



Your Digital Marketing Experts



3amideas

Capability Statement

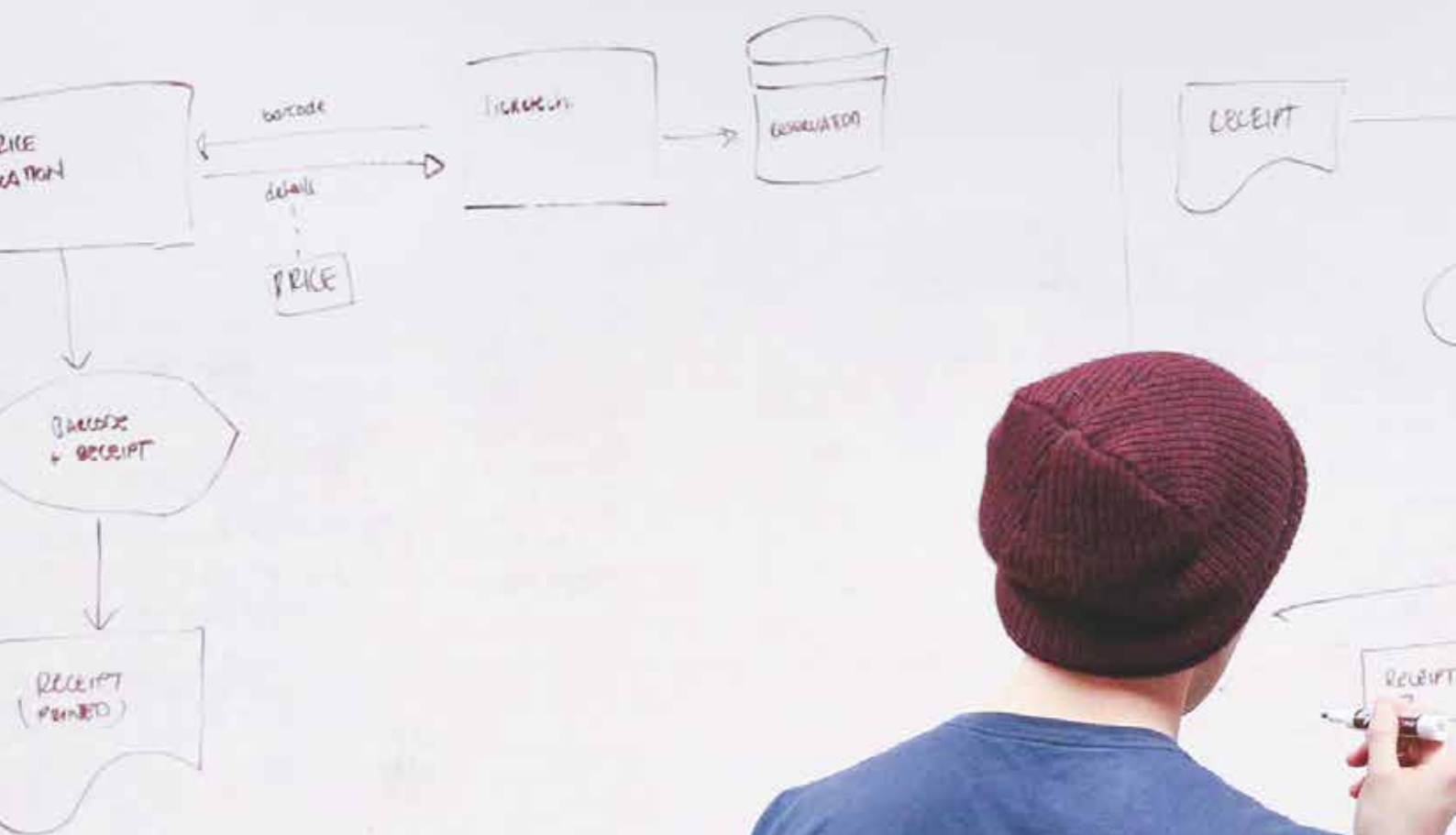
WHY OUTSOURCE TO 3AM?

- > Highly Specialised Marketers
- > Low Risk Vs. Hiring In-House Staff
- > High Performance Management
- > Results Driven Strategies
- > Established Networks & Suppliers
- > Extensive Professional Toolset

www.3amideas.com.au



DO
MORE.



3am Ideas

Level 1, 100 Havelock Street, West Perth 6005
info@3amideas.com.au
+61 8 6160 5977
www.3amideas.com.au

COMPANY PROFILE



Say Hello To Your New Digital Marketing Team



Here at 3am Ideas, it is our mission to provide companies with a low risk, high performance alternative to hiring in-house marketing staff.

Our extensive experience allows your company to tap into specialist strategies and tools, which are ordinarily only available through big teams, or big agencies. For less than what an entry-level, fulltime employee would cost you.

Imagine what you could achieve with a whole team of professional marketers working on your project.

Our experience in handling **B2B** as well as **B2C** projects, in both the public and private sectors, ensures that we are consistently identifying opportunities within your market to maximise your impact on project and company goals. From startups, rebrands, product launches and roll-outs, generating sales, brand awareness and growth; we've done it all.

Why Choose 3am Ideas?

- Extensive Public & Private Company Experience
- We Are At The Forefront of Technological Changes & Trends
- We Provide A Low Risk Alternative To Hiring In-House Staff
- Our View Forward - Accountability, Growth, Continuous Improvement
- Extensive Professional Toolset That Gives You the Edge

Headquartered in West Perth, we are able to provide the reach of a national agency, with localised support and service. We are Australia's market leader in local, outsourced marketing management bringing the concept of the Virtual CFO to the marketing industry.

It Is Our Business To Grow Yours

We want to make marketing a resourced area of your company, so you can focus on the important things. Think of us as your marketing team, or marketing employees, except we're sitting in another office. We're in this with you together, until the end.

I look forward to working with you.

Oliver Leeb
Founder



VMM PROGRAM



Virtual Marketing Manager (VMM) Assign A Whole Team To a 1-Person Job

Marketing Managers, Marketing Coordinators and Marketing Assistants. You look on Seek and you find an exceptional list of duties and tasks that are never ending.

Candidates must be:

1. The SEO Oracle
2. Paid Advertising Geniuses
3. Web Design Experts
4. Social Media Gurus
5. Content Creation Wizards

Expecting person to do all of that at a high rate of efficiency with a consistently growing return on investment, is impossible. Don't hire a Jack of All Trades, or waste your time looking for a unicorn, let our team of specialists take care of it for you.

When you need a graphic designer, you get a graphic designer. When you need SEO done or Google advertising, you get a Google Partner doing the work.

There's no guess work with us or googling "how to..."

Employee Productivity Facts According to Ernst & Young

58%

Only 58% of an average work day is spent on work that directly adds "real value".

24%

Of workers' time is spent on "water cooler" time.

54%

Of respondents said people management was the biggest dampener on productivity.

The Perfect Balance Between Operational Control & Agency-Level Efficiency

Concerned that your marketing might be a little disjointed? We'll clean that up for you.

You might have heard of a funnel before. It's really just a buzz word for bringing all of your marketing materials in-line with each other to create one strategic approach to achieving your desired outcomes.

If you're not doing that you're wasting opportunity.

Going To The Next Level With Data

We can track data across all stages of your customer journey. This information is invaluable.

It's your personal crystal ball and we use it to dynamically direct your marketing strategy.

This will let you understand your customers, their demographic, and their behaviour on a deeper level.



HOW IT WORKS

We want you to think of us as your marketing team, not an agency you've outsourced work to.

It is our job to look after your best interests and to identify and guide you towards opportunities that will help you realise the company's goals.

We need to learn your customer journey from start to finish, get a deep understanding of your products and services, while also looking at what your competitors are doing to ensure they are playing catch up with us, not the other way around.

You retain full control of your marketing and our activities through our monthly performance reporting, regular meetings, our systems & approval processes and ultimately, the results we generate for you.

Our Process



The Structure

When we plan out your marketing for you, we plan for the long term, with bite-sized strategies to get you there one step at a time.

Reporting happens on a monthly basis so that we can accurately track your progression and performance to make finite adjustments to continue growing your return on investment.

Engagement	Contact & Standard Work	Cost
From 10 hours per month	<ul style="list-style-type: none">Comparable to part time/casual marketing staffMonthly meetings (virtual)	Please enquire
From 20 hours per month	<ul style="list-style-type: none">Comparable to fulltime Marketing CoordinatorFortnightly meetings (virtual or in-person)	Please enquire
From 40 hours per month	<ul style="list-style-type: none">Comparable to fulltime Marketing Specialist/ManagerWeekly/Fortnightly meetings (virtual or in-person)Working up to 4 hours per month in your office	Please enquire

CORE COMPETENCIES

DIGITAL

- > Web Design
- > Search Engine Optimisation
- > Google Advertising
- > Social Media Marketing
- > Reputation Management
- > Email Campaigns

MARKETING

- > Research
- > Planning & Strategy
- > Branding
- > Lead Generation
- > Content Creation
- > Competitive Analysis

MANAGEMENT

- > Performance Reporting
- > Conversion Tracking
- > Print Design
- > Marketing Administration
- > Supplier Management
- > Event Management

We can build you just a website.

Or we can make you famous on the internet.

How far can you see yourself going?



THE 3AM DIFFERENCE

Marketing Driven

We are marketers first and designers/developers second. This means our projects are implemented with your business' goals and data in mind.

If your content looks pretty, but doesn't generate customers for your business, it's probably not a 3am website.

Google Best Practice

We know that Panda and Penguin are not just monochrome animals, but also revolutionary algorithm updates that wreaked serious havoc in the online market.

We stay up to date with Google best practice to ensure you stay compliant, indexed and on top of SERPs.

Digital Enthusiasts

We've been playing with and modifying digital media since way before there was even a Google.

Today we utilise our passion to benefit our clients through growth, increased brand awareness and ultimately a healthier bottom line.

Industry Knowledge & Tools

Not only do we have access to the best and latest professional industry tools, but we also bring with us an established network of contacts and trade suppliers.

From marketing concept to delivery, we can handle every step of the way for you.

OUR CLIENTS



MANAGING MIGRATION
— OUR MISSION IS YOUR SUCCESS —



Lithium
Australia^{NL}



WHAT THEY'VE SAID

3am Ideas established my entire website and marketing campaign. In a competitive business environment, they were able to assist in helping my business take off and become profitable within a very short time.

Rashpal S.
Managing Migration

3am Ideas were instrumental in launching my business and I am very grateful for their excellent work and direction.

Wendy C.
Allsett Property Settlements

Great old fashion service, results focused professionals. Highly recommend. Why pay someone in India when you can speak with the local expert in person and get the job done.

Steve T.
Pass Driving Auto School

CLIENT SNAPSHOT

Virtual Marketing Management: Drilling Company Topdrill Required Management From Digital to Diggers & Dealers



Topdrill Mineral & Water Exploration is WA's TOP name in drilling.

The Challenge

Topdrill's marketing was always important, but nobody had time to do it properly.

We needed to find Topdrill over 200 staff, help with their website and social media, right up to assisting in the planning and execution of their Diggers & Dealers exhibit.

Requirements

- > Regular Website Updates
- > Database Maintenance
- > Social Media Recruitment Campaign
- > Graphic Design Packages For Expos
- > Social Media Management
- > Search Engine Optimisation
- > Content Creation
- > Monthly Board Reports

Network Requirements

- > Print & Signage Suppliers
- > Promo Merchandise
- > Office Fitouts
- > Photography





THE SOLUTION

The Client Solution

We put together a solution that allowed Topdrill to tap into our team on a flexible engagement depending on their requirements.

This was especially beneficial to them during the early days of COVID-19 when they had to pause their services for a short period of time. After only 3 short weeks they returned with an even more aggressive engagement after securing work with one of WA's biggest miners.

THE RESULTS

Peak Organic LinkedIn Reach

45k

*October 2020

1- Year Website Traffic Increase

866%

Staff Recruited with Facebook

>200

New Initiatives

- > Merchandise Kits
- > Internal Staff Welcome Packs
- > Content Creation
- > Website Traffic Growth
- > User tracking
- > Competitive Analysis
- > Airport Signage

Engagement 20-40hrs/month



CLIENT SNAPSHOT

Virtual Marketing Management: Drilling Equipment Manufacturer Harlsan



HARLSAN

Drilling Equipment & Consumables Manufacturer

The Challenge

Harlsan made their name in the drilling industry by manufacturing high-quality parts and equipment, and providing exceptional service.

Marketing doesn't come naturally to those who have always benefitted from Word of Mouth, therefore they needed a professional approach in bringing their marketing collateral in line and working together.

Requirements

- > Regular Website Updates
- > Database Maintenance
- > Social Media Recruitment Campaign
- > Graphic Design
- > Social Media Management
- > Google Ads Management
- > Search Engine Optimisation
- > Events Management
- > Marketing Consultation
- > Print Media Advertising

Network Requirements

- > Print & Signage Suppliers
- > Promo Merchandise
- > Signage
- > Photography





THE SOLUTION

The Client Solution

We looked at Harlsan's marketing, marketing collateral, current content, and online market position to formulate a plan to take them from the point of engagement (March 2019) to achieve their goal of doubling their turnover by 2021.

As of November 2020, we had achieved that.

Our online integrated advertising campaign resulted in the client receiving enquiries from two significant OEMs, and with the collaboration of Harlsan's sales team, they are now their biggest clients.

Harlsan's industry is low volume, and high margin. Extraordinary steps must be taken to nurture a B2B Google search all the way through the sales process to the sale.

THE RESULTS

Average Weekly New Leads

7

Increased Website Traffic

214%

New 1st Page Results

23

New Initiatives

- > Complete Website Rebuild
- > Internal Company Newsletter
- > Search Engine Optimisation
- > Created Online Website Tools & Resources
- > Content Creation Schedule
- > User Tracking
- > Competitive Analysis
- > Social Media Content Calendar



Engagement **40hrs/month**

CLIENT SNAPSHOT

ASX Listed Parkway Minerals Engages 3am Ideas For A Full Virtual Marketing Management Solution



Parkway Minerals NL (ASX:PWN) aims to extract essential fertilizer feedstocks, phosphate and potash, from one of the world's largest greensand deposits

The Challenge

Parkway minerals required assistance with their marketing administration and management of their website (due to regular ASX releases). In addition, they required expertise with a rebranding project, including graphic design, social media management and search engine optimisation.

Due to the ever changing nature of the market, the client needed a solution that would ensure their brand's message was appropriately communicated to the market, without the need to hire a full time staff member.

Requirements

- > Regular Website Updates
- > Database Maintenance
- > Graphic Design Packages For Expos
- > Social Media Management
- > Rebranding Consultation & Execution
- > Search Engine Optimisation
- > Board Reports

Network Requirements

- > Print & Signage Suppliers
- > Sample Product Display Packs

THE SOLUTION

The Client Solution

We put together a tailored package for Parkway Minerals that gave them access to 10 hours per week of social media management, website updates and design services for expos and events. In addition, we assisted with the preparation of quarterly reports for board meetings, monthly briefings during the Company's rebranding project and assisted the Board with developing specialised digital and search engine strategies.

THE RESULTS

Organic Social Reach

40k

Avg. Google Rank Improvement

28 → 3.5

Email Database

+300%



New Initiatives

- > Mailchimp Campaigns
- > Website Traffic Tracking
- > Digital Investors Kit
- > Full Social Media Presence
- > YouTube Presence

Engagement

20hrs/month

Period

3 years+

Contact Level

Virtual

CLIENT SNAPSHOT

Business Startup Package: From Concept Through Startup To Profitability In 3 Months



MANAGING MIGRATION

— OUR MISSION IS YOUR SUCCESS —

*This City Based Migration Agency Required A Business Startup Package
We Delivered Profitability*

THE CHALLENGE

The brains behind Managing Migration were branching out on their own. With limited time due to budget constraints, they required a package that included branding, website design and lead generation. They also needed fast results.

REQUIREMENTS

Branding

- > Logo
- > Business Cards
- > Letterheads
- > Misc. Design

Online

- > New Website
- > Social Media
- > Analytics Reports
- > Site Announcements

Lead Generation

- > Google Ads
- > Social Media Campaign
- > Lead Capture
- > Conversion Tracking

**Engagement
Period**

**10hrs/month
6 years**

**Contact Level Low
Lock In Contract None**

THE RESULTS

Monthly Enquiries

x3↑ (125)

Cost Per Click Change

\$2.50 → \$0.79

Profitable in

<3months

CLIENT SNAPSHOT

Business Startup Package: Boutique Financial Services Company Midland



REFINED WEALTH

accounting | finance broking | financial planning | insurance

Financial Services Represent One Of The Most Saturated Markets Online

THE CHALLENGE

Refined Wealth brought together a boutique service offering to a competitive, but important, market in the Midland area. The challenge was to create awareness for a new brand in the local market, with a decades old competitor right up the road.



Lead Generation

- > Google Adwords
- > Social Media Campaign
- > Mailchimp Campaign
- > Conversion Tracking
- > Lead Capture Forms



Branding

- > Logo
- > Letterhead
- > Building Signage
- > Business Cards

The Solution

Refined Wealth required a multi-pronged approach to establish themselves in the local market, against stiff, long-standing, competition.

We delivered a multi-channel marketing campaign approach, utilising both traditional and digital methods, in order to position the client as the premium provider in the Midland market

We assist the client with raising awareness of their brand through social media, while our specialised Google advertising techniques and strategically placed lead capture forms convert likes and views into paying customers.

**For More Of Our Work
Visit www.3amideas.com.au**

AD HOC SERVICES



Web Design & Development

We have been building websites since before there was a Google. Let us build you a web presence that is designed to convert, whilst looking good.

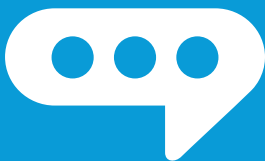
Online Advertising

Did you know that Google Adwords can often deliver immediate results? From the day you start advertising you have potential leads coming to your site



Social Media Marketing

Social media allows us to engage directly with your audience, giving your brand affordable and targeted reach. We are also experts in social media networking and can use your social media presence to create B2B relationships and help your business win that big client.



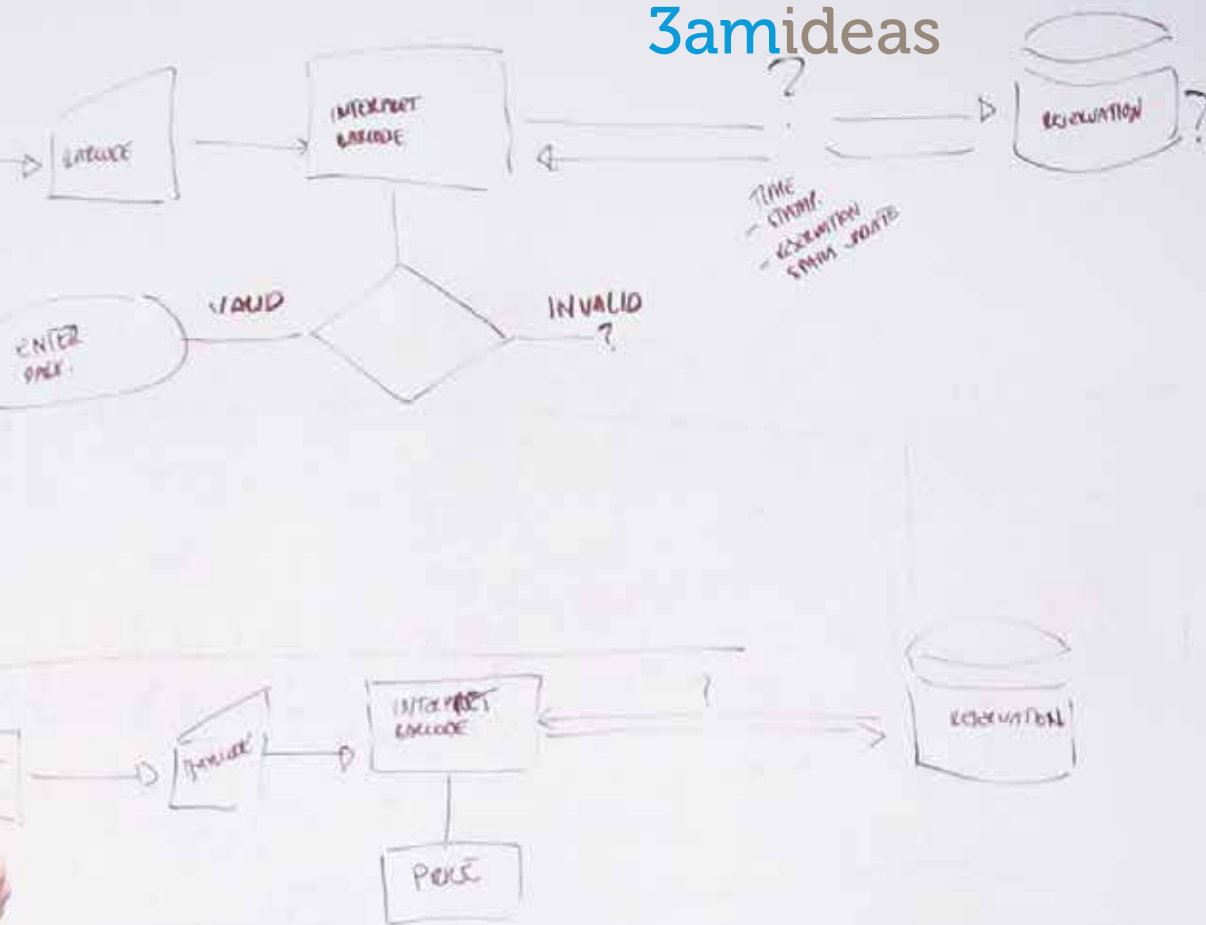
Search Engine Optimisation

SEO is the on-going, methodical and secret process that gets your site ranking higher. Our strategies always follow Google best practice

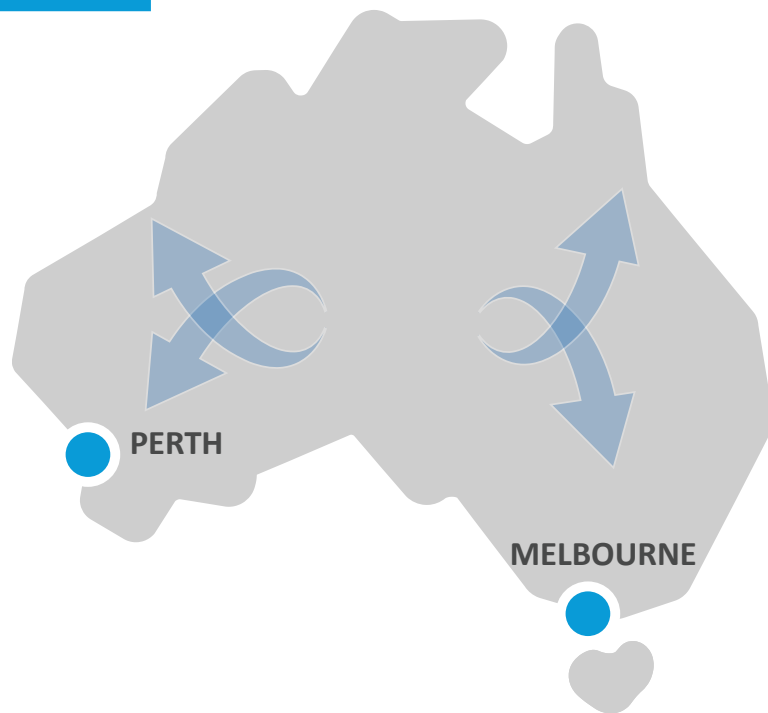




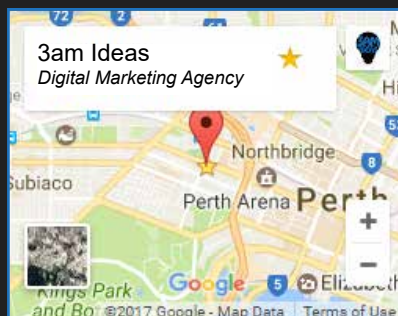
3amideas



GET IN TOUCH



We offer our digital marketing services all across Australia
Our team of marketers is waiting to grow your brand so
let's shout your message across the nation



*Level 1, 100 Havelock Street
West Perth, WA 6005*

+61 8 6160 5977

*info@3amideas.com.au
www.3amideas.com.au*

Join Us On Facebook & Promote Your Business!
Search for "Small & Startup Business Community Group"