed amount of studio time each month. Time can be used for: search engine optimisation, content marketing, online advertising, design, web development, public relations and strategy – or any combination of these. This prevents the need to hire several different specialty firms and running the dangerous risk of a producing fragmented, amateurish marketing. 360 Marketing is a passport to mastering the entire marketing mix, without hassle.

How we invest studio time depends. Some clients decide what they most need; other clients prefer to work with us to determine what marketing needs to be done. In both cases, we listen to their goals, map them, build them, and make them real. This happens through a one-on-one relationship with a dedicated Strategy Director, who will be the client's main point-of-contact. With us, there's no dealing with a fleet of different personnel to get what you want. Your strategy director will orchestrate each piece of marketing to your exact taste; they will brief teams, handle quality-control, be accountable for results and seek ways to improve along the road.

360 Marketing eliminates the need to rely on traditional advertising to reach new customers. It gives entrepreneurial business owners back their most precious asset, their time.

Surf Pacific's currency is time. The one thing we all lack but also the hardest thing to give someone

Edward Gray, Senior Strategist at Surf Pacific

Who are you?

Who needs to know?

How will they find out?

Why should they care?



When is it needed?

From the moment we wake up to the time we go to sleep, we experience 6,000 marketing messages. Opening the medicine chest, reaching into the closet, peering into the refrigerator, checking the mail, we are surrounded by the familiar brands that are part of our lives. In every case, a creative professional has carefully considered how to generate recognition for the company and desire for the brand.

Businesses have an ever-evolving need to master the marketing mix. Think of the entrepreneurs who started out of a garage and have grown their firms into successful publicly traded enterprises. We believe it is important to listen to the dreams of even the smallest entrepreneurs. Think about their need to communicate effectively: first with their earliest customers and, as they create success, with their distributors and vendors, and on through the growth cycle to venture capital firms and responsibility to shareholders.

When 360 Marketing is needed

New company, new product

I'm starting a new business. I need a professional to handle my marketing.

We've developed a new service and it needs to be introduced to the market yesterday.

We need to raise millions of dollars. Our company needs to look attractive to investors.

We're going public in July. We need to launch a world-class brand and market ourselves across all digital channels.

We need to raise venture capital, even though we do not have one customer.

Deficiency of marketing

I want our marketing to reflect what really goes on in our business.

We have never needed to do marketing before, but we have an aggressive new competitor who is taking all of our business and it's affecting our sales.

We've relied upon word-of-mouth referrals and those customer wells are drying up.

Our marketing no longer fits who we are and the quality we can provide.

Yellow Pages no longer brings us new customers!

Change outside perception

We want to reposition and renew our company through marketing.

We're not the same type of business as when we started the company.

We need to communicate clearly about who we are.

We feel like the best kept secret in town. No one knows who we are.

Our share price remains depressed.

The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself

Peter Drucker, Management Consultant

Managing marketing aspirations

What 360 Marketing can do

Reach of new groups of potential customers

Generate more value from existing customers

Serve as a thread for equity building over time

Provide consistency across many different channels

What 360 Marketing can't do

Sell a bad product with a negative reputation

Solve all issues with sales from the very start

When 360 Marketing is needed (Continued)

Revitalize a brand

We'd stop all advertising if we could.

We are a great company with market-beating services. Yet we look behind the times.

Our brand does not position us shoulder to shoulder with our competitors.

We have 40 divisions and inconsistent language. We are all over the place.

I'm embarrassed when I hand out my card. It sends out the wrong message.

Everyone in the country knows our brand because we've been around so long. But admit it, she needs to be bought into 21st century.

Start integrated marketing

Sales teams are winging-it. They need great marketing to support their efforts.

We don't present a consistent face to our customers.

We lack consistency and need a new marketing architecture for acquisitions.

Our packaging is not distinctive. Our competitors look better, and their sales are up.

All of our product literature looks like it comes from different companies.

We need to look strong, we are a global company.

Every division does its own thing when marketing. This is expensive and frustrating.

Opportunity is created

We want to send a clear message to our stakeholders that this is a merger of equals.

We want to express that this merger will mean $1 + 1 = 4$.

We want to leverage the brand equity through franchising or licensing.

We need to send a strong signal to the world that we are the new industry leader.

We need a new name.

How do we evaluate our acquisition's brand and fold it into our brand architecture?

Two industry leaders are merging. How do we manage our new marketing systems?

Why invest in marketing?

The best marketing embodies and advances the company's brand by supporting desired perceptions through an array of appropriate mediums and channels. Marketing expresses itself in every touch point of the brand and becomes intrinsic to a company's culture – a consistent reminder of its core values and unique selling proposition. This innate understanding from the inside helps to perpetuate the outward projection of the brand. The brand is the pinnacle of a pyramid; recognition by customers fuels comfort and loyalty and sets the stage for a sale. Stellar marketing demonstrates rather than declares a unique point of view, from the home page of a website to the design of a product to the face-to-face sales experience. It's the amalgamation and consistency of these elements that reinforces the strength and individuality of a brand.

Brands with great marketing are regularly in the media. Business magazines feature such articles as "The Country's Best Places to Work," or "Most Powerful Brands In The World," citing market share and other economic indicators. Practically every book on brand strategy will remind you of the present value of the Coca-Cola brand, which seems to increase even when the economy falters. It is more challenging, however, to measure the impact and value of marketing. If the Coke brand is worth \$74 billion, we can safely assume that the Coca-Cola logotype and brand are assets that have intrinsic value.



Why invest in marketing?

Reasons to invest in 360 Marketing

Make it easy for customers to buy

Compelling marketing presents any company, any size, anywhere with an immediately recognizable image that positions it for success. 360 Marketing helps manage the perception of a company and differentiates it from its competitors. Smart marketing conveys respect for the customer and makes it easy for them to understand features and benefits. A new product design or a better website can delight a customer and encourage loyalty. 360 Marketing makes it easy for customers to buy because of the quality of marketing work created and how it's amplified across the entire marketing mix.

Make it easy for the sales force to sell

Whether it is the CEO of a global conglomerate communicating a new vision to the board, a first-time entrepreneur pitching to venture capital firms, a dentist creating a need for cosmetic procedures, everyone is selling. Nonprofits, whether fundraising or soliciting volunteers, are continually selling. 360 Marketing can work across diverse audiences and cultures to build awareness and understanding of a company and its strengths. By making intelligence visible, 360 Marketing will clearly

communicate a company's unique value proposition. We find that coherence of communications across various digital media sends a strong signal to the customer about the laserlike focus of a company.

Eliminate advertising, market effectively

The goal of all companies is to grow. The role that marketing plays is to bring a company's products and services correctly to the market, facilitating growth through finding and converting new prospects into customers. The changing marketing landscape demands companies have the latitude to move fast and adapt to benefit from emerging trends the second they become popular. 360 Marketing sets a new standard in marketing for business owners and entrepreneurs as it eliminates the need to rely on expensive advertising and gives back their most precious asset - their time.

Half the money I spend on advertising is wasted; the trouble is I don't know which half

John Wanamaker, US Department Store Pioneer



360 Marketing helps clients seize the opportunities others didn't think possible or have the eye to identify. A great marketing strategy resolves the simplest yet most important business challenges: grow your revenues and stay well ahead of the competition. This is what Surf Pacific is all about.

We bring the power of customer and market knowledge to solve the challenges that face your business. It's creativity coupled with a realistic and determined view that your marketing should increase revenues and long-term value. Service is too small a word to capture what we consider to

be our highest priority. When we say "service," we mean that we seek to understand everything we can about your business, so that we are committed to your most-pressing objectives. The foundation of our approach is the trusted one-on-one relationship between you and your dedicated Strategy Director. They will listen to your business goals and anticipate the best path to reach them. They will also coordinate with in-house marketing personnel to breathe life into your marketing and give you a competitive advantage.

Process: marketing audit

› Define the big picture

- Markets served
- Sales + distribution
- Marketing management
- Communications role
- Internal technology
- Challenges

› Request materials

- Existing + archival
- Identity standards
- Business papers
- Sales + marketing
- Digital communications
- Internal communications
- Signage
- Packaging

› Create a system

- Organisation
- Retrieval
- Documentation
- Review

› Solicit information

- Contextual/historical background
- Marketing management
- Communications functions
- Attitudes toward brand
- Attitudes toward identity

Marketing Strategy



Process: marketing audit

▶ Examine materials

- Business papers
- Digital communications
- Sales + marketing
- Internal communications
- Environments
- Packaging

▶ Examine identity

- Marks
- Logotypes
- Colour
- Imagery
- Typography
- Look and feel

▶ How things happen

- Process
- Decision making
- Comms. responsibility
- In-house + webmaster
- Production

▶ Document learnings

- Equity
- Brand architecture
- Positioning
- Key messages
- Visual language



SEO is about achieving Google dominance within your line-of-business. Over 85% of consumers search for local businesses online. Googling has become a ubiquitous part of our daily lives. Make a search, or ask Google a question, and expect to find exactly what you're looking for on the first page of results. Search Engine Optimisation (SEO) is the process of affecting the visibility of your site in a search engine's 'natural' or un-paid ('organic') results.

Web leads originating from SEO efforts are up to 10 times more likely to become customers, as compared to Paid Ads. And fewer of these customers name 'price' as their major deciding factor. There is no doubt your competitors will be vying to be found on the same Google searches, so how does your business stand out? The challenge is to out-optimize your competitors to earn first page, number one positions for every search that will benefit your new customer results.

Exclusively for 360 Marketing clients, we use a leading SEO platform that is currently helping 8400 global brands win in search engine optimisation. Our enterprise technology is the only integrated SEO management resource that combines SEO and business metrics into one-click reports, and provides actionable recommendations on the best opportunities to gain share of organic search traffic, that are actioned as part of 360 Marketing. Our advantage is giving 360 Marketing clients an edge that's difficult for competitors to imitate or gain any advantage over whatsoever.

Google only love you when everyone else loves you first

Wendy Piersall, Internet Entrepreneur



Big Brand SEO

Just a few of the recognized brands using the same SEO technology:



Commonwealth Bank



Adobe



Experience Matters

With more than 150+ years of SEO experience from top organisations:



McKinsey & Company





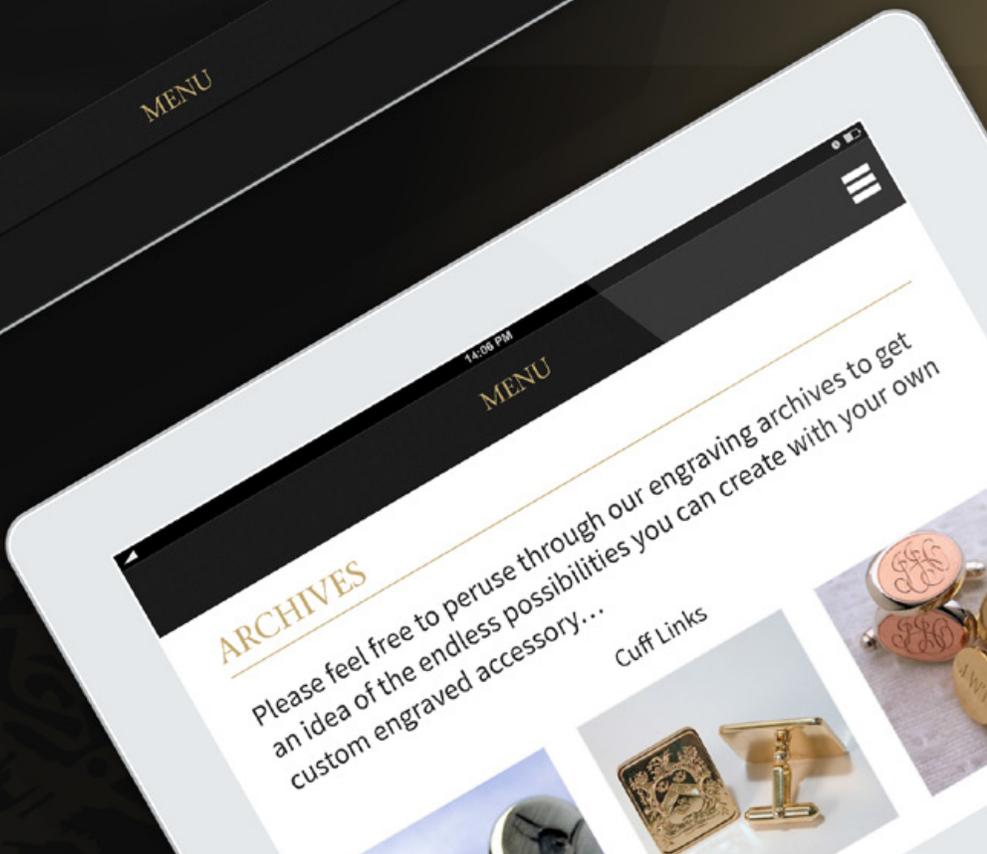
The better you are at using words, the better you are at making money. Ask any sales person or street performer. Ask an entrepreneur. The way you talk to people shapes the result you get. From better communication comes better relationships; from better relationships come better results.

Content marketing is the art of creating exceptionally valuable pieces of information - blog posts, videos, case studies, articles and offers - that speak to your target audience to develop confidence, influence and loyalty for your business. Content is the largest area of focus of 360 Marketing. It is also the most important as it puts wind in the sails of all other marketing and digital marketing channels, including: SEO, Social Media and Lead Conversion.

When it comes to delivering the right customers, content marketing is about understanding the invisible due diligence cycle that exists with all prospects and helping move through the decision making process up to a successful point of sale. We help our clients make the most of the words they use: to set out their vision, to explain their ideas, to fire up their people, to win and keep their customers.

The best content marketing shouldn't feel like marketing at all

Jasmine Walker, Strategy Director at Surf Pacific





Since the beginning of time, the need to communicate has emerged from a set of universal questions: Who am I? Who needs to know? Why do they need to know? How will they find out? How do I want them to respond? Individuals, communities, and organisations express their individuality through their brand. On the continuum from the cave paintings at Lascaux to the digital messages transmitted via satellite, humanity continues to create an infinite sensory palette of visual and verbal expression.

Behind every success story is a carefully planned and executed brand strategy. And this is what we do for our clients. Create brand strategy that will elevate their

position in the marketplace, make them feel better about themselves, win new customers, and retain the customers they want to keep.

We start the process by getting a thorough understanding of who you are, what you do, how you got here and where you want to go. Your dedicated Strategy Director will take the time to find out what makes you unique, learn about your line of business, your customers and your competitors. Then, through design, we will reposition your business so that it powerfully resonates with the people who touch it.

Design is a funny word. People think design means how it looks. But of course, if you dig deeper, it's really how it works.

Steve jobs, Co-founder of Apple Inc.



Surf Pacific's four disciplines of design

Brand Creation

Brands are not what you say they are. They are what your customers say they are. Your brand is the sum of many parts – colour, illustration, tone of voice, typography design and style - all working together. We help clients master their perception and leave the right impression.

Digital Design

We know that intuitive, intelligent and emotive design can move people to action. Yet, we also believe that successful digital design is not about pretty pixels. It needs to positively impact bottom-line objectives. More sales, higher conversions, greater loyalty or a more engaging online experience.

Print Media

From information memorandums for property developers to brochures for dentists, through to catalogues for retailers to direct mail solutions for luxury brands, we can provide you with printed product literature that creates engaging responses and strong brand exposure.

Direct Marketing

A precisely tailored and targeted piece of creative direct mail can deliver the right response when it lands on the welcome mat of your potential customer. From idea brainstorming and creative design through to the final printed product, 360 Marketing has your direct mail needs covered.



The best websites understand their customers and respect their needs and preferences. A company’s website should quickly answer these questions: “Who is this company? Why does anyone need to know? What’s in it for me?” Engaging content, sound, movement, and colour create a walking, talking interactive experience, bringing the company personality to life. A website is the next best thing to reality, and in some cases it is more efficient, more user-friendly, and faster. The customer is in charge.

The internet opens a no-pressure sales environment, and in just one click, a competitor is waiting. We believe there is a link between great design and commercial success. At Surf Pacific, we create websites designed with your audience in mind. Clean, elegant and user-friendly designs are proven to be the best. Our audience-centric development philosophy means a harmony always exists between function and the website appearing aesthetically pleasing.

The Internet is becoming the town square for tomorrow’s global village

Bill Gates, Founder of Microsoft

Process: website design

- | | | | |
|---|---|--|--|
| <p>▶ Initiate plan</p> <ul style="list-style-type: none"> Set goals Establish project team Identify audiences Define key messages Revisit positioning Set priorities Draft project plan Define success | <p>▶ Build groundwork</p> <ul style="list-style-type: none"> Map competitor audit Gather audience data Find content sources Explore tech issues Assess resources for ongoing site updates Evaluate existing site Revisit goals and set strategies | <p>▶ Define structure</p> <ul style="list-style-type: none"> Outline content Map content Define logical relationships Create user scenarios Postulate visitor’s personas and model Build wire-frame prototypes Test prototypes | <p>▶ Prepare content</p> <ul style="list-style-type: none"> Set editorial calendar Plan for content changes Identify existing content Rewrite text for web Commission new content, visual or media assets Review content in screen context Edit and proofread text |
|---|---|--|--|



Process: website design

Website Basics

Keep site goals, audience needs, key messages, and brand personality central to each decision about the site

Anticipate future growth. Measure, evaluate, change

Site structure should not simply reflect organizational structure - what should it also reflect?

Do not force content into counterintuitive groupings

Write content specifically for the web

Conduct A/B split testing and usability testing

Observe etiquette. Alert visitors when a screen may load slowly, or where a link leaves your site

At each stage ask: Is the message clear? Is the content accessible? Is the experience positive?

► Create visual design

- Colors, tone, metaphor
- Grid placement
- Graphic elements and text
- Navigational cues
- Layouts of key screens
- Planning display on small screen devices
- Interfacing for media
- Prototyping with users

► Technical design

- Strategy for data and apps integration
- Static vs dynamic screens
- CMS option
- Transaction flow design
- Quality assurance plan
- Security + scalability
- Technical specifications
- Locking feature set

► Finalise development

- Production of graphics
- Coding of templates
- Content freeze
- Inserting content into screens
- Approval of beta site
- Quality tests of beta site
- User tests of beta site

► Launch and maintain

- Promote site launch
- Complete style guide
- Optimise site for search engine performance
- Maintenance plan
- Monitor user paths
- Measure success
- Test ongoing usability



Customers socialise on many different platforms. Facebook has over 955 million monthly users, Twitter has 107 million accounts and LinkedIn boasts 63 million members. Since 2005, social media activity has grown by a staggering 715% and it's showing no signs of slowing down. For most of us, social networking is the number one daily activity of communication. Yet many successful business owners and entrepreneurs shudder at the thought of having to maintain several social media accounts on a daily basis. With 360 Marketing, we manage our clients social media for them, so they don't have to.

Being active in the social media space is critical for any business of any size. Our team use incentives, promotions and competitions that encourage your users to respond, share and engage with your business. This puts a very personal touch on your brand and creates a positive two-way relationship with your clientele.

Over 75% of consumers are reported to have considered online reviews when determining which local business to use. Your online reputation affects customer-buying decisions. What customers are saying about you, your staff, your products and your services online, matters. Google Reviews, Trip Advisor & Yelp Reviews are growing at a phenomenal rate. Now, more than ever before online recommendations and reviews are playing a vital role in how customers make their buying decisions.

Sustaining a positive outside perception is a vital part of 360 Marketing as it contributes to the survival of your business and the success of all marketing efforts. Surf Pacific deploys several proven strategies to accentuate positive reviews and eliminate or neutralise bad reviews that can be harmful to the future health of your business.

**Social media is not an improvement to modern society, it is a challenge to it.
Cool posts and kind comments make friends.**

Tristan Lal, Strategy Director at Surf Pacific





360 Marketing covers the media placement and buying of: Search Advertising, Social Media Advertising and Mobile Advertising, enabling us to reach your potential customers wherever they are online. Businesses that require traditional channels to be part of their marketing mix can rely on us to deliver their campaigns across a number of other mediums and channels, such as: Newspapers, Magazines, Radio and Sponsorships. While we're not tied to one particular advertising avenue, Google AdWords proves itself to be the most effective for the majority of businesses.

Pay Per Click Advertising can provide local prospect leads that have already made the decision to buy what you sell. Engaged correctly, online advertising has some obvious advantages. For example, seeds planted for SEO often take a few months before they grow. Whereas leads produced

by pay per click are instant. This can be useful to create brand awareness for new products or services, or to fill up a consultation book in forecasted quiet spells when new customers are most needed.

We have no vested interest in how much, for how long, or where ad dollars are spent. Many marketing providers take between 15% and 40% on top of your actual advertising spend. This is justified as a 'management' fee. With 360 Marketing things are done differently. Our only criterion is that your campaign delivers the highest possible result. By not taking commissions, Surf Pacific are not tied to one particular channel or platform. Unlike other firms, the frequency and budget of ads aren't a concern for us. In short, our interest is aligned with yours.

**The more informative your advertising,
the more persuasive it will be.**

David Ogilvy, Founder of Ogilvy & Mather

Thank you the VAC Group

Please find our capability statement

Vacuum Excavation and Utility Location Services

As an ISO certified company, the effective solutions to protect underground assets, by supplying asset location, mapping and safe excavation services.

Vacuum Excavation

The VAC Group fleet is proudly designed and manufactured in Queensland.

Our purpose-built vacuum excavation units are available 24/7. Units range from small 2WD and 4WD trucks to larger units, all of which have the capacity to operate within a 100m radius from actual work locations. Unlike other imported excavators in the Australian market, our vacuum excavation plant has been designed to suit Australian landscape and ground conditions.

Our Engineers have developed novel engineering solutions that deliver the fastest and most productive vacuum excavation services. This enables us to offer fixed contract, per meter and hourly services to our clients. "Lost Time Injury (LTI) Free".

We pride ourselves on our award-winning Safety management system and our ability to consistently deliver services to our clients. "Lost Time Injury (LTI) Free".

Our operators have a diverse range of skills and experience in the industry, and coupled with positive attitude and strong work ethic, our customer service reputation is exemplary.

1300 822 834 • VACGROUP.COM.AU • RECEPTION@VACGROUP.COM.AU

1300 822 834 • VACGROUP.COM.AU • RECEPTION@VACGROUP.COM.AU

Utility Location

The VAC Group offers Utility Locating crews, which use fully accredited and the latest technology available. Including:

- Radio detection SQ9000
- Vivax Pro, Byst 58-20 and 58-60
- Full induction cable location equipment

Safe excavation equipment includes gas detection and pit and trenching systems. We also use GPS 3-Dimensional Ground Penetrating Radar (GPR) units to assist in locating non-traceable underground services as well as other utilities.

We can provide survey-quality GPS, positioning and/or robotic total station survey of pit and trench, and can convert this to CAD file to be downloaded into design plans.



Combo Units

A lot of the time you come to us for a job where all you want to do is locate a few underground services, usually the depths with vacuum excavation. However, it becomes non-feasible because of the cost to have a service located and vacuum truck rental for a short period of time. At VAC Group we have brought Earth 500 and VAC-1000 together to produce our "combination unit".

There is also a...
make this...
of equipment...
prudent...
of equipment...

Bob Saw

Non-Destructive vacuum excavation is the recognised industry standard for utility exposing buried services. However, in many instances these services are located under asphalt or concrete pavements. The removal of these surface layers is generally undertaken in a combined process, employing a diamond saw and truck trailer about as far from a non-destructive technique as possible.

Any service embedded in or immediately below the underside of the slab will inevitably be damaged in the process, risking a major catastrophe or worse failure.

The VAC Group have developed and grown a unique Bob Saw that combine a 300 star metalised BOCK SAW that works in conjunction with a vacuum excavator allows the efficient removal of asphalt or reinforced concrete.

The resultant trenches are very straight and dimensionally available in widths from 100mm to 250mm and depth ranging from 100mm to 1.5m.

Utility owners who have witnessed the VAC Group Bob Saw towards establishing this as the approved process for re-undertaking the vacuum excavation process.

BRISBANE • GLADSTONE • ADELAIDE • SYDNEY • CHINCHILLA • MELBOURNE



What are you trying to communicate about your brand and/or business? What does your target audience actually care about? We work with you to define and refine a game-changing set of key messages which will then form the cornerstone of our entire communications campaign. We connect consumer, corporate, technology and brands with their target audiences, generating media endorsement and audience engagement to deliver a real commercial advantage for our 360 Marketing clients.

A powerful press office function lies at the heart of all successful PR campaigns. We pride ourselves on a proactive 'sales-led' approach to placing and selling-in stories to drive maximum press coverage.

Adding commercial value is at the heart of everything we do. We get under the skin of our clients, absorbing their values and identifying their objectives, before planning challenging activity that will deliver against their expectations. The proof is transparent – we check back against pre-agreed activity to ensure we're on track every single month of the campaign.

Surf Pacific nurture and protect your reputation by monitoring how your brand is perceived, and address any reputation issues. As our clients' trusted partner, we're perfectly placed to bridge the gap between how you view your company and how others perceive you.

It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.

Warren Buffet, CEO of Berkshire Hathaway

What clients are saying about us



We thoroughly enjoy working with the full team, and the various experts in their fields at Surf Pacific, and my Strategy Director has been outstanding. Our emails and enquiries are always dealt with very promptly and precisely. Our social media has also been given a real boost by the Surf Pacific experts. It has been several years now working alongside this company and we wouldn't ever look at going elsewhere.

Surf Pacific gives "Good old fashion service".
Thank-you all. Kind Regards Dr Jane and the team.

I consider Surf Pacific as our website's behind the scenes dream team. From cutting edge and eclectic designers to progressive coders and creative writers. No question is too silly or problem too big for the crew and they always answer quickly and in a friendly manner. I have had hundreds of comments on our new website and it has even been recognised as one of the better charity websites in QLD on looks and fundraising effectiveness.

I wouldn't hesitate in recommending the Surf Pacific dream team to anyone.
Two thumbs up!

We knew what we didn't want, but producing what we wanted was the brainchild of Surf Pacific. After a single telephone conference, they set about creating something eye-catching, informative, simple and targeted that captured our ethos and uniqueness. When they said they would do something, they did it within the timeframe agreed, and we quickly formed a relationship based on trust and respect for their professional approach.

Given the option, I would only have changed one thing; I would have gone to Surf Pacific earlier.



Dr Jane Paterson
Plastic Surgeon



Brooke Whitney
AWLQ



Dr Colin Priestland
NQ Surgical Dentistry



360 Marketing Plans

Surf Pacific invites you to experience all that 360 Marketing has to offer, with a subscription designed especially for you. Four memberships are available to suit your budget and individual situation.

Call your Membership Director on 1 (888) 261-6629 to start planning your first year of incomparable marketing today.



Effective

12hrs/MONTH

Initial consultation with Strategy Director

Short-term objectives mapping

Monthly report outlining work undertaken, hours used and the number of hours remaining

Call tracking and advanced analytics

8 month review + monthly strategy meeting

\$2,495 / MONTH

Existing client rate
\$1,995 / MONTH

Min. 12 month term



Competitive

20hrs/MONTH

Initial consultation with Strategy Director

Short-term objectives mapping

Monthly report outlining work undertaken, hours used and the number of hours remaining

Call tracking and advanced analytics

6 month review + monthly strategy meeting

\$3,625 / MONTH

Existing client rate
\$2,895 / MONTH

Min. 12 month term



Performance

40hrs/MONTH

Initial consultation with Strategy Director

Short and long term objectives mapping

Monthly report outlining work undertaken, hours used and the number of hours remaining

Call tracking and advanced analytics

4 month review + monthly strategy meeting

\$5,995 / MONTH

Existing client rate
\$4,795 / MONTH

Min. 12 month term



Enterprise

100hrs/MONTH

Initial consultation with Strategy Director

Short and long term objectives mapping

Monthly report outlining work undertaken, hours used and the number of hours remaining

Call tracking and advanced analytics

2 month review + monthly strategy meeting

\$14,995 / MONTH

Existing client rate
\$11,695 / MONTH

Min. 12 month term

360 Marketing Plans

How will my time be spent?

Here is how the average 360 Marketing client time is deployed each month. This an example, clients are ultimately free to use their time in any combination they feel most suits their business in any month.



Effective

12hrs/MONTH

1hr
Marketing Strategy

2hrs
SEO

4hrs
Content Marketing

2hrs
Design & Branding

1hrs
Web Development

2hrs
Social Media



Competitive

20hrs/MONTH

2hrs
Marketing Strategy

3hrs
SEO

6hrs
Content Marketing

3hrs
Design & Branding

2hrs
Web Development

3hrs
Social Media

1hr
Advertising



Performance

40hrs/MONTH

4hrs
Marketing Strategy

5hrs
SEO

12hrs
Content Marketing

5hrs
Design & Branding

5hrs
Web Development

5hrs
Social Media

2hrs
Advertising

2hrs
Public Relations



Enterprise

100hrs/MONTH

12hrs
Marketing Strategy

12hrs
SEO

26hrs
Content Marketing

10hrs
Design & Branding

10hrs
Web Development

14hrs
Social Media

6hrs
Advertising

10hrs
Public Relations

About Surf Pacific

Surf Pacific is known for transforming businesses and driving profitable growth through its market-leading 360 Marketing solution.

We produce marketing for small and medium businesses that goes unchallenged. We understand it's people who power the best results. This is something that cannot be automated and it can't be faked. It's what energizes a business with leads that will ultimately allow them to grow.

What we offer is not just SEO, Content Marketing or Social Media. Digital Design or Web Development. DM or PR. It's all that and more. Surf Pacific is a one stop marketing provider that provides clients with the power to connect with their customers – eliminating the need for expensive advertising and marketing personnel.

Delivering results is our currency. This requires a mix of imagination, human resolve and sharp strategy.

That's our magic.



START
STOP
ENGINE



Begin the conversation about 360 Marketing with us
By phone 1 (888) 261-6629 By email sales@fivestarclinics.com

FIVESTARCLINICS.COM