

Grow your business with clarity!

Complete our Marketing Mastery Checklist to ensure you have:

- ✔ Sound marketing strategy
- ✔ Beautiful branding
- ✔ A website that works
- ✔ Social media that sells!



pixelco
CREATIVE & MARKETING

B O D
F O O D

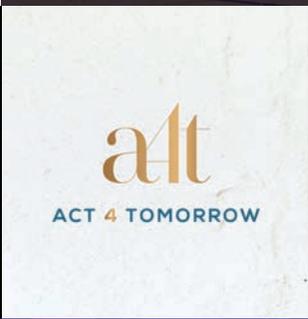


& RECOVER



LUXE

BATHROOM RENOVATIONS



aIt

ACT 4 TOMORROW



GENINE HOWARD



Be Kind
NATURAL LIVING



Miss Music
WEDDING DJ



ChezB
PROPERTY
STYLING



ULTIMATE
SPEAKER
YOUR VOICE.
YOUR MESSAGE.



DR HUGO PIN
VASCULAR + COSMETIC CLINIC

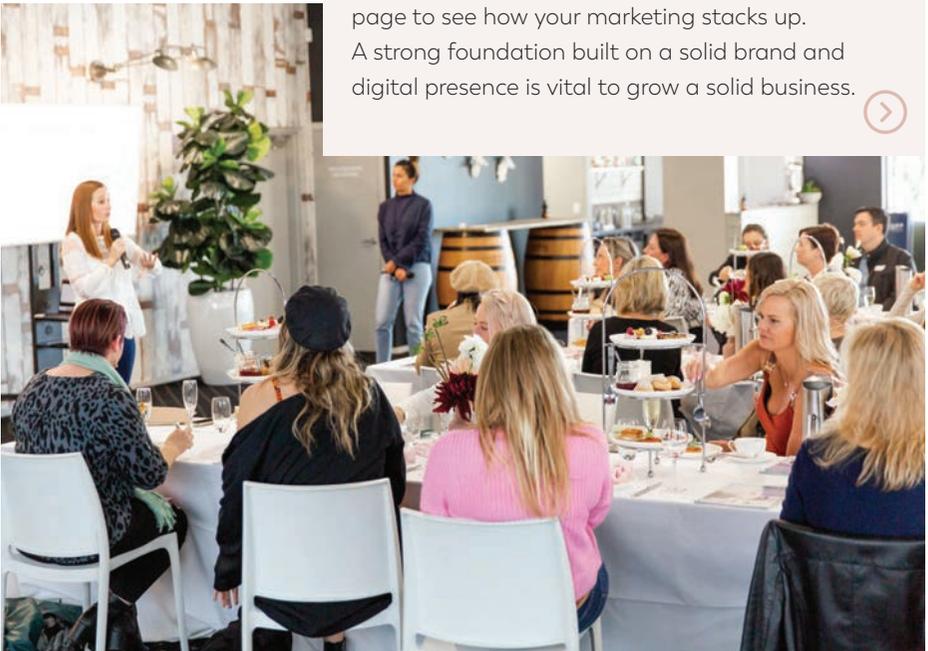


VIGOUR
massage

We love what we do, and we do it damn well.
Our purpose is to make marketing easy for you, through sound strategy, quality design and digital marketing.

Pixel Co Marketing Mastery Checklist

Take the Marketing Mastery Checklist over the page to see how your marketing stacks up. A strong foundation built on a solid brand and digital presence is vital to grow a solid business.



Sound strategy.

When you don't know where you are going, it's hard to know **how to get there.**

We work with clients in all industries. By taking a deep dive we look at where they are now and clearly articulate where they want to be. Then we outline the steps they need to take to get there.

This is not fluffy 'marketing' jargon. We are interested in the tactical, step-by-step actions they will need to take tomorrow, the next day and the day after, to move the needle forward in their business.



Clarity is key and so working on your marketing strategy is the first step to building your ideal business.

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All successful businesses require a full range of marketing initiatives and it is hard to find a company that is experienced across all channels. I know how frustrating it can be to find the right company who can show positive change and make you completely at ease knowing that the processes are automated towards locating your ideal customer and can provide reporting to prove positive results. Pixel Co have fresh creative, an experienced and trustworthy team with a human touch. Kara and her team have proven to me that they are able to provide all of our company needs and they can think outside the box to meet my goals. Persistent in finding your ideal clients with sound strategy, quality work and their advertising knowledge ensures great conversion.

PIXEL CO CLIENT: Founder, National Agri-Fertiliser Company, Auckland, NZ

Sound Strategy Checklist

Tick the items you can say 'YES' to and write answers where appropriate:

What is your business name?

Is your business new or existing?

What industry are you in?

What geographic do you operate in?

What do you sell?

Do you know your exact target market(s)/ customer avatar(s)?

List how you currently generate leads:

List the platforms you currently market on:

Do you have a marketing plan?

Do you feel that your business is marketing consistently on at least three platforms?

Do you have a lead generation formula that generates leads or customers on autopilot, without your input?

What makes you better than the next guy? What is your USP (Unique Selling Proposition)?

Do you measure your lead source 100 per cent? Which tactics generate the best results – leads, conversions, or sales?

Are you capturing lead details daily, to build a robust marketing database? If so, how?

Is the call to action on every piece of your marketing loud and clear? Does the prospect know exactly what to do next after reviewing your marketing materials?

Does your offer deliver real value to the prospect? Do you explain this value proposition in your marketing messaging?

Beautiful branding.

If you have to look at your brand every day for years, it makes sense to design something you love.

Your brand should appeal to your target market and be something you are proud to show off at every opportunity. It is the face of your brand, especially when you are not there. So don't overlook this key element to your business. A strong brand is a great foundation for a strong company.



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I probably didn't truly realise how much I needed a rebrand until it was done. I didn't dislike my old brand - but client feedback indicated perhaps my brand didn't send the high-end message I thought it did.

My new look has been so well received... it has taken my business to the next level.”

PIXEL CO CLIENT: Founder, Blink The Eyelash Expert, Queensland, AUS

Branding Checklist

Tick the items you can say 'YES' to and write answers where appropriate:

- Do you have a logo/mark for your business?
 - Do you have a set of guidelines for all marketing collateral that includes your fonts, your exact branding colours, your image style?
 - Do you have a style of 'speaking' or 'writing' that is consistent across all communications? (i.e formal, professional, friendly, relaxed, hip, bubbly etc.)
 - Do you have professional photography of yourself and/or your team?
 - How long have you had your current logo/mark for?
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- Are you proud of your logo that you currently have, representing your business?
 - Is your logo showing your business in the best possible, professional light?
 - Do you need to rebrand, or refresh your brand?
 - Is your brand identity (logo) being consistently used in all applications (website, uniforms, social media, signage, email signatures, newsletters, banners etc)?
 - Are your sales brochures, displays, and sales demonstration tools accurate, complete, and up to date?
 - Does your brand effectively differentiate you from every other supplier in your marketplace? Is it recognisable and clear?
 - Do you have a tag-line that clearly articulates your value proposition/difference in all branded assets? What is it?
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What is your brand personality, tick all that apply.

- AFFORDABLE
- FOR THE AVERAGE PERSON
- ONLY FOR THE ELITE
- SIMPLISTIC
- HIGH-END
- SOPHISTICATED
- LUXURIOUS
- FEMININE
- MASCULINE
- CHILDISH
- PLAYFUL
- SERIOUS
- PROFFESIONAL
- QUIRKY
- MODERN
- ULTRA COOL
- MINIMALIST
- HIPSTER
- VINTAGE
- FRESH
- HAND DRAWN
- ORGANIC
- NATURAL
- STRUCTURED
- BRIGHT
- LOUD
- YOUNG / MATURE
- EXPENSIVE
- MID-RANGE PRICE
- AFFORDABLE
- CHEAP
- HIGH QUALITY
- AVERAGE QUALITY
- LOW QUALITY
- FAST

Note: Your brand personality isn't YOUR personality. Don't get them confused!

Websites that work.

A beautifully designed website, that works hard to convert visitors to customers is an essential member of your team.

Your website is often the first interaction your potential client has with your business. In seconds you, your business, your quality, your attention to detail and your credibility have all been judged.

Make sure your website is putting your business's best foot forward and works hard to save you time, money and delight your visitors, helping to move them through to become customers.



Website Checklist

Tick the items you can say 'YES' to and write answers where appropriate:

- What is your URL/domain name?

- Is your website branded clearly with your logo?
- Is all of the content and imagery throughout your site on brand?
- Does your website best represent your brand as the first interaction customers often have with your business?
- On quick glance (within 3 seconds), does it clearly state what you do, and what you sell?
- Does your website have professional and engaging words/copywriting?
- Does your website use professional images?
- Is it easy for users to navigate around the site and to engage or buy from you?
- When was the last time you had your website reviewed/audited by a third party user for feedback?

- Do you have buttons located throughout your website to make it easy for visitors to take the next step?
- Is all information available in 3 clicks or less?
- Does your website load fast?
- Are you delivering high-value content on your website that establishes your credibility?
- Is your website built around the needs and interests of your visitors? Does it articulate their pain points and show them solutions?
- Is your website regularly updated with new content, articles, social media feeds or podcasts?

- Is your site optimised for search engines?
- Is your website easily editable by you, without needing to go back to a web developer every time?
- Do you update your website software monthly, and backup your site daily to prevent security issues and to save you time and money if you site gets hacked?
- Have you compared your website with your competitors to see how it stacks up?

Does your website include automation that saves you time on repetitive tasks such as phone calls and emails? Tick those that apply:

- Take enquires and messages
- Schedule appts in your calendar
- Follow up and reminder emails for booked appointments or new customers
- Offer lead magnets
- Take newsletter signups to grow your database
- Connect to your database to input leads/customer data
- Dynamically update content based on your social media feed
- Sell physical products
- Send receipts/invoices
- Provide customised quotes based on user inputs
- Have countdown timers for limited time offers
- Onboard customers to your online course or membership platform, send emails with instructions
- Do you answer common questions with an FAQ section?
- Do you have a chatbot to greet people and take enquiries?
- Schedule appts in your calendar
- Auto publish blogs to your social networks?

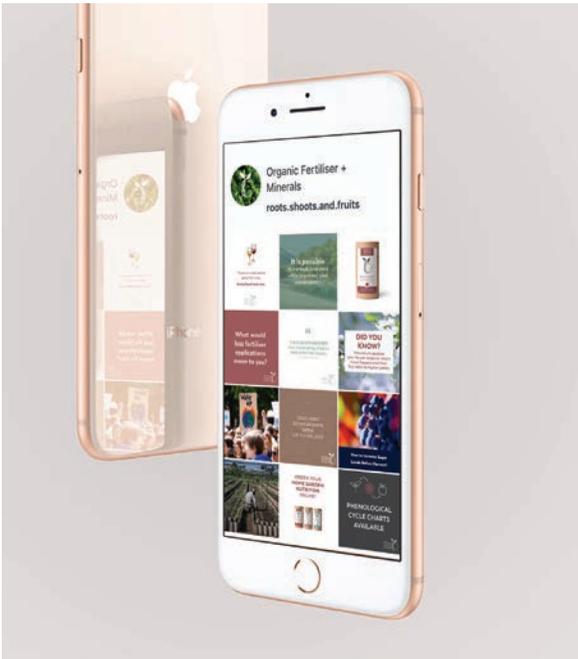
Social media that sells.

Spend less time doing the things on social media that don't bring you closer to your goal.

Organic social media is vital for building credibility, professionalism and providing information to your clients just as your website does. However, for small to medium businesses, it is not a source of new lead generation.

In order to expose new leads to your business you need to consider paid advertising as part of your holistic marketing plan. And we're not talking about boosting organic posts!

If you want to understand how an online sales funnel with paid social media ads can generate new leads into your pipeline, book a call with our team today.



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Running paid ads for my custom building company has definitely galvanised my pipeline with quality leads and an insane ROAS.”

PIXEL CO CLIENT: Luxury Builder, Northern Territory, AUS

Social Media Checklist

Tick the items you can say 'YES' to and write answers where appropriate:

ORGANIC SOCIAL MEDIA (POSTS)

- Which ORGANIC social media platforms do you use for business? If so, which ones?

- Do you have business accounts on these platforms or are they personal accounts?
- Do you have professional imagery and branding for your profile pic and banners?
- Do you post consistently across all of your channels? How many times a week?

- Do you batch schedule all of your organic posts once a month to save you time and stress?
- Do you get engagement? Do people interact with you?
- Is your audience growing?
- Do you generate enquiry/leads through social media?
- Do you want to generate more leads/enquiry through social media?
- Did you know that only around 5% of your audience will see your organic posts on social media, and that number is declining as the platforms get busier?
- Do you answer your social media comments and direct messages within 2-6 hours?
- Do you outsource your social media management (organic posting or paid advertising) to save time?

PAID SOCIAL MEDIA (ADVERTISING)

- Do you PAY for any advertising on any social media platforms? If so, which ones?

- Do you know what your cost per lead or acquisition is on your paid social media advertising campaigns?

- Do you understand how to turn your Facebook and Instagram ad campaigns into a long term lead generation funnel that drips out leads consistently?
- Do you have paid ads alone, or do you also have an online sales funnel that takes people on a journey through various landing pages to collect data and deliver value?
- Do you retarget your audience with an appropriate (different) message to your top of funnel leads?
- Do you nurture your leads offline after they have come through your sales funnel/ads? How?

Need help?

If you are looking for a creative partner who can show you how to build your ideal brand and generate more leads, stress-free, book a complimentary call today.

Book your free 30-minute strategy call today.

Book online at pixelcocreative.com.au



Your new
marketing BFF.

pixelco
CREATIVE & MARKETING