



4DTM DIGITAL TRANSFORMATION

Attract, engage & inspire your customers online

Attracting your target audience & converting them into active customers through engaging digital marketing

Truly effective digital marketing is the marriage of both the technical skills and the ability to create communications that resonate with your target audience. Being found by them is great, but it's not enough. We create marketing campaigns that draw customers in and websites that inspire them to stay. Every step is planned to move them along a marketing sales funnel until they pick up the phone and call or press that BUY NOW button.

bedrok 4D digital transformation process



discover.

We start with gaining an understanding of your customers, markets, goals and ambitions.

Then we use an array of insight tools to analyse how you are currently performing online and compared with your competition. This reviews your SEO, any paid advertising and of course your website itself.



define.

The definition stage begins with set clear communication objectives and also the formation of your story and what makes you special in your customers eyes.

We then map the customer journey of the target customers to develop a clear communications strategy that will deliver effectively against your objectives.

This ensures we hit the right customers at the right time with the right message.



develop.

Development takes the form of the strong foundation elements used to create a high performing website.

- Communications strategy
- Marketing sales funnel development
- Advertising campaign planning
- Website wire frame
- Website style guide
- Tone of voice



deliver.

Finally we deliver all of the elements that bring your digital presence to life for your customers.

- Website design
- Advertising campaign design
- Digital brochures
- Digital marketing
- Social media advertising
- Copy writing
- Social media posts
- Blogs
- SEO
- Email campaigns



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Typical projects:

New high performing website

Paying for advertising can be a waste of time if your new customers then arrive to find a website they are uninspired by. If your Google analytics show dwell time is low and bounce rate is high, it could be an indication your website isn't delivering the goods for your customers.

Digital marketing campaigns

We create measurable and effective campaigns to meet your business needs. Social Media/Digital Marketing complements traditional marketing channels with the ability to provide highly targeted and cost effective reach. We'll work with you to design an effective approach to targeting and ensure your finely crafted message reaches your target customer.

Marketing sales funnels

Customers rarely have the confidence to purchase at the first stage. We build sales funnels designed to woo your customers ever closer to purchase. From advertising that follows them around the internet reminding them about you, to service trial offers and email campaigns, each step is there to increase their belief in your offering.

Ideal for:

Companies looking boost the effectiveness of their online presence

Clients we've helped



Testimonials

It was always going to be hard for us, as a creative agency, to be objective and to know how to best represent our skills and experience on a website. But Bedrok facilitated every step of the way in what was a highly rewarding and collaborative process.

Martin Bunce - Tin Horse Principle Consultant

Brilliant service right from the start! Friendly staff who are always on hand to help when needed. We could not recommend Bedrok highly enough.

Laura Ruse - Cameron Davies

FREE DIGITAL REVIEW by industry experts

- ✓ Understand how your digital marketing is currently performing
- ✓ Quick wins - we'll share an immediate opportunities
- ✓ We'll also share some long term strategies

BOOK YOUR FREE REVIEW

← Click now!

