

COMPANY PROFILE



4/55 Upton St, Bundall
Queensland, 4217 Australia



HQ: +61 1300 158 708
Syd: +61 02 9055 7447
Melb: +61 03 9088 3036



visualmarketing.com.au



'Digital Marketing Made Simple'

Visual Marketing Australia or VMA is a well-established company based on the Gold Coast, spearheaded by Mr. John Bond, our Founder & CEO who has years of experience in print and media sales, marketing, and management in both traditional and online media.

Our goal is to service all sized businesses offering online marketing solutions, advice and tools that are affordable, measurable and extremely effective. VMA is a premier online marketing company, providing a wide range of online marketing solutions for new and existing small to medium-sized businesses.

OBJECTIVES

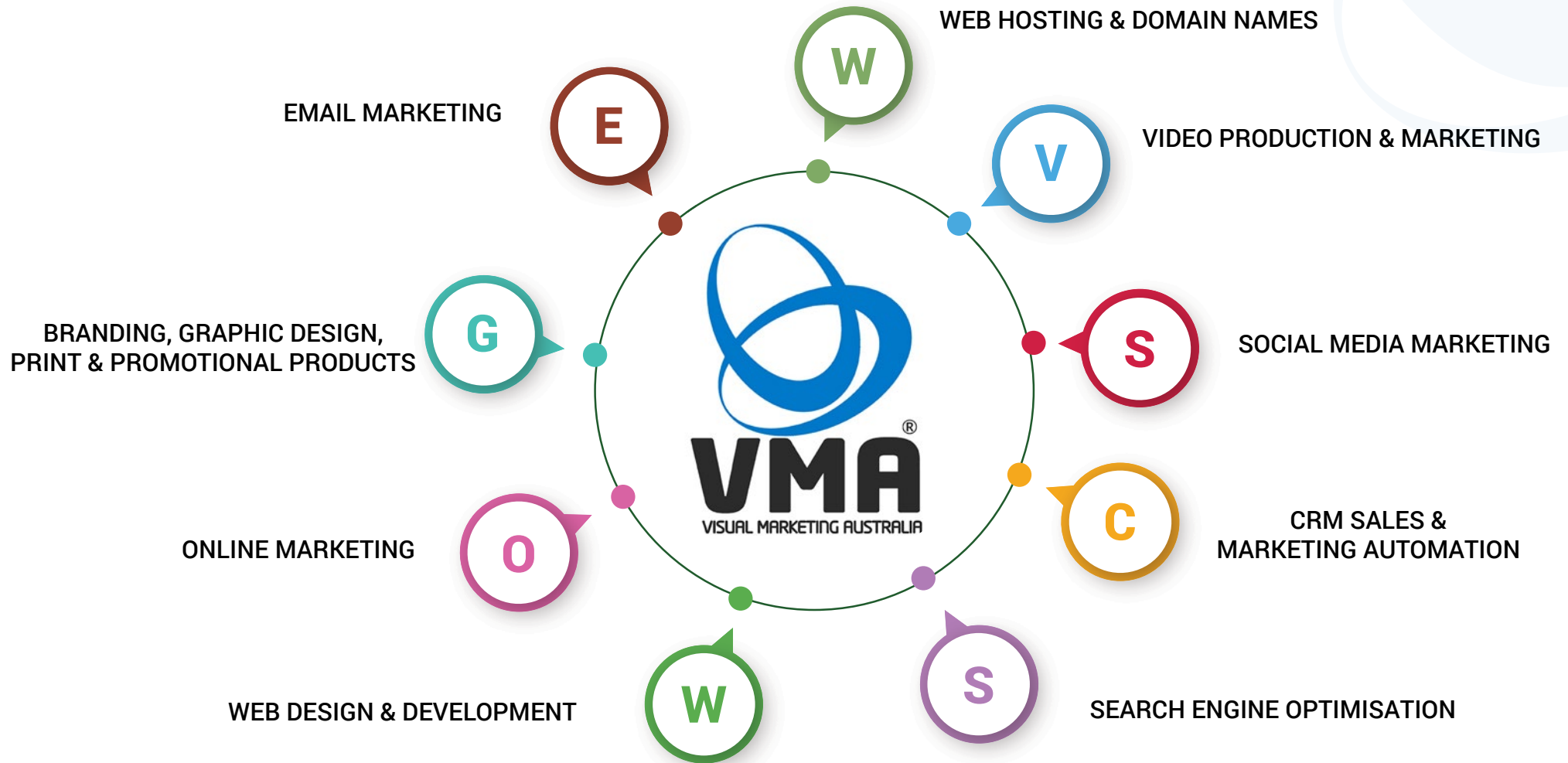
VMA seeks to provide result-driven and cutting edge website design and online marketing, solutions for businesses worldwide.

We recognise the power and potential of the Internet to maximise the performance and profit of every business. We use only the most effective Internet marketing strategies to complement innovative business and creative processes. Our team of creative graphic and web designers, online marketers and optimisation specialists are equipped with the skills and knowledge to deliver only the best results, thus making this company an obvious choice in delivering your online marketing strategy.

MISSION STATEMENT

"We are dedicated to providing the highest quality customer satisfaction in all that we do. Our number one priority and commitment is therefore to offer, at all times, a world class service which enables our customers to increase their competitive advantage by delivering business solutions through Online Marketing Strategies. We serve others as we would like to be treated"

OUR SERVICES



WHY CHOOSE VMA

VMA specialise in all things online. With our expertise, knowledge and resources you are assured that any work undertaken by VMA will be done with your end expectations in mind. We are not happy until you are happy with the end result. We are a full service Digital Marketing Agency offering multi-channel marketing solutions to maximise your ROI.

► Exceptional Quality

Using only the latest tools and technologies in online marketing, we deliver only the best quality websites and online solutions that boost online presence. We have systemised our business model which includes SOP's (operating procedures) and quality control procedures to ensure a smooth workflow and quality outcome in all that we do.

► One Stop Shopping

Visual Marketing Australia offer the full suite of online marketing services which means we are your one stop shop when it comes to delivering you a quality online presence. We also offer traditional marketing solutions via Promotional Products.

► Satisfaction Guarantee

For your peace of mind, we will continue to work with you until you are 100% satisfied with your website design. In fact, we offer a 90-day satisfaction guarantee on all websites. Our SEO & SEM services are dependent on many various factors and we do guarantee to improve your ranking and have a 96% success rate in getting our clients on the front page of the major search engines for various keywords and phrases.

► Skills & Experience

Our team of highly skilled and creative graphic, web designers, SEO and marketing specialists will work with you from start to finish, considering all the materials and specifications you supplied to us. With many years of experience under our belt you will be very satisfied with the outcome.

► Our Qualifications

We are a Certified Google Partner and an Authorized Zoho Consulting Partner (1 of only a few in Australia). We are also members of the Internet Marketing Association & Australian Web Industry Association:



G GRAPHIC DESIGN & BRANDING

VMA now offers Branding & Graphic Design services to set your brand apart from your competitors. We provide the talent, skills, and experience needed to create impressive visual communication. From website mock ups to new logo design or a full branding solution, the creative team at VMA can assist your business with all aspects of branding and development through to marketing.

Why settle for old, dull and ineffective graphic design when you could get stunning, high-quality, and eye-catching graphics that will resonate with your target market and clients? Tell us what you need and we are ready to provide the service you've been looking for!

We also provide print and source promotional products both locally and direct from the factories to save you time and money. Contact us for more details.

WHAT WE PROVIDE



Logo Design



Branding Design & Development



Custom Website Design



Marketing Collaterals (brochures, flyers, business cards, ad graphics, etc)

W WEBSITE DESIGN & DEVELOPMENT

Our creative team of graphic and web designers use only the latest and best web design tools and technologies, so you can expect nothing but a high level result. We know how important it is to have a practical good looking and appealing website.

This is why we commit ourselves to delivering only highly attractive, easy-to-navigate, and search engine-friendly websites to our clients. All of our websites are fully optimised for search engines. We also include on-site SEO to give you a good start to your online experience.

**OUR 90 DAY
SATISFACTION
GUARANTEE**



WHAT WE OFFER

-  Custom Designed CMS Websites
-  Self-Editing Websites + Full Training Provided
-  E-commerce Solutions + Booking Forms
-  Custom Development Solutions
-  Secured Hosting and Maintenance Plans Available

SEARCH ENGINE OPTIMISATION

As specialists in Search Engine Optimisation, Visual Marketing Australia will help you get found in Google, Bing and other relevant search engines.

Your site's status and reputation is vital to the success of your business, and one way to promote it effectively is through compelling content marketing and articles that are rich with well-chosen key words or key phrases.

WHAT WE PROVIDE



Evaluation of content and/or structure



Website & content development recommendations



Keyword research, development and SEO training



Both On-Site & Off-Site SEO

EMAIL MARKETING

VMA's EMailer software offers more unique features than any other email marketing software on the market. It has been designed specifically to meet your email marketing needs. Through VMA's EMailer, your sales team can concentrate working on motivated leads, thus creating more opportunities on generating sales for your company.

Our email marketing platform can provide stunning newsletters or other marketing material. Select from a variety of pre-designed themes or create your own using our drag-and-drop editor.

FEATURES INCLUDE:



**Pre-defined templates to choose from
New Responsive Template Builder
(for Mobile Devices)**



**Autoresponders, triggers &
Built in surveys**



Manage mailing lists



**Automatically manage bounces
and unsubscribes**



**Track the results with an
easy to view report**



**Ease of integration of sign-up form
into your Website**

CRM & MARKETING AUTOMATION

Track leads, optimise your sales activities and close deals faster. Reach out to prospects at the right moment, engage them across all channels and close more deals the smarter way.

A CRM or Customer Relations Manager is an automated system used to manage a company's interaction with current and potential customers. These tools analyse customer history and provide businesses with benefits such as customer retention, sales growth, and improving business relationship with customers. Automate your marketing using Zoho CRM's which integrates perfectly with most business systems. Implement inbound marketing allowing you to attract new customers through content marketing, social media marketing, and SEO, and cultivate client relationships to achieve mutual benefits.

If you are thinking about your business functions and how to gather them all in one place, think no further than Zoho. Zoho is fast becoming the most cost effective and popular Customer Relationship Manager and Marketing Automation Software which is now available from VMA.



FEATURES INCLUDE:

-  **Smart CRM/Full Email Management (or integrate with 3rd party)**
-  **Sales IQ (Chat) & Sales Signals (Tracking)**
-  **Marketing Automation (Email Campaigns) Inbound Marketing (for Lead Generation)**
-  **Project Management App Creator & Help Desk**
-  **CRM Telephony Systems**
-  **Other modules can include:**
 - Office Tools & Document Management
 - Finance, Books, Invoicing & Expenses
 - Recruitment + People Management
 - Sales Motivator, Internal Chat
 - Social Management
 - Much more so ask us...

ONLINE MARKETING

We offer a wide variety of online marketing solutions for your business to keep you ahead of your competitors including: Pay per Click (PPC) Marketing, Mobile Marketing, Pay for Inclusion (PFI) Marketing, etc.

Our Google Certified Digital Marketing Consultants can assist in all aspects of Digital Marketing and can guide you through the maze of what's coined 'Lead Generation'.

If you are looking to expand your business possibilities and further promote your products and services to a new or specific audience, VMA can formulate a Digital Marketing or Social Media Marketing strategy to suit your needs and budget so talk to your Digital Marketing Consultant and let VMA manage your online marketing campaign.



WHAT WE OFFER:



Google Pay per Click (PPC) Marketing



Mobile Marketing



Pay for Inclusion (PFI) Marketing



Social Media PPC Ads Campaigns

SOCIAL MEDIA MARKETING

Everyday millions of people access social media website like Facebook, Twitter, Youtube, LinkedIn, Instagram and Pinterest etc. Social media platforms allow you to share articles, website links, photos, videos, reviews etc. and this in turn engages your audience to interact with each other thus building an online community that is powerful because it is driven by the people who use it and built on trust and common interest.

SMM is one of the most popular and widely used forms of marketing these days. This audience has grown exponentially over recent times with the mobile technologies like smartphones and tablets.

THE WONDERS OF SMM:

-  Attract new followers
-  Engage with your Audience
-  Increase visibility & build trust
-  Share events, promotions, recommendations and reviews

WHAT WE OFFER:

-  Social Media Management
-  PPC Marketing Campaign Management

VIDEO PRODUCTION & MARKETING

A well-scripted and professionally produced online video will help engage your audience instantly, highlight your key products and services in a professional manner, and attract new and repeat clientele to your business.

Online Video Advertising creates a greater impact on your site and research shows that over 80% of visitor will view a video while 52% will take action after viewing it!

Whether it is a live video or animated or whiteboard video, Visual Marketing Australia has the team to manage your whole project from start to finish.

Get up close & personal with your customers - you will be amazed at what you can achieve with just 1 or 2 minutes of online video!

WHAT WE OFFER



Engage your audience instantly



Highlight your key products and services in a professional manner



Attract new and repeat clientele to your business

MANAGED WEB HOSTING & DOMAINS

VMA offers first-class, secure Australian Web Hosting services including Managed WordPress Hosting Solutions by providing a comprehensive, scalable and practical solution to all your web hosting & email needs.

We guarantee a reliable services with a 99.9% uptime to ensure maximum performance of your website and email hosting. Let us take the hard work out of hosting your website and email with our professional service while you focus on running your business!



**OUR 30 DAY
HOSTING GUARANTEE**

HOW WE WORK

Our team will work closely with you to ensure your project &/or campaign run smoothly and on time. We do this through effective communication via the following steps:

- ➔ Consultation
- ➔ Quote Request
- ➔ Formal Proposal & Agreement
- ➔ Initial Deposit/Upfront Payment*
- ➔ Development/Implementation Phase*
- ➔ Review/Approval
- ➔ Launch*

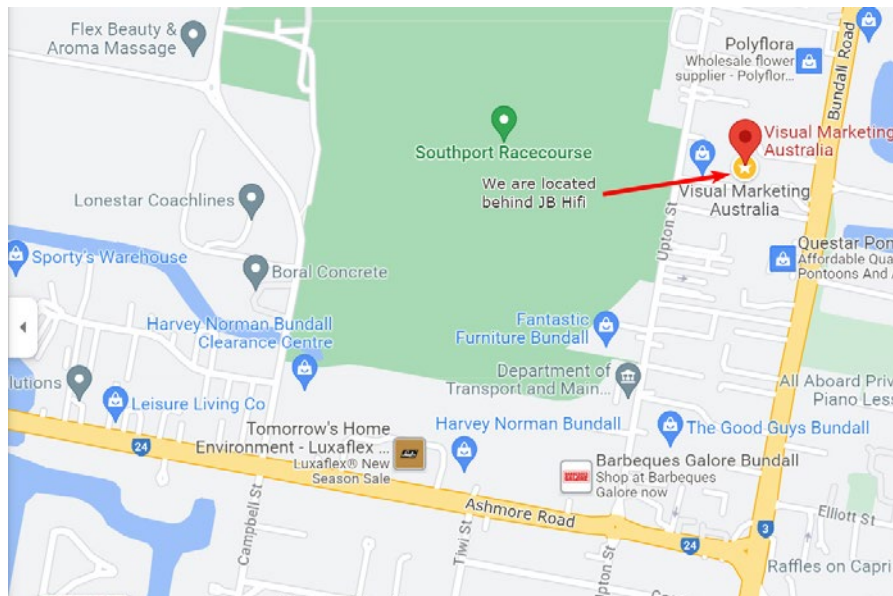
(*dependent on service)

LET'S GET STARTED TODAY

Have a chat with us:

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We are located behind JB Hifi & Repco



Some of our team at Visual Marketing Australia

TESTIMONIALS



Liz Cantor

4 reviews · 3 photos

★★★★★ 8 months ago

Positive: Quality

I am over the moon with my new website. Visual Marketing Australia interpreted my ideas perfectly and then guided me in improving these through their knowledge of the latest technologies. Quick and efficient. John, Linnie and Alexa all fantastic!



Stephan Kryvoviaza

3 reviews · 2 photos

★★★★★ a year ago

John, Candice and the team at VMA have recently completed our new website. After much deliberation and an old website we'd had for many years, we took the plunge and engaged VMA to recreate our new site. We were thrilled by the professionalism and the service we received. The journey was spelled out, simple to follow and the result has been more than satisfactory. We look forward to continually updating our site to keep it relevant and current. We highly recommend VMA for service, price and value. Thanks Team VMA.



Positive Response Dog Training

2 reviews

★★★★★ 2 years ago

After a horrible experience with another "developer" who took my money and ran, John and his team literally saved my business and sanity! I highly recommend Visual Marketing Australia for their exceptional work and customer service.



Jamie Montgomery

9 reviews

★★★★★ 5 years ago

I contacted John about 10 Months ago. My marketing campaign at the time was doing OK. Once VMA did their magic, my online presence increased significantly. My business is now doing better than ever! John didn't give me any unrealistic goals to he couldn't achieve. I highly recommend VMA! Do your self a favour and let VMA market your business!



Vicki Hall

3 reviews

★★★★★ 2 years ago

Very Happy with Visual Marketing Australia. Always helpful and a pleasure to deal with. Problem is solved Every Time!



Matt Maguire

25 reviews

★★★★★ 5 years ago

Visual Marketing are incredible. What I love about them is how much they care about you and helping you achieve your goals. I met John 4 years ago and I'm really glad I did, what he does everyday makes such a difference.



Troy Garland

1 review

★★★★★ 3 years ago

I am very happy with the SEO and Adwords services that VMA has done for my companies. Thanks to your help, Adjustable Healthcare will be able to reach out to more customers in need of lift beds and chairs.

CONTACT



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enquiries@visualmarketing.com.au



4/55 Upton St, Bundall
Queensland, 4217 Australia



Visual Marketing Australia Pty Ltd
PO BOX 8868 Gold Coast MC
QLD 9726



www.visualmarketing.com.au



www.vmapromo.com.au



www.CRMsystems.net.au



www.GCgraphicdesign.com.au



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