

**DEVELOP
YOUR** **CONTENT
MARKETING**
IN THE RIGHT DIRECTION



MURTHY

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**“CONTENT MARKETING IS LIKE A FIRST DATE.
IF ALL YOU DO IS TALK ABOUT YOURSELF,
THERE WON'T BE A SECOND DATE.”**





INNEHÅLL

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For decades it has been talked about the noise rising, that it is all the more difficult to reach. How should our message draw attention? When it competes with thousands of other messages that flow through multiple channels at one and the same time? The answer is that it is actually not that difficult. Despite the digital evolution and the overflow of communication opportunities, our brains are still on the rock age. We react instinctively to the needs we had when we wandered around and tried to avoid being eaten by tan-tailed eagles. Something we can benefit from when we want to alert our audience - and keep it.

THE ART OF GETTING

ATTENTION

THE THREE STAGES OF ATTENTION

The development in cognitive psychology and neurology has given us a lot of new insights into how human consciousness works. And we can divide our ability to pay attention to our environment in three stages: immediate attention, the pleasure of the news and long-term attention.

IMMEDIATE ATTENTION

We constantly move our focus to discover something that differs. At the beginning of the time it was about the shadow of a leopard in the bushes, a broken branch or a star that falls. Immediate attention is driven by the deviant. Of instinctive stimuli rather than our consciousness. Our attention is drawn to something that is perceived as a threat, a news, or just something that flares past the eyes.

NOVELTY

When we instinctively attract something that has attracted our attention or curiosity, we are left there. Our consciousness is connected. We focus, analyze and evaluate. This brief attention is about the pleasure of the news. And we like it. When we meet something new, our brains secrete dopamine, which makes us motivated. We are simply programmed to like to investigate new things. Mice whose dopamine production is inhibited may still feel pleasure. But they lose the motivation. They may like chocolate, but they do not drive to the store to buy it. Even if they had a car. In this phase, use

we our work memory. But at the same moment as something else pops up and captures our immediate attention, we lose focus. Our work memory determines what to concentrate on and what short-term memories will be stored in our long-term memory. And who will disappear into oblivion.

CONTINUOUS ATTENTION

So, of course, the goal is to be remembered. To take place in the long-term memory. To gain the benefit of long-term attention. Well, we have gained benefits in terms of future attention. Like Apple

who just need to send out an invitation to get the world's total attention. Or, Beyoncé unexpectedly launched its new album with a single photo on Instagram at midnight and, as three days later, it had been downloaded 828 733 times from the iTunes Store. Both Apple and Beyoncé are in the longest term of memory. Which means they do not have to exert much effort to get our undivided attention.

Establishing in the long-term memory of people requires continuity and quality, but also creates trustworthy and long-term relationships. Everyone knows that one should devote themselves to content marketing, but considerably fewer have a plan for just how their company will handle the task. And the hand at heart, do you know what content marketing is - really?



WHAT IS CONTENT MARKETING?

Let's start with a definition. Content marketing is about creating and disseminating free content with high quality. Content that interests potential and current customers, and which in the long run makes them more loyal to your company. However, let's be clear at one point - it's not traditional sales or promotional materials. No, what you should bid on is editorial content related to your offer, which informs or maintains. By consistently giving away high quality content, you build a credibility that neither advertising nor sales material can bring about.

EDITORIAL CONTENT

Articles, blog posts, newsletters, reviews, educations and reports are examples of editorial content that are attractive to your customers. The more objectively this is in its nature, the higher the credibility you build as a content provider. Therefore, you should not fall for the temptation to transfer, any sales offer should amount to a maximum of 20% of the space. Content marketing is not about getting an end here and now - it's about creating long-term relationships.

The best platform for building a searchable content base is its own website, or its own blog. Here you can design and customize content and design to suit your needs. On the website there is also the natural link to your offer.



CAPTURE INTEREST

Regularly creating editorial content naturally requires resources and skills. The people responsible for this must be knowledgeable in the current area, and have the ability to express themselves in order to capture both readers and Google's interests. A journalist or copywriter can therefore be a valuable resource to associate. Keep in mind that it's readers who decide what's good, the visitor numbers on your pages will speak their clear language.

5 FACTORS FOR PROFESSIONAL CONTENT MARKETING

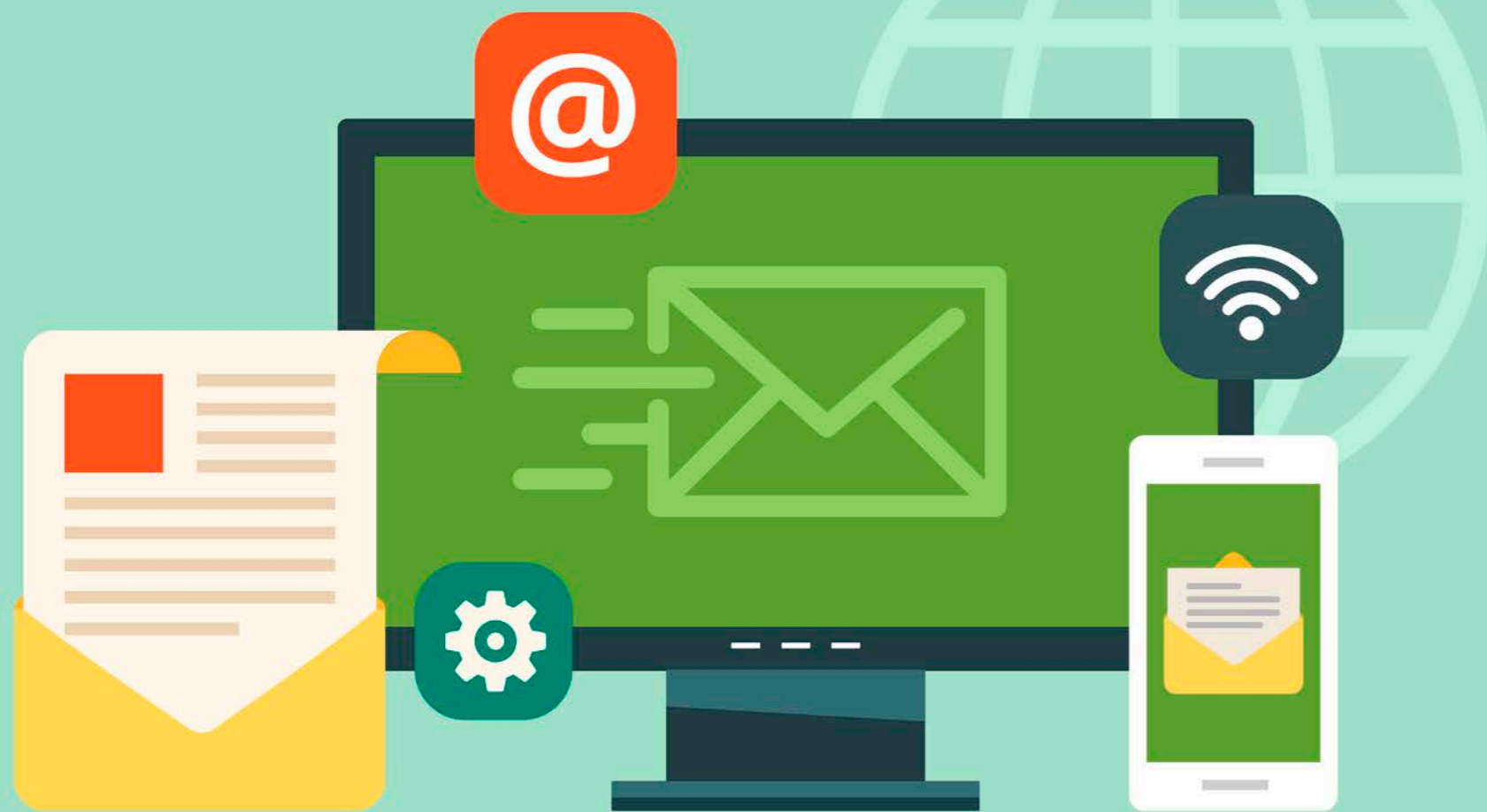
- Create relevant and free content
- Respect the reader - maintain high quality
- Focus on information - Do not sell
- Easily spread the content
- Maintain social media dialogue

“Content isn’t King,
it’s the Kingdom.”

C O N T E N

T

FOUR GOOD REASONS TO WORK WITH



EFFICIENT MARKETING

Marketing that is too selling or the customer has not looked up tends to end up in the trash, whether it's physical or digital material. The most important thing when you start working with content marketing is to always have the customer's interest in focus. What type of content leads to the most clicks and what do consumers get to consume? If the material is not relevant to the desired target group, it is not profitable to produce it. Content marketing is your opportunity to create a personal relationship with your customers.

INCREASED TRUST

By creating relevant content, you increase your chances of being well-liked by your customers and gaining high confidence. Customers who trust a brand are more willing to spend and return. It is also more likely that they want to trade more products and / or services from just your company. Faithful customers are also more willing to receive more information such as newsletters, customer magazines and text messages. It is also likely that they would like to show up on events and networking meetings organized by your company.

WIDE DISTRIBUTION

As with all communication, it costs to work with content branding. But the texts can most often be used in several different channels, thus spreading widely. Start by choosing a hub to assume, for example. a blog, a home page or a newsletter. Then the material can be spread in other channels, either by sharing services or manually. How the content is spread and adjusted depends on which channel it is. Keep in mind that different channels have different conditions and to customize the texts accordingly.

REACHING through the noise

As a consumer, you are regularly overcrowded with information from different companies. Since you rarely read through everything, it is important to have a thoughtful content that creates curiosity and reaches results. By strategically working with content marketing, your business has a good chance of reaching the noise and winning the customers' hearts.

CONTENT MARKETING

CREATE A STRATEGY

There are many factors that determine how successful your activities in your own channels and social media are. Engagement, continuity and knowledge about the recipient is important but also the right structure with efficient work routines and clear division of responsibilities. It's time to get a content strategy!

STRUCTURE AND CULTURE

If you want to get your employees and colleagues interested in helping to strengthen the company's presence in social media, it is important to work with both structure and culture. Structure for it to be simple and clear rules for who does what, when. Culture to motivate and inspire your coworkers to want to be active and to share what's happening. Ensure that everyone has a sufficient level of knowledge and encourage the use of social media at leisure and at work. Remember, the more representatives and actives, the greater the interest of your company and your services / products you can create.

MAPING OF THE CASE

Just like in many other contexts, it's good to start by investigating yourself. To map where you are currently in order to take the next step and choose the way forward. A zero-status analysis should both consist of an insight into your own organization and the work you are implementing today, but also an overview of the market to see what others are doing inside and outside your industry. Find three companies in your industry that have a good presence in social media and three companies outside your industry that you can serve as a target for your activities.

EXAMPLES OF QUESTIONS

- What channels do we use today?
- What channels do we want to use in the future?
- Are we active and committed?
- Do we have a clear picture of our target groups?
- Do we formulate ourselves well in words and images today?
- Do we have effective tools and work routines?
- Do we handle comments correctly?
- Do we utilize the content of many channels?
- Do we have any goals with our activities?
- Do we measure that we are on the right track?

ANALYZE AND PRIORITATE

Make a summary of what you came up with. This is especially important in order to influence the management or others who need to be involved in and decide on choice, goals and resources. Define what is required for you to progress in terms of time, knowledge and focus. Make a priority to facilitate decision making.

DEFINE YOUR TARGET GROUPS

You and your organization have probably already defined how your primary and secondary target groups look and probably those that you mainly want to reach with your social media activities as well. All digital marketing is basically about creating leads, thus potential customers that you can communicate individually with. Content marketing for B2B is a great way to create just leads because it's not about getting an end here and now, but building long-term relationships and trust with the target audience. The better you know your target groups, the easier you have for developing and tailoring content that you know will appeal to them at the right time. A good rule of thumb is that the content should be SMART, that is, Specific, Measurable, Custom, Relevant, and Timed (English-only), something you have a better chance of succeeding if you carefully monitor your audience needs, behaviors and personalities. Who is what you want now? Do you already contact them via, for example, a newsletter or as a follower of your social media?

BROAD YOUR TARGET GROUPS

Think about how to broaden your target groups. With the right content, follow-up and tools, you can turn an uninterested pu-look into interested customers, or at least ambassadors and followers. Keep in mind that the more people who like you and share what you do, the more the more chances are you reach out to those you really want. Is there anything you can do to encourage spread? Can you create a stronger dialogue by allowing more people to speak?

CHOOSE RIGHT CHANNELS

It is common for different channels for different purposes. That means you need to describe what you want to achieve in each channel, short, concise and clear. Different channels work differently for different companies. It's important to choose from where you think your target groups are and find a tune that suits each channel. The purpose, objectives and measurement methods for each channel will surely also differ, so this needs to be defined for each. Here are some examples of channels:

- Blogg
- Facebook
- Youtube
- LinkedIn
- Instagram
- Google+
- Snapchat
- Twitter
- OTHER

MADE FROM THE BRAND

All communications should be based on the company's value base and the values associated with the brand. The activities in their own channels should help strengthen the selected position on the ground. If you already have a well-documented, well documented and clearly implemented brand strategy, there is a perfect platform to assume when creating your content strategy. Funk and discuss what you stand for, what feelings you want to convey and what you want the audience to feel, feel and do when sharing interesting content. Do you have any trademarks? How should this be reflected in social media? In short, you should consider what you want to tell.

HOW DOES YOU CONTINUE INTEREST?

There are many questions to answer before you start communicating. What is to be communicated and how can it be said? How should tonality be? How do we convey the right feeling? How should we not formulate? How do we deal with neutral, positive and negative comments? Should we remove some comments? Which image language should we use? Which image language should we not use? What kind of tone should we have in each channel?

ACTIVITY PLAN AND TOOLS

When you feel that you have all the pieces in place in a clear content strategy, it's time to create an activity calendar so you know what to convey when in any channel. Maybe it's also a way to find a great tool that will help you to schedule posts and share automatically. There are many good ones on the market, but you will still get the best effect if you in any way customize and customize the content before each split with some form of hand pile so that it is not perceived as an "auto sharing". In order for your recipients to get involved, you are required to be engaged.

WHAT IS GOOD

CONTENT?

CONTENT



Now it's time to fill your channels with content. But what is really good content?

BASE CONTENT

Your content should consist of a balance between what you want to convey and what the target audience wants. Many choose to split their content into basic activities and campaign activities. The basic activities are linked to more general values in the company and the brand that are important to work with and describe over a long period of time. These can be conveniently grouped and clustered to be easier to handle in terms of content and goals.

CAMPAIGN CONTENT

Campaign content is often time-bound and linked to more short-term activities in the company. It may be a product launch, a new offer, any current event that you want to comment on. Both types of content are important for creating variety and long-term relevance. Think about which channels your base content and campaign content make the most of and tailor all your activities per channel.

CONTENTS ARE TEMPORARY

Make sure the text is customized to the target audience you want to reach. Use same language that is used by audience. In some cases, it may mean avoiding complex words and terms if it is not necessary in the context. It should be easy to understand the content. Also make sure that double-spell the spelling, obvious spelling mistakes can easily be a malfunction.

IT MAKES A HISTORY

Good content is characterized by the fact that it conveys a story and can, to a certain extent, be likened to storytelling. This means that you focus on telling something that is relevant, entertaining or makes the recipient emotionally engaged.

IT'S EASY TO MAKE IT

Write in an engaging and inspiring way. Make it easy for the recipient to take care of what you write by daring to be personal. Show that there are people behind the brand.

IT'S ALIVE

Update the content to give the recipient the feeling that something is happening all the time. For example, many companies create themes or serials in social media, "on Tuesdays, we're talking about this!" Which makes it fun for the recipient to follow and want to know more.

IT'S RELEVANT

Keep up to date on what your audience is talking about right now and make sure to monitor current topics in your social channels. That way, you give the target audience what it wants and create your own place in the debate.

IT DOES NOT SELL IN BRAND FOR HAIR

Avoid being for sale in the content you publish. Create content that primarily focuses on giving your audience what they're looking for.

IT IS EDUCATIONAL

Always strive to leave the recipient with the feeling that he or she has learned some of the content. Invite knowledge, it builds the brand brand and can generate leads that, in turn, boost sales.

MANY KINDS OF CONTENT

Many choose to share knowledge by communicating tips and advice on various issues. But the possibilities of varying their content from different perspectives are almost unlimited. Storytelling around the company, history or co-worker is a good alternative, moving image in the form of movies and animations also has a high observation value and is often shared. All types of interaction are usually appreciated, when your readers and folks have the opportunity to be involved in what you share. Another way to raise motivation to absorb content is to utilize various functions that are common in gamification such as points and rewards.



TRE TYPES OF CONTENT

Different content is relevant in different channels and for different audiences. Therefore, it is good to clearly structure the content marketing subject to different objectives. One way of structuring the content is to divide it into brand building, news agencies, and sales-driven categories. By varying these content types, a varied flow is created that both strengthens the brand, provides information about the company and drives sales.

TRADEMARKING CONTENT

One of the most important goals of digital communication is to strengthen the company brand. The brand-building content should make up most of the communication and all communications should reflect the company's value base. It is a long-term work that is based on the organization's vision. The brand-building content is created in many different ways, such as advice and tips related to topics / products, cases and reports. Customers are often interested in trend tensions in the industry and descriptions of the impact of digitization on the area. Starting from the customer's everyday life, one strives to create content that gives potential and existing customers added value.

NEWSLETTER CONTENT

In addition to content marketing's brand-building content, which is only partly about the company, it is also important to highlight information and news related to the company's daily operations. The news media content may consist of news about new projects, acquisitions, new appointments, events in the industry or in legislation, press releases or product development information. The news is to keep stakeholders up to date on what's happening in the company and aimed at customers, but also other target groups, such as journalists, owners and staff.

SALES DRIVING CONTENT

Content marketing is not usually aimed at direct sales. But for the strategy to be profitable, it should also be linked to sales-driven activities. The sales-driven content will help the digital communication provide profitability and create growth for the company. In order to increase revenues from digital activities, sales efforts should continuously be evaluated and refined. Target groups for the sales-driven content are the existing customers, with the purpose of creating more sales, and potential customers, where the goal is to facilitate the wholesale purchase processes. The selling content can be based on different goals. Perhaps it is important to collect contact information to initiate a processing by email. Or do you need to spread the company's key knowledge to show an interesting industry authority? Or a third option, retargeting ad, AdWords or sponsored posts in social media. By regularly engaging in sales-driven communication, new customers can be gained and brand awareness can be achieved with existing prospects and leads. Whatever your goal with the selling content, be sure that the sales-driven activities do not consider the brand-building and news-sharing content.

Bring your followers on an unforgettable trip. Maintain them. By using storytelling in the content, you reach out with your messages and communicate with your audience.

American researchers have analyzed over one hundred commercials broadcast under Super Bowl Ad, concluding that it was the film's structure - regardless of content - that determined the success. Dramaturgy broke the marketing nub. We seem preprogrammed to like stories more than loose facts. That's exactly what storytelling is about. Do not deliver fairy tales without real emotional stories.

HOW TO APPLY STORYTELLING IN YOUR CONTENT

- 1 • Get to know your audience - never stop reflecting what you want your audience to feel and feel. What stories work with your target groups? What are they consuming? What type of content do they respond to?
- 2 • See the organization as a mine of stories - start digging and looking for material in the business that can be a good story. There is so much to find. The question is just where one should start.
One tip is to start with yourself or with those who started the business. One tip is to start with yourself or with those who started the business. How did they come up with the idea of this business? Employees can also be a goldmine for a good story and definitely do not forget about your customers' stories. Every satisfied customer gives you the opportunity to tell you about your company's success in another way.

STORYTELLING



- 3 • Identify your heroes and heroines - as mentioned above, characters in the form of a hero and heroine in the company can strengthen the story. Like the people who buy the product or service. What does it look like with investors? Salesman? Providers? Get started with your detective work and start identifying main characters similar to your target audience.
- 4 • Tell an emotional story - it's important to keep track of some techniques around storytelling. One of these is about not loading too many numbers and facts in your story. Another is about aiming more towards heart than against brain. A good story, will attract laughter, reflection and inspiration - and live a long time.

Suddenly it happens. A post on Facebook, LinkedIn, or Twitter takes off and begins to be shared. Like a runaway it sweeps over the world. Is it a coincidence? Or is there an explanation? The answer to the question of what makes us want to share a post, we find, as often, in the darkness of our minds.

HOW TO CREATE A POPULAR POST

SOCIAL MEDIA GOOD FOR DISTRIBUTION

Good content makes no use if nobody reads it. Therefore, it is important to identify the right channels for knowledge and distribution. Facebook, Twitter, LinkedIn, Youtube and Snapchat have become a natural part of many people's everyday lives in just a few years. If you spread your content through these channels, and in addition, maintain a dialogue with readers here, your content may be spread with undue power. And that's exactly what you want to achieve with content marketing - to create content that's so good that people volunteer and share it. If you succeed, your company will be guaranteed to enjoy both a stronger brand and increased sales.

FIVE PSYCHOLOGICAL MECHANISMS

You have just launched a new exciting product and think that everyone on Facebook will of course want to know this. And when they realize how good and clever your product is, they will like and share it by lot and minute. Unfortunately. You will be disappointed. Because it's not so social media works. Facebook, Twitter and LinkedIn are social venues where we show us. All our contacts see what we like and what we share. Therefore, we are quite restrictive. Just like we do not wear any t-shirt with any pressure. It is after all about our personal brand. How we want to appear in the eyes of others. Basically, there are four psychological mechanisms that control which posts we share.

I. WE WANT TO BE EXPECTED IN A GOOD SETTING

Jonah Berger, who wrote the book "Contagious: Why Things Catch On" describes this as follows: "Before people share a piece of social content, they evaluate their social currency. The better they make them look, the greater the chance they will pass on. "In other words, if your post is perceived as pure advertising, nobody wants to share. In what way would it positively contribute to the image of themselves? We want to share content that's interesting. When you find an article that teaches you something new, share it because it says "check what I found", which is the same as "see what I already know". According to a global survey of Ipsos, 61 percent share content because it's interesting, but only 43 percent because it's fun. So how do you benefit from this? By posting something that we did not know. Exciting facts, interesting statistics or anything else that makes people appear as interesting and well-informed about those parts

2. WE WANT TO SUPPORT THINGS WE BELIEVE

According to a survey, Buffer performed 84 percent content because it's an easy way to support things or questions they care about. It's a quick way to get a feeling of making a difference without actually having to struggle, while showing your friends what you stand for, so-called slacktivism. As a company, you should ask yourself: What do we stand for? What is the question for us? Why are we here? In all likelihood, there is something you can find in your customer promise. And it does not have to be unique, but it must be something you honestly stand up to. Obviously, it is more difficult for an electrician than for the City Mission. But even as an electrician you can take a stand. Your customer promise may be "Do not go on a plug" and you have taken the position as the honest electrician. The one who actively decided to counteract the industry's offspring. Then you can post as "5 signs that your builder has no clean meal in the bag" or "3 ways to teach your 3 year old not to lie". Chances are that many will share your posts to show that they support honesty and thus appear in a better day. At least as long as your enga-gemang works genuinely and comes from the heart.

3. We want to stay connected

It's called social media for a reason. The point is that with Facebook and LinkedIn you can keep in touch with a lot of people, even those you do not really spend time with. Old classmates, room mate from folk high school, your colleague from previous job bets. It's so simple, you just share something or like something they shared. So how can you as a company benefit from this insight? You need to ask yourself how to help people stay connected through what you share. You do this by thinking about how your content can be used. If you sell kitchens, you can publish the article "3 characters that your respective cookie's cooking" which is most likely to be shared, and people will tag others when they share. You create content others want to use to keep in touch and as they can target people in their network.

4. We have an instinctive desire to help others

Many experiments, including American psychologist Liz Dunn, have proven that we are better off giving than to get. And there is no difference in the virtual world. Fractl and BuzzSumo surveyed one million of the most popular posts on social media and found that of the 1,000 top-downs, two-thirds had a positive message. For you as a business, it means that you should focus on encouraging posts that have content that supports people in some way. It can be a quote, statistic or a step-by-step instruction. Simply creating content that you truly know can help people in any way. Then other people will share it in order to help.

FINALLY: LOVE IS LONGEST

Common to these psychological mechanisms is that they value honesty and genuine intent. Most people have a properly well-developed bullshit radar and will notice as soon as you make posts that are calculative or where you only try to think strategically to get likes or be shared. All success in social media is born of genuine commitment and an honest desire to build a relationship. You have to dare to tell personal stories, be genuine, share yourself with lots of things and keep in touch with your followers. The positive is that in the long run you will develop a deep relationship with them, which will make them feel like sharing your content. Even the times it's not that bad good.



EDITORIAL CALENDER



Creating rich and interesting content in the digital channels requires planning, time and resources, but there are tricks that help one to streamline the work. In order to facilitate production and account sharing, one can use an editorial calendar that can be beneficial in terms of objectives and search engine optimization. With the help of the editorial calendar, you know in advance what content is to be published, how it is to be produced, who is responsible and what channels to spread.

The editorial calendar can be based on goals and search engine optimization, but is based primarily on the potential customer's decision-making process:

- What kind of content does the recipient seek in the different phases of purchase?
- What content does the brand strengthen and help the recipient to make a purchase decision?
- What forum is the customer moving within?

The editorial calendar is planned a few months in advance, but is a living document that leaves room for material that can pop up on the road. The plans become transparent and consistent with the brand's goals.

OPTIMISING CONTENT

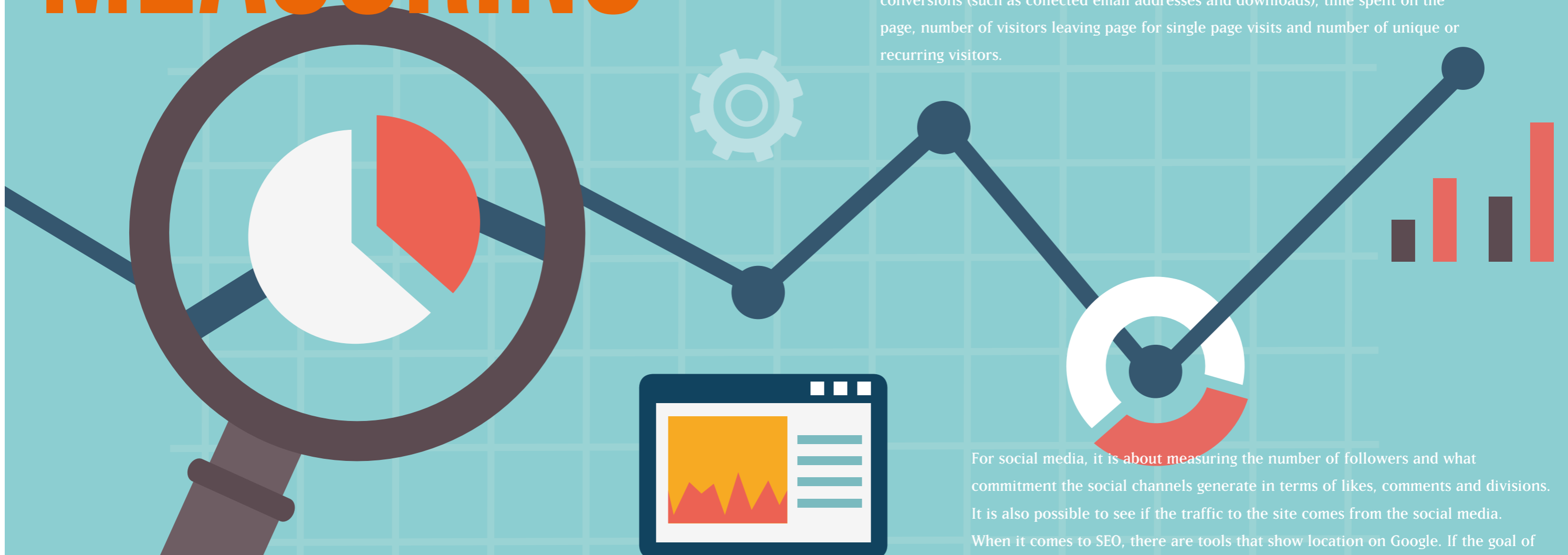
Most purchase decisions are preceded by information searches in digital media. Customers seek information and inspiration through the major search engines and to rank high on words that customers are looking for is an important part of the digital presence. By search engine optimizing the site's content, you can drive traffic to the website. Search engine optimization can, in part, be combined with content marketing and the editorial plan should be based on relevant keywords that potential customers use. Google is the biggest search engine and accounts for the overwhelming majority of searches in the world. When a user searches for something, Google ranks the most relevant pages on their results pages. Each result page consists of 10 results. The web pages ranked 1-3 in the first results page usually get the most clicks. Even those sites that rank in place 4-10 on the same page have a high chance of being clicked. However, if you do not get on the first page, the probability is that the user will click on to more results pages.

With search engine optimized blog posts, news and other web content, one can reach a higher ranking on Google, increasing the number of entries to the site. It's hard to compete on broad search phrases like 'dog' or 'flower', where large sites with a lot of content dominate Google's results pages. On the other hand, it's a good idea to search engine optimize more precise search phrases that are closely related to the company's offer.



MONITORING & MEASURING

It's easy to have high expectations for their content efforts. Content marketing requires patience, hard work and clear, measurable goals. It is important to ask yourself what it wants to achieve and whether it is reasonable with the resources available. It takes time to position the brand and get spread. The number of completed purchases therefore says quite a bit about how well a content marketing initiative works. Instead, the other CPIs are traffic to the website, followers of social media, engagement and conversions that should be measured. The digital channels make it possible to see who shows particular interest in the content and the type of content that works. Use measurement tools like Google Analytics, AdWords, and Social Media's own analytics tools in your measurement to get the most accurate results. The effects of content marketing can be evaluated by reviewing traffic on selected pages, number of conversions (such as collected email addresses and downloads), time spent on the page, number of visitors leaving page for single page visits and number of unique or recurring visitors.



For social media, it is about measuring the number of followers and what commitment the social channels generate in terms of likes, comments and divisions. It is also possible to see if the traffic to the site comes from the social media. When it comes to SEO, there are tools that show location on Google. If the goal of the content marketing effort is to get as high as possible on Google, it's good to compare your own ranking on selected keywords with the competitors' placement. Finally, you can measure digital mailings with measurements like opening frequency, traffic to the web site, and unsubscribe.

COMMUNICATION THAT SHOWS THE WAY

SEO EXPERT MELBOURNE is a strategic communications agency that helps companies and organizations build brands, create profitability and navigate in a rapidly changing physical and digital world. In the border between innovation and communication, we generate innovative thinking and development solutions for our clients with the future's trends in focus. Solutions like the right processes are equally well-rooted in the company's business strategy and with all employees. We think, think about, and think again. To reach out as well as in ...



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WE HELP IN DIGITAL MARKETING

As a DIGITAL agency, it's our role to help you on the new Digi talk journey. It is not automatic that all strategies need to be redone but they need to be adapted to a new world. We help you see the whole picture, see how everything is connected and understand what opportunities are available. We have chosen and tested the leading systems in the market in all crucial areas in order to contribute to the dialogue both on the breadth and in depth with you and your organization.

We have also strengthened our own organization with specialists and further developed our skills so that we can help you create the right strategies and put them into practice. As the new communications agency, we are a combined strategic advertising agency, brand agency, web agency, PR agency, content agency and innovation agency.

Welcome to SEO EXPERT MELBOURNE!

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