

# Capability Statement



**outsource2us**

Strategy - Marketing - Creative



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# Your Plugin Marketing Team

We drive business for you. Unlike a normal digital marketing agency, we call ourselves a plugin team. That's because we do exactly that – we work with you on-site or virtually to become part of your team.

We're not driven to send you down a specific pathway. We take the time to really understand your business and tailor a solution you can trust, working alongside you to create powerful strategies and fresh solutions to bring your vision to life. To keep it simple, we become your brand.

Since 2010, we've worked with many different clients in Brisbane and across Queensland, Australia and New Zealand, helping them to tell their story and build their brands. Many of these clients have been with us for years now, so we must be doing something right! We specialise in Childcare, Manufacturing, IT, Professional, Health and Trade Services.

Seeing our client's vision come to life is what fuels our passion and drive. It's also why we're so good at what we do, we become your experts in everything creative, strategy and marketing.

We'll get to know your specific business requirements then build and implement integrated marketing solutions to suit your business specifically.

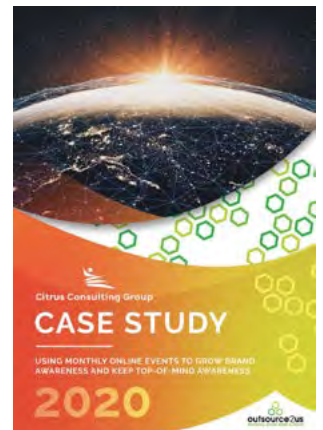
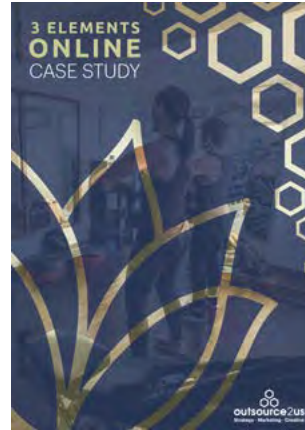
If you've had enough of underperforming marketing and you want real results, talk to the Outsource2Us team.

With experts in Strategy, Marketing, Website and Creative, we've got all aspects covered.





# Check Out our Latest Case Studies



Scan to view our case studies





## Outsource2Us is committed to growing your business through complete marketing services

Our marketing services integrate traditional marketing tactics with leading edge digital solutions. We understand that in the modern digital landscape no one, single tactic will work; we strive to deliver a fully integrated approach beginning with strategy development and research through to design and implementation. Our hands on process often sees our marketing managers placed onsite to understand client needs and deliver the best possible results.

We get to know your specific business requirements then build and implement integrated marketing solutions.

Outsource2Us makes things happen for your business. A digital marketing manager, a social media manager, content manager and a team of graphic designers, will support your dedicated marketing manager. We can work on a monthly retainer basis or on specific project based work. We are here to help you build your brand and grow your business; our team can work with you in all marketing capacities from brand management and marketing through to business development and digital media management including search engine optimisation and digital advertising.

With more than 50 years' collective experience we are here to support and manage all aspects of your marketing, social media, digital and graphic design. Our team works across a range of industries and is committed to creating results for your company.



# Why Outsource your Marketing Support?

- 1.** Access objective, creative and strategic thinking at an affordable cost.
- 2.** Tap into years of experience that would cost big dollars to employ in-house.
- 3.** Enjoy independent marketing and business development advice.
- 4.** Selection and management of external suppliers to deliver business outcomes, with access to a network of trusted partners.
- 5.** Flexibility to work with your team on and off site.
- 6.** Ability to develop the marketing knowledge of your team in house so your IP remains internal and your staff are up skilled.
- 7.** High level of integrity and commitment to your business outcomes.
- 8.** Cost effective resources that you can plug in or on an 'as-needed' and project basis.
- 9.** Utilise leading edge technologies to deliver our Marketing Improvement Process.





# What sets us apart?

## 1. OUR PEOPLE

We have a team of the finest strategists, marketers, designers and content editors. Multiple skills to achieve the marketing role.

## 2. SERVICE

Well designed strategy and comprehensive implementation are the key differentiators in a highly competitive market place and imperative to achieve maximum ROI.

## 3. COMMUNICATION

Means you are kept abreast of progress, challenges and results. Access to a Cloud based solution for all files and documents

## 4. COLLABORATION

Successful strategy implementation needs continual review, iteration and team work.

## 5. WE ARE STORY TELLERS

Story telling is one of the oldest forms of communication and yet more relevant than ever to extend your brand awareness.

## 6. TRANSPARENCY

We demystify the jargon and train your people, so the IP and skills remain with you.





# Our Key People



**Jane Toohey**

**Managing Director**

A seasoned professional and a fearless leader, Jane is an expert in all things communications, brand development, integrated marketing and digital strategy. Her strong combination of digital education, proven business acumen and marketing experience spanning three decades and countless organisations enables her an understanding of strategy that's customisable to any brand.

**Natasha Zoller**

**Agency / Digital Marketing Manager**

As Outsource 2 Us' Agency Manager, Natasha excels at collecting and analysing the facts needed to manage the creation and implementation of all marketing activities. Using her tried-and-true Zoller Filing Technique, she takes a detail-oriented approach to all of her client's needs to deliver the best possible ROI.

**Liam Toohey**

**Project Manager / Web Development**

Energetic and quick thinking, Liam is always focused on a project. As a project manager, he handles various client's digital platforms and other areas of marketing, from website development to photography & videography. He's always quick to understand a task and remains consistently passionate about achieving his goals.

**Emily Spence**

**Senior Marketing Manager**

As our Senior Marketing Manager, Emily specialises in social media planning and implementation, integrated marketing strategies, digital marketing, and content marketing. She often travels to work with clients onsite, and loves being able to build close relationships as she helps reach their marketing goals. Emily is passionate, enthusiastic, and always eager to meet a new challenge head-on.

**Zach Gatehouse**

**Graphic Designer**

Zach, our graphic designer has a passion for all things visual. With a Bachelor's in Design (Visual Communication), Zach comes up with innovative solutions to create professional and eye-catching graphics for our client's websites and social media. Nothing is too much trouble, and he goes above and beyond for his clients.

**Stephen Comino**

**Web Development Coordinator**

Stephen uses his evolving problem-solving skills and IT knowledge to ensure that our client's websites are running smoothly and securely. Stephen frequently works with WordPress and cPanel, using plugins (like Elementor and WPBakery), HTML and CSS to bring our client's vision to life.





### Priyanka PariKumar

### Copywriter

As our copywriter, Priyanka writes well-researched blogs and other related copy for our clients using principles from her writing degree. Although Priyanka's new to the industry, she has experience in writing in multiple contexts making it easier for her to match the tones of different industries.

### Rey Gutierrez

### Senior SEO Specialist

Rey, our senior specialist has considerable technical knowledge of search engines and knows his way around Google's forever changing algorithms. He spends his days creating and implementing search strategies and performing SERP analysis for our clients. Rey knows all the latest tips to ensure our client's keywords get the best results.

### Michael Claridad

### SEO Specialist

Michael, our junior specialist makes sure our clients are using the right keywords to rank on page one of Google. Throughout his day, he will perform SEO audits and create recommendations, keyword research as well as optimise metadata and website content. He will also support our senior specialist in implementing search strategies.

We believe in our people. We employ the best in the market, nurturing and training them from intern to senior marketing manager. Our team works across multiple clients and take the learnings from each environment into the next, constantly evolving, constantly learning. We share our knowledge with you.

**Your success is ours!**



*Cass & Lyla  
Team Moral Officers*



## We aim for growth

High growth companies are **integrating their marketing** with other disciplines within the company, especially sales. High performing marketing managers don't just align their marketing department's activities with the company's strategy, they **actively engage with all customers and stakeholders** to create it.

Marketers are no longer generalists – **strategic marketers are specialists in a number of areas**. This creates the rise in the idea of Chief Marketing Technologists combining marketing and IT, the Chief Content Officer and the Social Media Manager. An important marketing metric is **“share of experience”** and **“total customer engagement”**. As we work with you to increase these, the impact on growth is palpable, measurable and visible.



Jane and all of the team at Outsource2Us have been instrumental in helping us to develop our marketing strategy along with all of the collateral (websites, capability statements, newsletters) over the years. With their resources and experience to draw upon to supplement our internal team it has really made a massive difference to our brand positioning and awareness in the market. Thank you for all that you do and continue to do for us!



Dale Edwards, **Partner**  
**Advivo Business**  
**Accountants & Advisors**





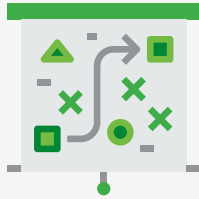
## Listen, recommend, plan and act

- We understand your business strategy and commercial objectives.
- We agree on your objectives for growth and the development of your brand.
- We audit current communication platforms such as websites, social media and written material for engagement and ability to convert.
- We research current clients and potential clients, including general market research.
- We facilitate the strategy process with all stakeholders to gain buy-in to the end goal.
- We develop a comprehensive marketing communications strategy and tactical implementation plan.
- Importantly we implement the plan in conjunction with your team, with regular reports and reviews.
- All the while teaching, growing and mentoring internal resources about your marketing strategy, tactics and metrics. We ensure return on investment for you.

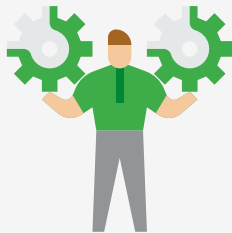




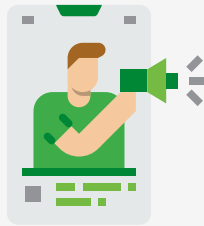
**Research & Workshops**



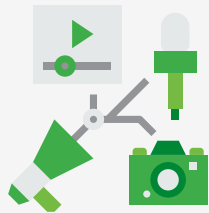
**Smart Strategy Development**



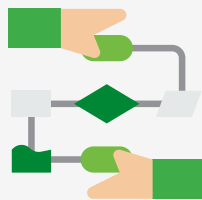
**Marketing Management**



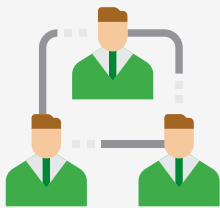
**Social Media Strategy**



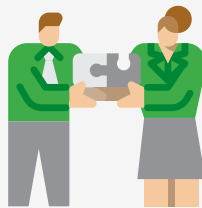
**Digital Marketing & Advertising**



**Project Management**



**Lead Generation**



**Experienced PR**



**Graphic Design**



**SEO & SEM**

## Our Services

Outsource2Us offer a fully outsourced solution for all your marketing and social media management needs. We can also manage individual projects such as website builds, market research, bespoke customer surveys, brand creation, brochure and collateral development and much more. Our team can manage a single aspect of your marketing, or all of it. By placing experienced staff at your location, we get to know your specific business requirements, then build and implement integrated marketing solutions.

## Our Industries

- Professional Services
- Technology & Disruption
- Childcare & Education
- Retail, eCommerce
- Manufacturing & Trades
- Hospitality, Sport & Leisure
- Health & Wellbeing





## What Our Clients Have to Say



Basketball Queensland made the decision to outsource our marketing functions. We were looking for a full service company that could deliver quality services in a cost-effective manner. After an extensive search we decided to engage Outsource2us for this purpose. Their brief was to manage our overall marketing, social media and PR. The aim was to increase engagement with our stakeholder, increase participation through improved branding and digital advertising and to lift our profile through PR.

Basketball Queensland have, as a consequence of the professionalism and expertise of the Outsource2us team, not only achieved our targets, but exceeded them. I have been impressed with their understanding of all aspects of marketing and PR as well as their ability to provide objective advice to ensure that we achieve our objectives. I recommend Outsource2us to any organisation seeking a cost-effective, full service, professional marketing team.

**Graham Burns, CEO**



The process of rebranding a school brings with it a lot more than just the mechanics of a visual logo. It involves understanding the spirit and culture of the school, and being able to capture the past, present and future pathways. Outsource2Us made this project a very engaging, thoughtful and insightful one. They listened to the key stakeholders, and took the time to understand what Clover Hill stood for so that any concept they delivered told not only the story of the school, but what we hope for all future students. They were open to our feedback, and worked with such a high level of professionalism. As a community we feel proud of our school, and our new logo represents Clover Hill perfectly.

**Martine Gill, Principal**



Excellent, easy and fast. Jane and her team were brilliant in understanding what my needs were, provided an excellent end product and were on hand to answer any questions I had. All my worries were taken care of. I would and do highly recommend Jane and her fantastic team to help you with your business requirements.

**Steve Hatch, Owner**





# Marketing, Advertising and SEO

In this digital era, you are no longer bound by your physical location when it comes to marketing and advertising your brand. By effectively harnessing the power of digital technologies, you could potentially reach millions of diverse consumers from around the world, instantly.

At Outsource2Us, your full-service Brisbane marketing services agency, we understand the full potential of Digital Marketing as a powerful marketing tool to promote and grow your business. We use the term Digital Marketing as the umbrella term for the targeted, measurable, and interactive marketing and advertising of products or services using digital technologies. Through our digital marketing services, our aim is for you to reach your targeted customers and prospects, and generate new business growth opportunities.

## Our Marketing Team can implement the following services:

### Google Ads

In the digital world we live in today, finding information is easier than ever, where when your customers want to know something, they just Google-It! With over 63,000 searches per second, Google Ads allows you to pop up in front of your customers when they need you the most.

### Search Engine Optimisation (SEO)

The goal of SEO is to expand a company's visibility in organic search results. As a result, these efforts drive more visitors to the company's website, increasing their chances for more conversions which leads to more customers and more revenue.

### Organic + Paid Social Media Management

Social media allows businesses to bring their brand vision, mission, and personality to consumers fingertips. Our Brisbane based social media team have the skills, experience and drive to create a comprehensive and fully integrated social media campaign that is customised to your business's goals.

### Content Writing

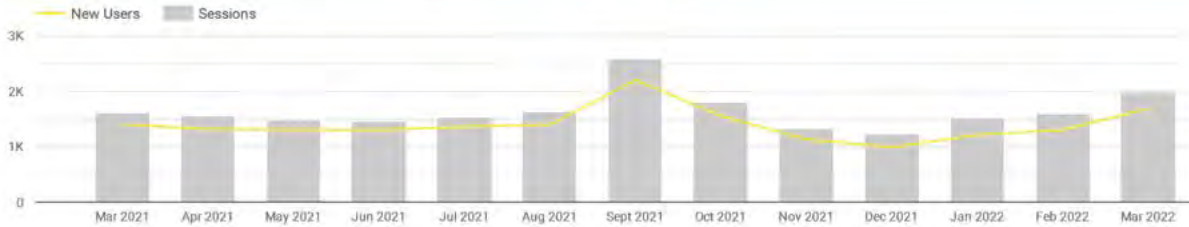
A comprehensive content strategy is central to the effectiveness of any marketing strategy. You need to understand who we are speaking to, what platforms they want to be communicated to and the tone and voice they want to engage with.





# Monthly Reporting Snapshot

## SESSIONS VS NEW USER



## MONTHLY TRAFFIC ANALYSIS

Month of the ...	Social	Referral	Paid Search	Organic Search	Email	Direct	(Other)	Grand total
January	187	34	296	765	12	216	-	1,510
February	311	37	329	580	18	314	-	1,589
March	344	48	623	541	15	265	142	1,978

### Facebook Advertising

**MARCH**

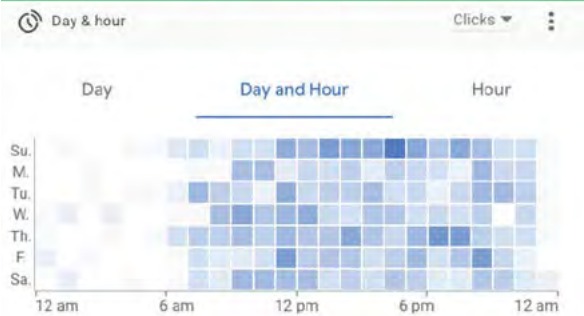
Clicks	People Reached	Impressions	Avg. CPC
363	18,292	38,615	\$0.85
Cost	CTR		
\$309.67	1.42%		

### Google Advertising

**MARCH**

Clicks	Impressions	Avg. CPC
737 ↑ 103.0%	122,764 ↑ 1,903.0%	\$1.09 ↓ 48.0%
Cost	Conversions	CTR
\$803.03 ↑ 5.7%	28 ↑ 100.0%	0.60% ↓ 89.9%

### DAY & HOUR OF CLICKS TO WEBSITE



### DEMOGRAPHICS GENDER VS AGES OF IMPRESSIONS



## SERP RANKINGS

Keyword	Jan 20...	Feb 20...	Mar 2022	Apr 2022	May 2022	June 2022	Moveme...	Change
benchtop water purifier	49	47	36	37	44	24	▲	20
caravan water filter	null	null	47	40	34	32	▲	2
designer faucets	null	null	null	null	31	14	▲	17
filtered water solutions	null	8	7	21	17	19	▼	2
home air purifiers	null	null	null	null	null	null	-	0
raindance water filters	null	null	null	null	1	1	-	0



Scan to view the full report

# Web Development and Project Management

A website is often the first interaction a business will have with its potential customers, your digital shop front, which is why it is crucial that it has a lasting impression. We offer full website development, graphic design, and hosting services to ensure that your message is articulated to your audience with professionalism.

Throughout the website build, we work closely with businesses to ensure the site is tailored to their needs. Our team is in contact with clients every step of the way, from discussing the client's vision and perfecting design concepts, to producing the final product. We believe working closely with clients throughout the process allows for clearer communication and a better-quality final website.

## Our Website Development and Project Management Team utilise:

- Adobe Experience Design to create live interactive prototypes.
- Wordpress Development for ease of use by our clients
- Microsoft Teams and other platforms for constant communication.
- 100% Australian dedicated hosting servers.
- 8+ years experience in web development and server management





# Does this sound like your Website Journey?

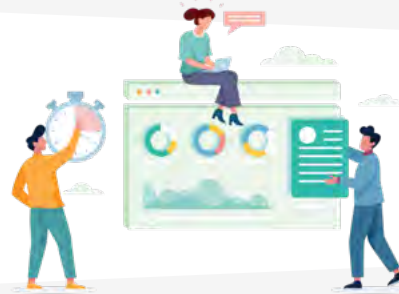
1. You developed a website a couple of years back that looked amazing and represented the brand/business well. It had basic contact forms etc, but now it's looking dated.

**...So Annoying**



2. Initially, you got some enquiries from the website and came up with some search terms, but times have changed and so has your business. Things have become more sophisticated and complicated over time.

**... But how do you fix this?**



3. Over time, your website slipped in search rankings, has become outdated in the look and feel, has no ongoing SEO and some parts don't even work anymore. Not to mention it has **NEVER** been backed up.



4. You tried to fix your website on your own or went back to the original developer, but they're no longer available or want to charge way too much!

5. You are now in a bind - what's next? Build a new website or refresh the current one... But is that throwing good money after bad?



6. Outsource2Us offers Website Audits to identify what you want to achieve from the website and the pathway to get there. We'll then fix the identified issues and manage the website on an ongoing basis. Creating a website that works for you.

**You'll no longer have to worry!**

# Some Examples of our Design Work

Logo & Identity Design



Digital Marketing Collateral



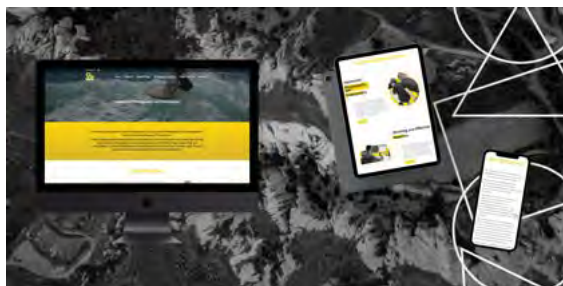
Corporate Communications



Event Collateral



Web & Landing Pages



Newsletters



Print Design



Infographics





# Graphic Design

Effective graphic design builds brands, encourages engagement and supports your marketing ventures. Without expertise in this area, brands risk falling behind competitors in a modern market where visual identity is paramount to success. For many small businesses the difference between growth or plateau is a strong repertoire of promotional visual assets that give life & personality to your product/service.

We work together with your business to create visual assets that elevate your market presence and reflect your brand. Graphic design is essential for B2B companies to present an image that clients will trust and want to invest in. Design forms the corner stone of every marketing strategy for consumer facing companies; driving sales, communicating brand personality & enriching your online presence.

## Our Graphic Design team excels in:

- Designing brands that build credibility & recognition.
- The creation of engaging social media content that drives consumer engagement and generates leads.
- Print media assets that optimise internal communications or introduce a tangible brand personality to your audience.
- Creation of EDMs that keep your brand at top of mind status amongst your audience & promote your latest product/service offerings.
- Website design that sparks life in your brand and allows you to compete on a national scale.
- Animation elevating your online presence.
- Advertising that generates leads and ensures return on investment.



# Our marketing improvement process to generate results for you



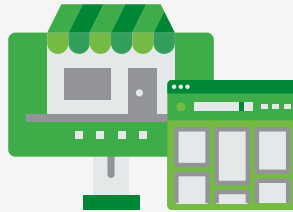


# We believe planning is critical

- We develop an initial 6 to 12 month strategic marketing and implementation plan to grow the business.
- Along with a tactical offline and digital plan with sample content, online tactics, events, loyalty programs and other content marketing opportunities.
- We integrate tools such as Google AdWords and remarketing tactics with highly targeted display advertising to specifically drive new enquiry.
- We implement marketing metrics, tracking templates and evaluate on a monthly basis for ROI.



**Content  
Creation**



**Landing Pages**



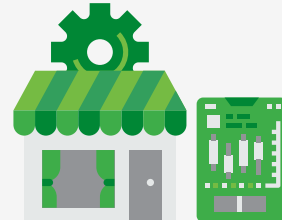
**Email & Lead  
Nurturing**



**Social Media**



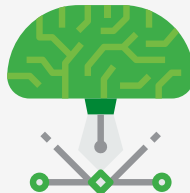
**Marketing  
Analysis**



**Market  
Automation**



**SEO & AdWords**



**Implementation**



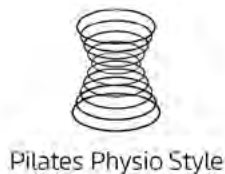
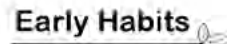
**Reporting**

# Our strategic and operational marketing delivery framework example





# Some of the brands we've helped





**outsource2us**  
Strategy - Marketing - Creative



**07 3257 2027**



**[www.outsourcetous.com.au](http://www.outsourcetous.com.au)**