



## San Remo Digital Marketing Proposal

### Digital Marketing AOK – the business

Established in 2012 by CEO Simone Douglas, **Digital Marketing AOK** (formerly Social Media AOK) is an Australian owned, Award winning, **Leading Digital Marketing Agency** providing specialist services nationwide in Social Media Management and Digital Marketing to businesses of all sizes, across various industries.

Last year our CEO, Simone Douglas, was acknowledged by the **Australian Journal** in the top 20 Social Media Managers to work with and the only South Australian Business to be recognised. Simone was also named as a finalist in the **B&T Women in Media Awards** and was winner of the Leadership Category for the **SA Woman Awards**. She is also a **Certified Practising Marketer** with the Australian Institute of Marketing, the **Publican** of The Duke of Brunswick, **Executive Director** of Business Networking International (BNI) Adelaide North, **Branch Council Member** of the Australian Hotels Association SA, and **Co-leader** of the Hospo Owners Collective. In 2023, Digital Marketing AOK was named **Women in Small Business Champions** finalists and **Winner of the Titan Women in Business Award, Company of the Year Marketing B2B**.

- **Digital Marketing AOK assists with all things social media and digital marketing** including social media advertising, Google Ads, content management, channel setup, high-level strategy and planning, monitoring and analytics, risk management, disaster recovery, training, interactive workshops and a range of digital marketing activities including SEO, Copywriting and Website design and management.
- **Digital Marketing AOK is a Google Partner** recognised by Google for maximising campaign success for our clients, driving client growth and demonstrating Google Ad skills and expertise with team certifications. We have been running Google Ads for our clients since 2016 and with over 50% of our clients using Google Ads campaigns to generate leads, we like to think we know a thing or two about delivering results.
- **Digital Marketing AOK is a certified Meta Business Member** which gives us access to exclusive analytics data as well as in-depth account analysis and technical support.
- **Digital Marketing AOK wrote the book on being “Seriously Social”** – literally. Whilst there are many large agencies that provide digital marketing services, there are very few that can say that they wrote the book on being “seriously social” In fact, there is only one – Digital Marketing AOK.

**We take the time to understand your organisation** and don't make assumptions about your business requirements. Once we get to know your business and what's important to you, we provide tailored recommendations to suit your needs.

**Our relationship-based approach** to clients and their referrals has seen us have solid long term partnerships in many industries, supporting them in achieving their sales and brand goals.

# #Seriously Social



## Our Mission

To be a seriously social business that is **fun**, **flexible** and **fluid**, providing **honest** solutions to our clients.

## Our Values



## Our Team



Digital  
Marketing  
AOK

A Digital  
Marketing Team  
who can actually  
deliver you results



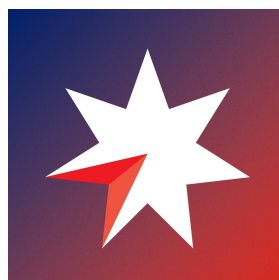
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Google Partner

## South Australian Proud

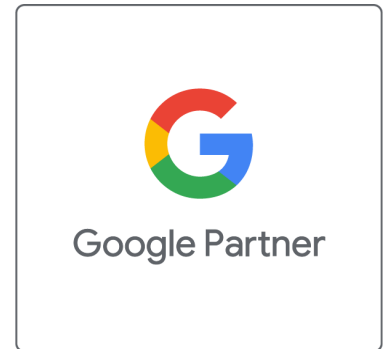
Digital Marketing AOK is proudly a **South Australian** Owned and Operated business. As Corporate Members of Business SA Chamber of Commerce, we value investing back into SA with a head office and staff located in Adelaide CBD.



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## Industry Qualifications



## Our Awards



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Awards  
2022



AUSTRALIAN  
SMALL BUSINESS  
**CHAMPION**  
AWARDS 2023  
**FINALIST**



AUSTRALIAN WOMEN'S  
SMALL BUSINESS  
**CHAMPION**  
AWARDS 2023  
**FINALIST**



WOMEN  
in media  
Awards



## Our Professional Memberships



Business SA  
Chamber of Commerce  
and Industry South Australia



Fundraising  
Institute  
Australia

The Professional Body for Australian Fundraising

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AMi AUSTRALIAN  
MARKETING  
INSTITUTE



## Digital Marketing Recommendations

### Social Media Advertising Management

At Digital Marketing AOK, we specialise in developing strategic campaigns to support and enhance your overall marketing efforts. Our goal is to achieve key performance indicators (KPIs) that drive brand awareness, increase website traffic, and generate more visits to your hospitality venue.

Our approach involves creating and implementing **targeted advertising campaigns** that reach your desired audience. We utilise various demographics, such as age, gender, location, and interests/likes on Facebook, as well as job roles/industry and online activity patterns, to ensure your advertisements are seen by the right people. We can create target audiences from your current databases to put your brand in front of a new audience and grow your business.

Additionally, we focus on retargeting users who have previously visited your website but have not completed a purchase or desired action. This helps to increase the likelihood of conversions and maximise the effectiveness of your marketing efforts.

#### Our monthly Custom Social Media Advertising package includes:

- 1 hour initial **strategy** and discovery session
- All **software** charges
- Up to **3 Campaigns** setup for **Facebook & Instagram** including awareness, traffic and remarketing
- Up to **6 ads**
- Assistance with design, **creative** and copywriting (incl 1 round of revisions)
- Ad **optimisation** for delivery to mobile, desktop and device platforms
- **Analytics** setup and tracking
- **Remarketing** through social channels for lead generation
- **Retargeting** marketing using your email databases
- Monthly ad performance **reporting** and strategy discussion session





## Google Ads Management

Digital Marketing AOK specialises in creating and implementing strategic Google Ad campaigns that effectively promote and support your products and services. Our team optimises your website's analytics, providing detailed reporting and goals, allowing you to measure and track your digital marketing performance.

With **Google Ads**, we ensure that your ads are seen by audiences actively searching for your brand, its services and relevant keywords. This puts you in front of your target audience while they are considering entering the market to buy and can keep your brand front of mind for consumers planning their culinary skills.

Through the use of precise targeting and the expansive Google network, our dynamic **Google Ads** are strategically placed on websites related to your business or shown to users who match specified criteria or demonstrate relevant online activity and interests.

### Our monthly Google Ads package includes:

- 1 hour **strategy** and discovery session
- **Setup** of your **Google Ad** Account and **Google Analytics**
- **Creation** of daily spend limits
- Customised **conversion goals** created for your business
- **2 Campaigns** including 1 x **Vanity** and 1 x **YouTube** campaign
- **Optimised** across devices
- Plus **Retargeting** campaign
- Keyword **research** and optimisation
- Monthly **reporting** and strategy sessions

**Setup: \$265 inc GST once off**

**Custom Social Media Ads and Google Ads Management: \$1485 inc GST per month inclusive of software fees**

**Recommended ad spend per month:**

**Facebook & Instagram \$2000 per month**

**Google Ads \$500 per month**

**YouTube \$2500 per month**

**\*Advertising cost per click billed directly to you by platforms**



## Email Marketing

Digital Marketing AOK can assist with sending fortnightly or monthly emails to your database. With a client led instruction from you for each newsletter on upcoming products and brands that need to be featured, specials, promotions, sales and other updates. We will create a subject line to boost your open rates and optimise the email content with tracking on opens and clicks and e-commerce link activity.

Email content is carefully crafted including keywords and imagery to convey your brand messaging and drafts are sent to you to preview for approval. Provision for one round of changes (errors an exception) is included and the email will then be scheduled for sending to your audience database.

**\$465 inc GST per newsletter (if basic setup already in place)**

### Full Template creation

If this is the first time you are using email marketing and would like some assistance, our design team can help create an email marketing template for you in MailChimp that is in line with your branding.

A branded email template includes:

- Customised **header** design to suit your business and branding
- Creating a **theme** (for headings, body text etc) that matches your branding
- Using **blocks** for standardised content each month (i.e. a free-text intro space, workshop calendar dates, Instagram post of the month, etc)
- Eye catching **call to action** buttons and links
- **Embedding of video** where required (video supplied)
- Inclusion of all appropriate **social links** within the footer area

**Email Template from scratch (once-off): \$675 inc GST**

## Summary

Custom Management Package	Social Media Ads	Google Ads
Setup	Once off setup fee \$265 Inc GST	
Management Description	3 campaigns 6 ads Facebook & Instagram	2 campaigns 1 x Google, 1 x YouTube
Monthly Management Fee	Management Fee <b>\$1485</b>	
Monthly Advertising Budget spend	plus recommended budget ad spend \$2000	plus recommended budget ad spend Google \$500, YouTube \$2500
Other marketing services: Email Marketing	<b>\$465 per email</b> (if basic setup already in place) Email Template from scratch (once-off): <b>\$675</b>	

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Some of our clients have included:

**SLATE**  
RESTAURANT

**Mercure**  
HOTELS  
KANGAROO ISLAND  
LODGE

**NAAZ**  
PERSIAN CUISINE

**CARNEVORE**

**Atze's**  
CORNER



**MIBIL**  
FOOD SERVICE

**INSIDE  
MOROCCO**



**PIKES**  
CLARE VALLEY  
*Established 1984*



**Wines  
Molly Daker**

**OMGhee**



# #Seriously Social



## Our Key Partnerships



## Well this looks good - what now?

Let's chat some more! **Everything is customisable** so if there is something you want to add in or change, let's work together to get this just right for your business. **Good to go?** Just let us know and we will send you a **digital sales order** to sign and return to the Digital Marketing AOK Team.

You will then be booked in for an **onboarding meeting** and strategy discussion to introduce you to your account manager and cover off on all the details. After the onboarding meeting you can expect to have your first draft of ads within 10 working days and that is how easy it is.

**Have questions?** Let us know.

**Your Digital Marketing AOK contact:**

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