



# JANICE PLATT MARKETING

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## ABOUT US

Janice Platt Marketing is a digital marketing agency that delivers digital solutions across marketing, brand and website development, copywriting and more for small businesses throughout the South West.

My experience, understanding and knowledge spans 10 years in the industry and I use this to assist clients on a journey to reach their goals.

I work with businesses to develop strategies, plan campaigns, manage social media and create content and copy to unleash their true potential. Past clients of mine include Australia's South West, Scenic Helicopters, Tanah Merah and the City of Bunbury.



# MARKETING STRATEGY

Your marketing approach influences the way you run your business, so it's important to work your way through important steps. We will assist in conducting marketing research to help you set your objectives, do a competitive analysis, define your brand positioning and create a marketing plan to achieve your goals.



## DIGITAL MARKETING

A digital marketing strategy is a plan for using online channels to establish an internet presence and achieve specific marketing objectives. These channels can include organic search, social media, paid ads, and other web-based mediums such as your website.

### DIGITAL HOUSEKEEPING

Cleaning up and structuring your online presence. This includes Googly My Business, setting up or maximising Facebook, Instagram, TikTok Profiles etc.

### SEO

Improve your website's visibility by cleaning up your website copy, doing keyword research, using technical SEO and link building

### PAID ADS

Running paid ads on advertising channels like Facebook, Instagram, Google, YouTube and more

### SOCIAL MEDIA MARKETING

- Nailing down your goals and tone of voice for social media, creating a community or establishing your business as the authority in its field.
- Creating and scheduling content like stills, graphics, reels and more
- Creating ongoing paid ad campaigns to reach your target demographic

### EMAIL MARKETING

Create interesting EDMs to capture To advertise products, services, special deals, events, or any important news.. We will also track and report on the success of the campaign



## CONTENT CREATION

A key part of content marketing, content creation is part of a long-term strategy that involves developing and sharing content across channels to reach and engage your target audience. This includes:

- Blog posts that will help with brand awareness, search rankings, and customer loyalty
- Infographics, visual representations of data points without being a wall of text
- Reels and videos to showcase your business, product or organisation
- Social Media posts with content like promotions, behind the scenes content, user generated content etc
- Develop campaigns with influencers to create content that can be utilised on social media



## COMMUNICATIONS & PR

Digital communication and PR are central to a modern business' marketing strategies. By using digital communication as part of a good PR strategy, we can shape public opinion through channels like social media, email, websites, apps, online advertising and so on to communicate with customers and distribute information.

- Fielding external communications including media enquiries, media releases and newsletters
- Developing and delivering a strategic and targeted communications plan
- Managing social media platforms and websites
- Managing corporate communications like EDMs, LinkedIn etc
- Writing and sending out Press Releases and handling subsequent media enquiries.

## COPYWRITING

Copywriting is one of the most critical elements of marketing and advertising. Good copywriting is like a call-to-action, trying to get people to feel, think, or respond to what you have to say. This can take the form of:

- Landing Pages
- Website Copywriting to optimise SEO
- Social Media posts
- Email Marketing



## WEBSITE DEVELOPMENT

We will help you plan, design, and develop an SEO optimised website that is easy to use, allowing your customers to focus on your message. Developing a website includes everything from acquiring a domain name to building the front-end and back-end of the website.

1. Nail down your purpose, main goals, and target audience
2. Create a sitemap of all the topics and sub-topics of your website
3. Figure out how it's going to look including all visual content, such as photos and videos
4. Create relevant and interesting content to convey your message to your audience and encourage them to use your website.
5. Ensure your website is user-friendly and easy to get around
6. Monitor and update your website

## GRAPHIC DESIGN

We apply the perfect blend of creativity and design for your brand, creating collateral such as brochures, logos, business cards, posters and more.

- Rebranding with new logo, marketing collateral, signage and more
- Creating content and assets for digital marketing
- Publication graphic design
- Art and illustration





## LET'S CHAT

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We hope this deck has made it a little clearer how we can work together. If you'd like to chat more, give us a ring!

