



# Capability Document

Marketing made transparent

# Experts & Specialists

Marketing made transparent



**David Dinh**  
Advisor

Bachelor Laws, Bachelor  
Applied Finance

20 years of technology experience. Three successful exits in technology, Australia technology innovation winner, PWC Innovation Award and Intel Enterprise Technology award. New York VC backed AI startup.

**Arthur Truong**  
SEO Specialist, CTO

React, NodeJS, Mobile  
Apps, Websites

10 years of software development experience and more recently in positions including CTO, Lead Developer and SEO Specialist in Australia. Deep expertise in property and legal technology in Australia.



# Global - Woveon.com

Marketing made transparent

**woveon** Platform About Use Cases Resources Blog

## Customer Business Intelligence

Billions of conversations. Millions of customers. Single Customer View.

View it Work It

### WHY WOVEON?

Woveon is the only technology that has the power and efficiency to stitch billions of customer data points such as live conversations with internal data systems to suggest optimal response workflows, recognizes compliance violations, and automates repetitive agent research. Companies use us to enhance their existing live chat, AI services and business automation processes.

### CUSTOMER INFORMATION

Without siloed information and disjointed interactions, organizations can better serve customers with a holistic view of their customer journey. See any customer's relevant conversational, transactional and behavioral data in a single customer view.

Check out what we connect.



## Valuation

Helped the New York City company increase valuation from \$USD1.5m to \$USD12m



## Growth

30% month on month growth in organic traffic and enterprise user persona visits.



## Time-frame

- 12 months for organic SEO.
- 24 months for valuation increase due to additional lead generation.

# Local - DavesDeals.com.au

Marketing made transparent



## Valuation

Started as a garage operation on eBay, in Castle Sydney, to become a \$5m per annum revenue company and eventual company acquisition.



## Growth

45% month on month growth in organic traffic. Dominating the childrens books and toys specific topic categories



## Time-frame

- 9 months for organic SEO. Over 12K in customer signups.

# What We Do

Marketing made transparent

## 532 Marketing

We have a 5 phase Marketing Strategy Program – a consistent, coordinated approach for attracting ideal clients. Proven with success after success for over 200+ projects.



### Winning formula

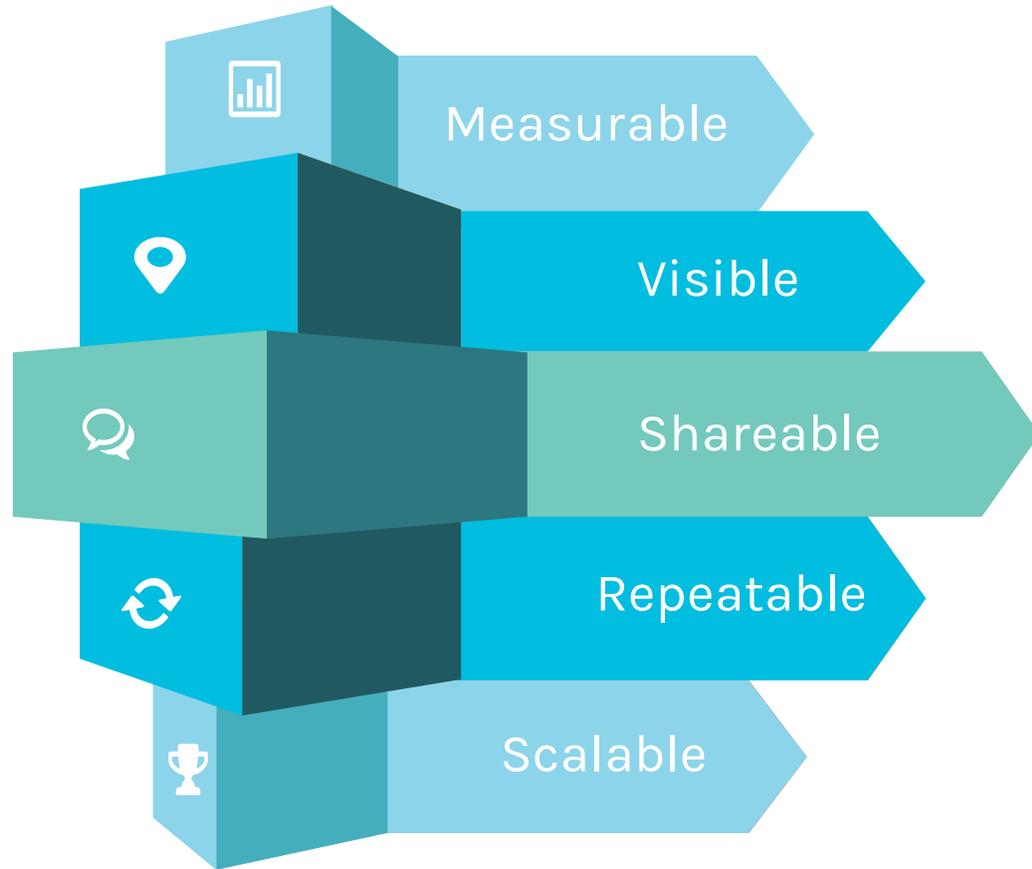
All our successful marketing campaigns contained five elements: **measurability, visibility, shareability, repeatability and scalability.**

### High Growth & Conversions

We focus on helping businesses achieve high growth, high conversions around our winning formula.

# Our formula

Marketing made transparent



## Measurable

- We ensure all businesses understand based on data what is working for them and what is not, so we can make smarter marketing decisions.

## Visible

- The starting point for any successful business is to be found across the relevant target customer digital channels, locally or globally.

## Shareable

- Customer loyalty, brand loyalty is driven by repeat customers who will advocate or engage with your business. Content clustering is our tool.

## Repeatable

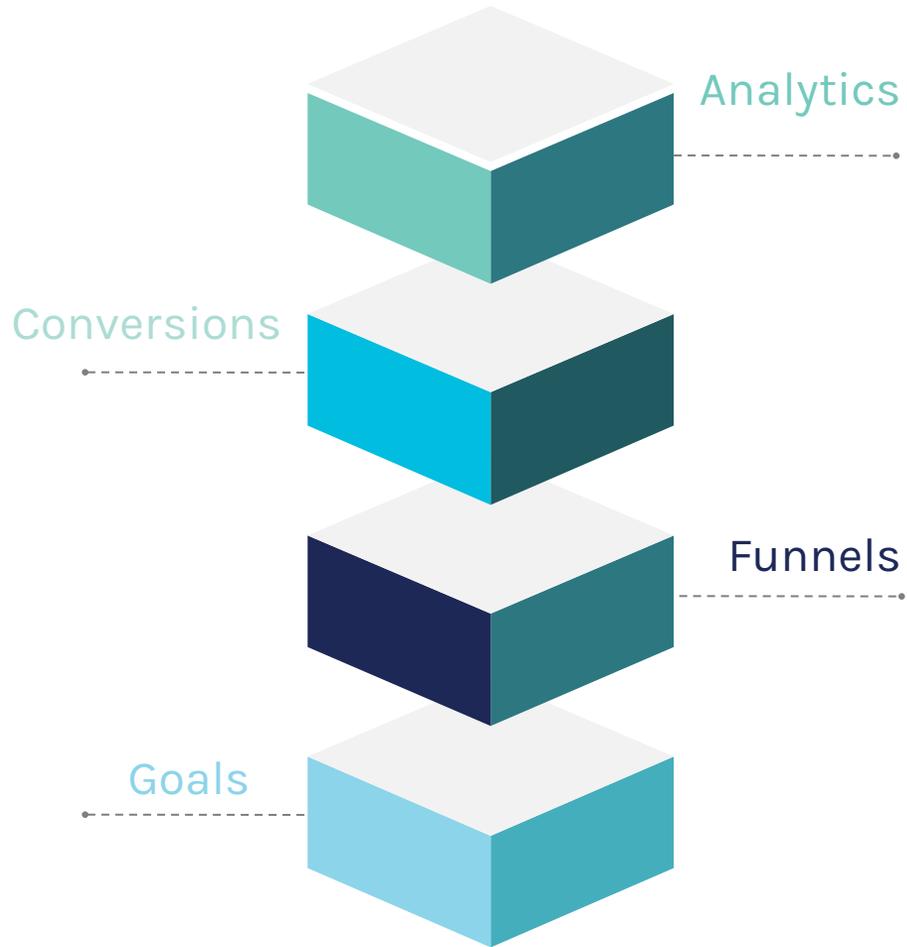
- Marketing works when it can be repeated again and again month after month. Our strategies provide long term repeatable results.

## Scalable

- We work on strategies that scale up so your business can attract the entire audience rather than an individual.

# Measurable

Marketing made transparent



## Tags & Analytics

Our data team can setup, configure and track the widest coverage of the entire customer journey and channels arriving at your business.



## Tracking & Conversions

Understand when, where and how your customers are converting into customers. Identify touch points where customers have bottlenecks to convert becoming customers.



## Funnels

Understanding growth and metrics of the business driving sales. We help scope out and measure success of the acquisition, activation, retention, referral and revenue stages of your customer journey.

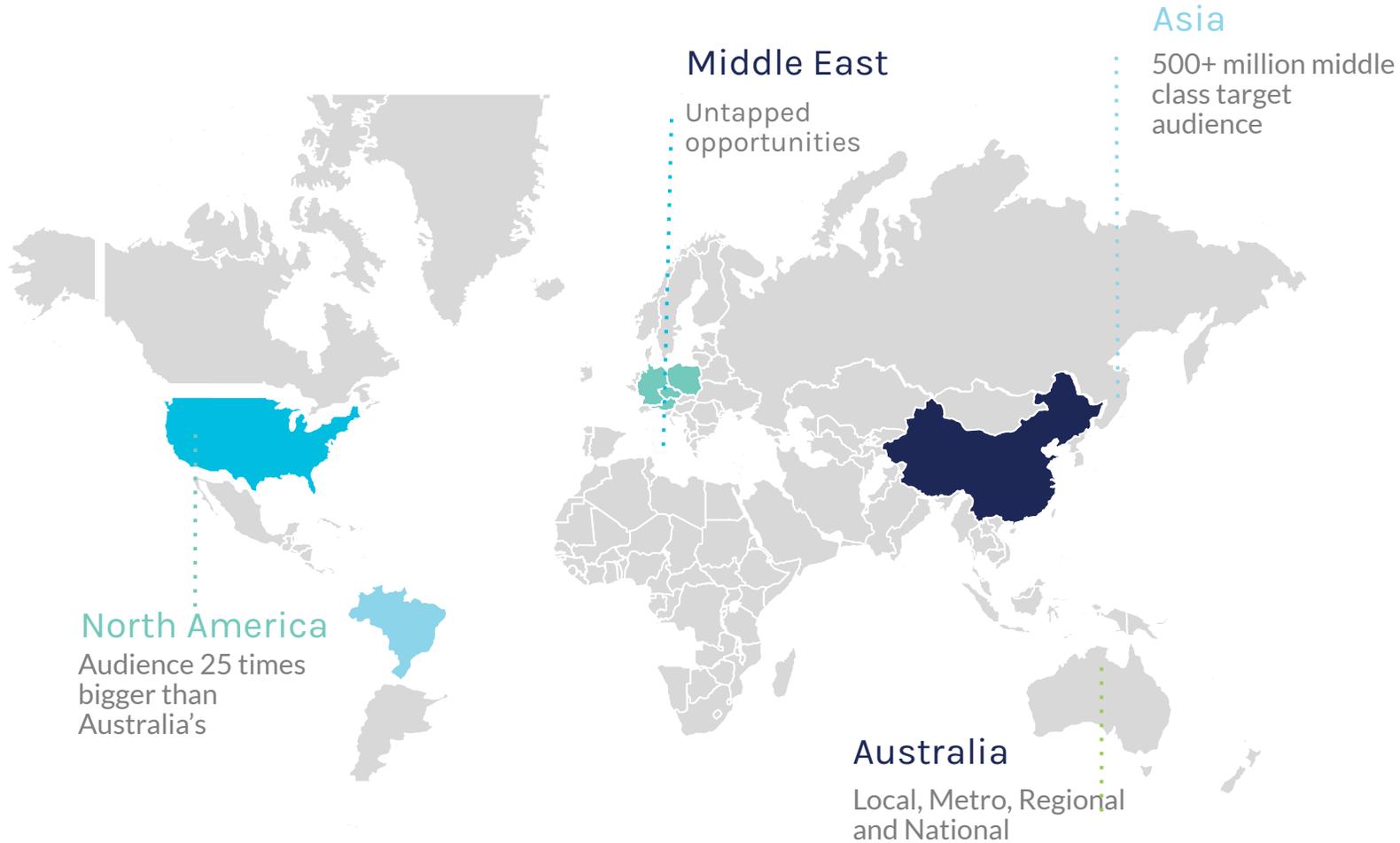


## Goals

Track the success of your marketing campaigns using goals. We can use goals to track the behavioural activities of website visitors to optimising the brand experience.

# Visible

Marketing made transparent



## Grow in new markets

Where other marketing organisations stop at either the local or national level, we have helped companies expand into international markets, market to Asia and also launched products and services globally.



### Focus on NAP

We ensure all relevant listings are consistent and accurate.



### Localised content

Through localised content market, we can attract the right audience.



### Localised Call to Actions

We focus on the pitch and USPs that drive an action to “do something”.

# Shareable

Marketing made transparent

## Great businesses are shared

We believe great businesses have content that sells, is optimised for SEO and follows a strategy to attract customers to their business.



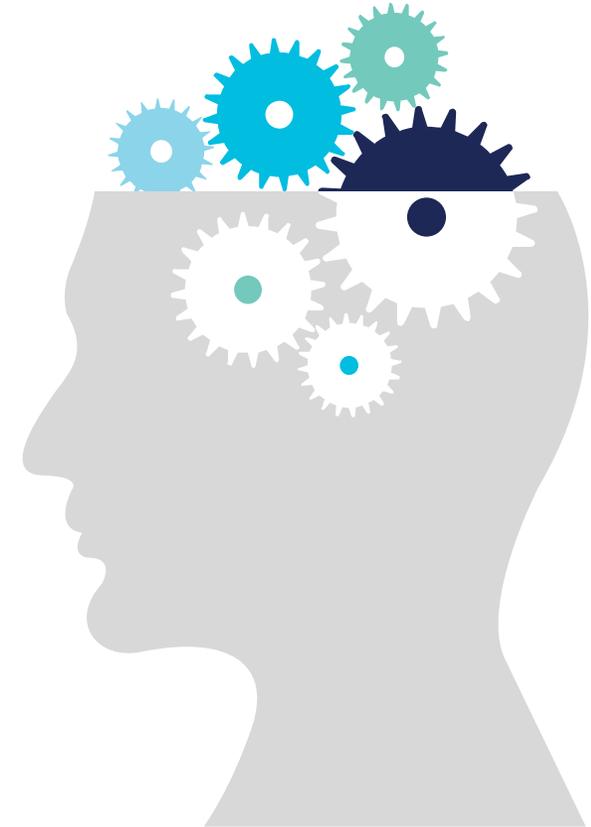
### Email marketing

We focus on high conversion email campaigns. Segment and target unique campaigns to repeat customers.



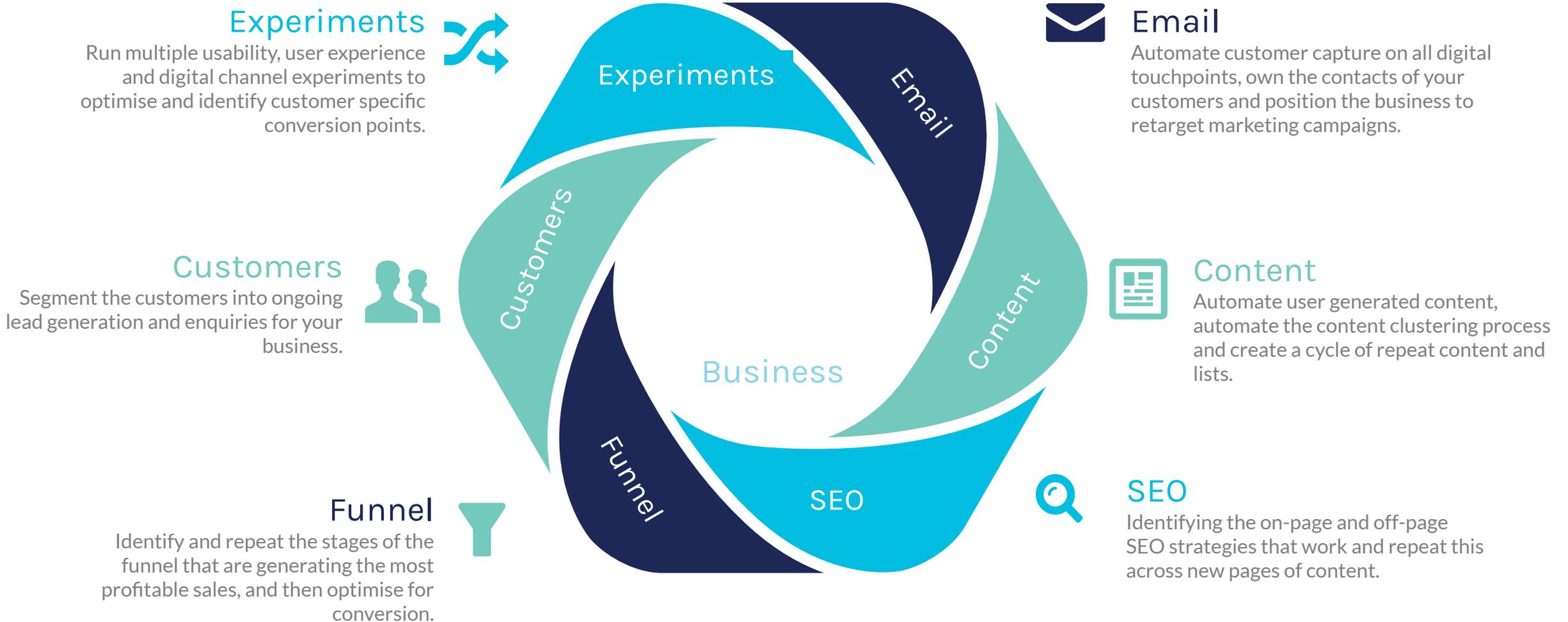
### Content clustering

We research high performing articles from the market, your competitors and come up with a customised clustering of content. 50-100 topics with titles and word count.



# Repeatable

Marketing made transparent



# Scalable

Marketing made transparent



## Landing Pages

Hyper targeted campaigns across multiple channels and segments and keywords.



## Increasing visibility

Growing from local, statewide to nationwide. Global if the business can handle it.



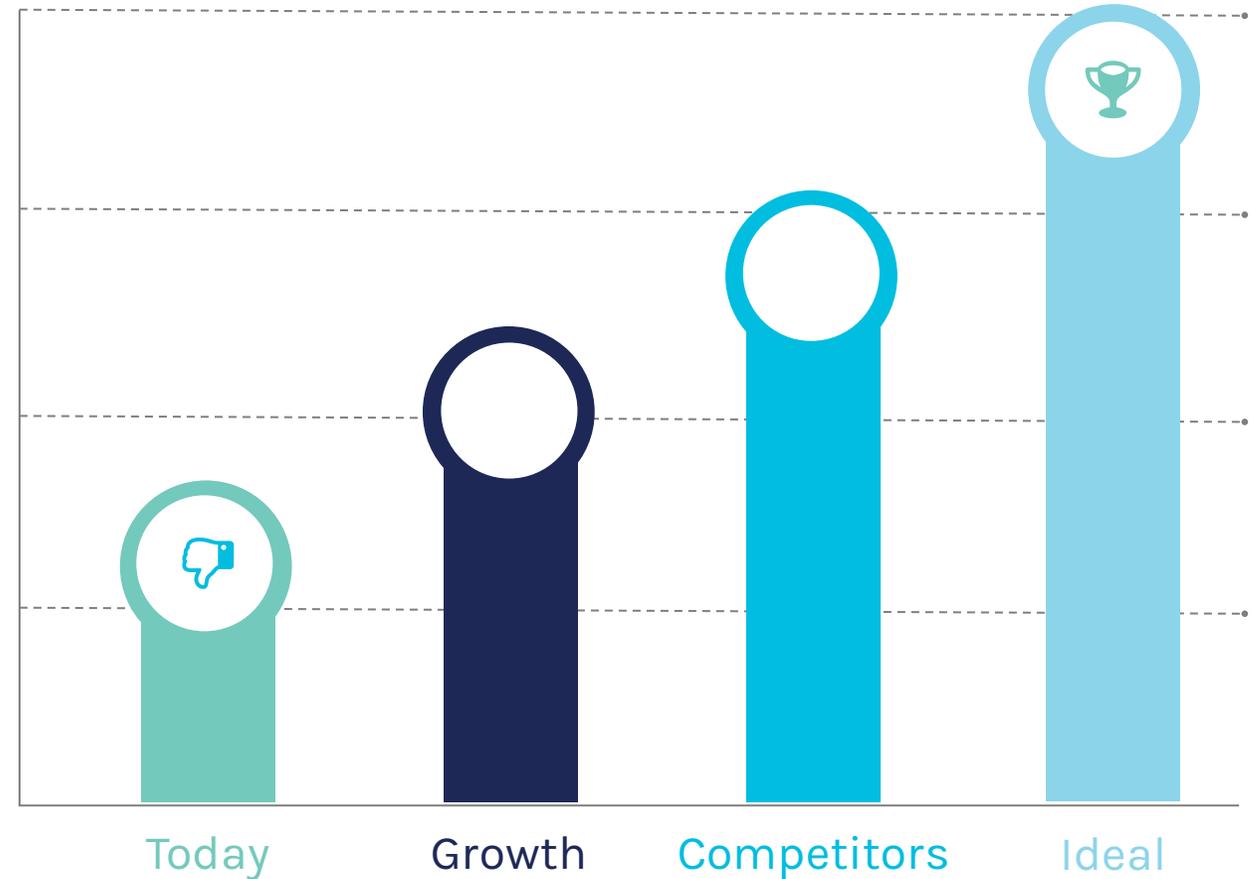
## Increasing shareability

Increasing customer engagement, audience conversation and loyalty with the business.



## Increasing audience

Identifying audience segments that your competitors are weaker in and owning it.



# Typical journey

Marketing made transparent



## First month

We work out what is working through a measurability analysis and then benchmarking against business metrics.

## Second month

We focus on getting visibility in the areas you can dominate first and focus the business on specific content and call to actions.

## Third month

We can look at re-optimising month 2 or look at growing other areas such as shareable content and email marketing. We start to see traction.

## Fourth month

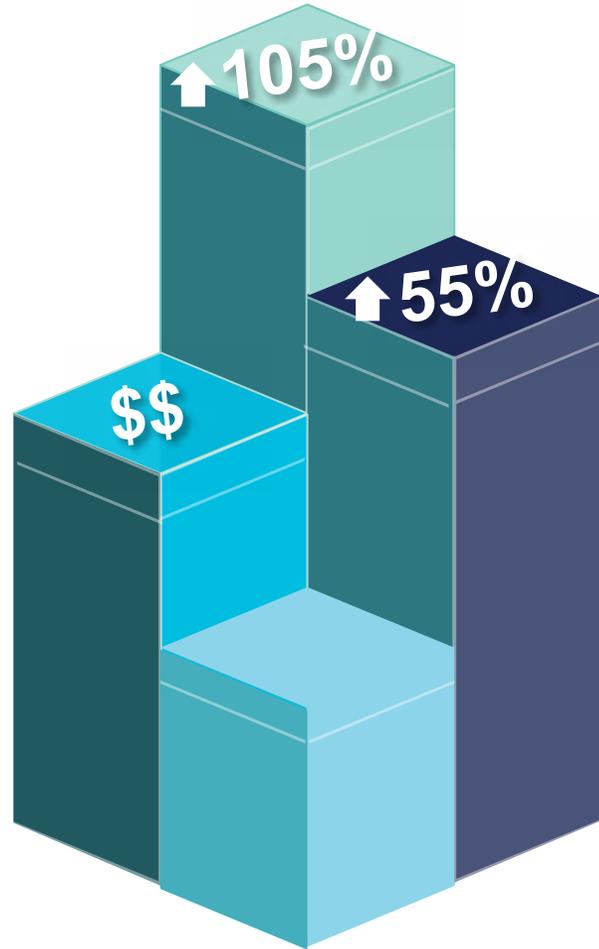
We understand what works and review goals and conversions. Certain aspects of the marketing campaign are repeatable.

## Fifth month

How much of the business can we now scale? How much of the target market and audience have we captured? Grow?

# Case Study 1

## Marketing made transparent



### Background

Based in the Hills district, Omega Property Consultants provide property valuation, real estate consultancy and special purpose valuation in Sydney.

### Challenge

Client wanted to outperform and dominate specific niche areas such as industrial, retail and special purpose valuation in the entire Hills district area. Visibility in the marketplace was under 3%. Very little to zero relevant traffic was arriving onto the homepage.

### Solution

Our measurability success metrics focused around goal setting the enrolments, tracking and tagging the audience segments to understand what worked. Identified shareable content that would scale on both the website and also LinkedIn channel and found a repeatable SEO and content generation process.



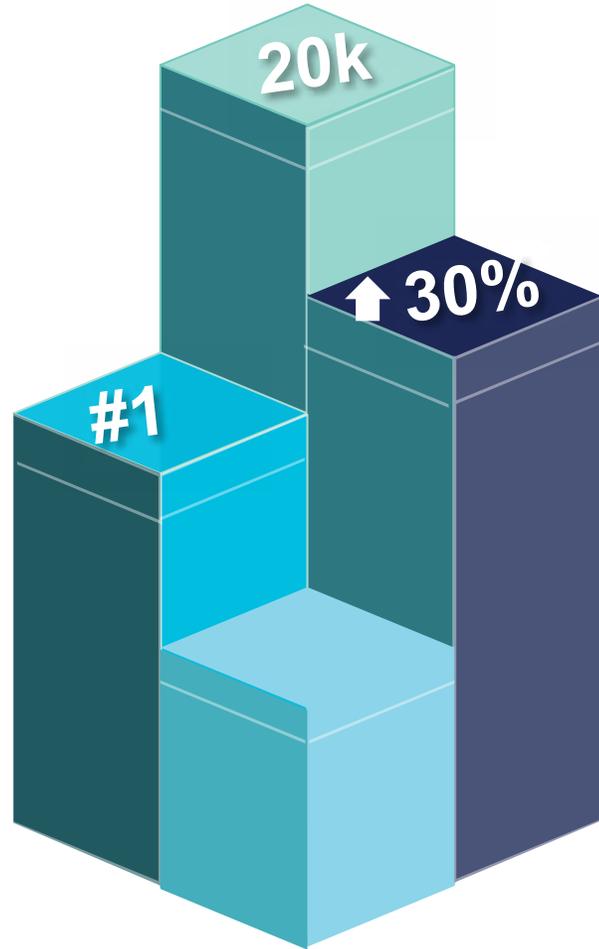
Property Consultants

### Outcome

In the space of six months Omega went from a no name brand in the Sydney area to having 55% visibility in the marketplace for specific search keywords. In the same period, organic traffic to the business rose by 105% and assisted with the business completing a multi-million dollar acquisition from a competitor.

# Case Study 2

Marketing made transparent



## Background

Based in Sydney, Masters Pest Control focuses on quality, professional pest control services across the entire Sydney metropolitan region.

## Challenge

In 2015 client reached out to 532m desperate to reduce paid advertising and high customer acquisition costs across social channels.

## Solution

We identified shareable content that would scale on both the website and email channels. We also implemented a content cluster that covered a variety of topics around pest control.



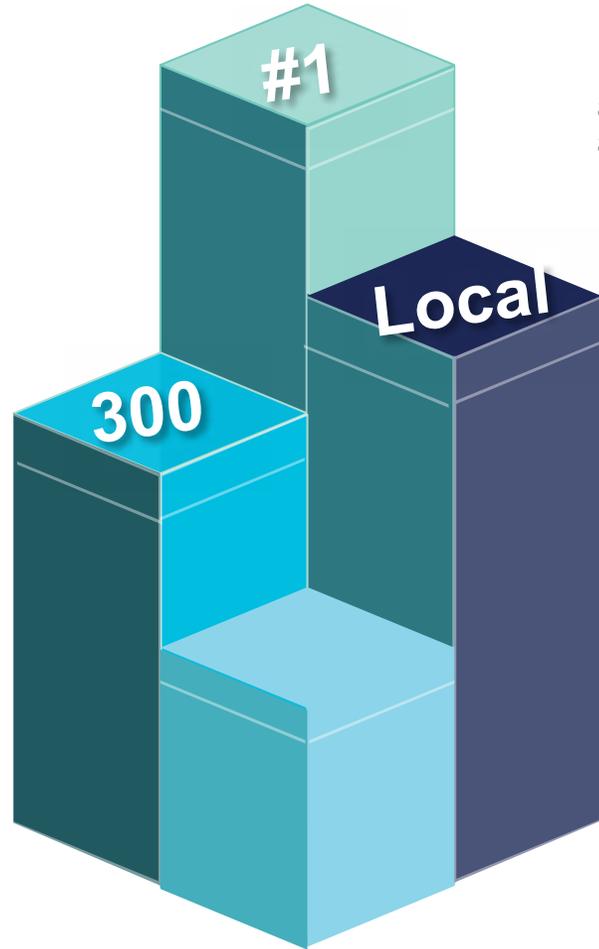
## Home Services

## Outcome

Top ranking statewide pest control services, generating over 20K organic searches in 2019. 30% YoY growth in users and business revenue. Number 1 for organic and child friendly services.

# Case Study 3

Marketing made transparent



## Background

Karen Haga & Associates specialties family law, divorce and separation specialists, servicing the Hills District and surrounding suburbs of Sydney.

## Challenge

Business wanted to grow their business presence across Sydney, focusing specifically on the local business area of the Hills District.

## Solution

Setup local content, local SEO and local content cluster across the Hills Districts. Setup local Google business monitoring,



Lawyers

## Outcome

Practice expanded from 2 to now 5 legal professionals. Top local ranked Lawyer business, Lawyer Castle Hill, Lawyers Hills District and Family Lawyer Castle Hill bringing over 300 unique local traffic to the site per month.

# Additional Services

Marketing made transparent



## Competitor & Industry Research

Unsure where the business stands against competitors? Want to know competitor strategies and their market positioning?

We can extract data out from competitor campaigns to give your business an unfair advantage in the market. We analyse specific keyword search volumes and also specific call to actions which will work for your business or industry. We also do custom persona and marketing insights for your industry.



## Advisory & Consulting

Unsure whether the product or service you are launching will work, we do work for early stage startups to mature businesses on go to market strategy and execution.

Our advisory is retainer based and provides expertise from over 10 years working in the startup financing to successful growth strategy space. We have worked with venture backed businesses to founder founded companies.



## Audits

Take a snapshot of your business marketing campaigns and infrastructure, do you understand all the broken pieces in your marketing chain?

We provide professional marketing audits, conversion audits, SEO audits and also digital channel audits. These audits are used by CMOs to business owners understand the depth and breadth of work required to achieve desired revenue goals or ROI.

# Start today

(02) 8604 4036

✉ [arthur@532m.com.au](mailto:arthur@532m.com.au)

🌐 [www.532m.com.au](http://www.532m.com.au)

