

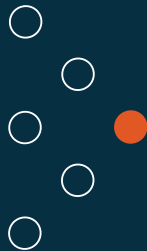
USING **LOGIC** TO NAVIGATE MARKETING BULLSHIT



SO YOU NEED MARKETING...

As a business owner you might find marketing frustrating, fluffy, flakey.

AT
3BY2
WE:



● OFFER
PARTNERSHIPS,
NOT EMPTY
PROMISES

- You've had marketing in-house.
- They did a lot but never did it all.
- You wondered what the ROI was but they couldn't tell you.

You can ask us.

● START
WITH ROI

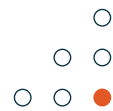
- You know marketing is more than lead gen.
- Having sustainable revenue is a priority.
- You need marketing to deliver ROI.

And that's where we start.

● BREAK THROUGH
THE DIGITAL
BULLSHIT

- You've had enough of the lead machines.
- Digital isn't a magic bullet.
- You want the basics done well.
- You need a strategy to underpin it all.

That's what we prioritise.

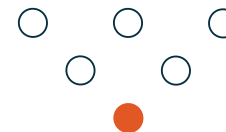


WORKING WITH 3BY2

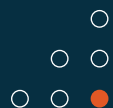
Most businesses think their marketing requirements start and end with 3 day-to-day elements: design, content and events.

But, have you ever stopped to think why?

Our clients take the time to ponder this with our help. 3BY2 uses logic to navigate the marketing bullshit, ensuring everything starts with achieving ROI for your business. This means underpinning those 3 things with 2 crucial elements - strategy and technology.



Whether you're a business that needs an all-encompassing marketing solution that covers your strategy and your execution, or you're a more progressed business simply seeking a specialist service to complement your existing team, 3BY2 can provide you with a logical, cost-effective solution that actually delivers better results.



THE MANAGED MARKETING SERVICES

PHASE 1

STRATEGIC ROADMAP

STAGE A

- Where are you now?
- Who are you trying to reach?
- What technology do you use?

- How do you communicate?
- How are you performing?
- Where do you sit in the market?

STAGE B

- **Recommended Go To Market Plan**
- **Customer Journey Maps**
- **Deterrents | Drivers | Friction Points**

- **Recommended Tools & Tactics**
- **Expected KPIs and ROI**
- **Timeline & Schedules**

KEY
PROJECTS

PHASE 2

DELIVERY & EXECUTION

DELIVERY

Delivery Manager | Project Manager

Consultant

SPECIALIST

Strategist

Creative

CX

Social

SEO

Automation

Events

Content

Product

PPC

UX

Developer

TACTICS

ROI &
REVIEW

3BY2

CAPABILITY STATEMENT

THE SPECIALTIES

By combining the foundations required to deliver a return on investment and the core skills needed to execute the tactical requirements, 3BY2 delivers profitable outcomes for you.

YOU

FOUNDATIONS OF ROI

Strategy

- Strategic Roadmaps
- Customer Journey Mapping
- Digital Strategy
- Content Strategy
- Organisational Culture Strategy

Technology

- Websites
- SEO (and GMB)
- Google Ads
- Social Media
- Automation
- CRM

Design

- Brand Development
- Annual Reports
- Website Design
- Capability Statements

Content

- Social Content
- Website Content
- Case Studies
- Videography
- Newsletters

Events

- Conferences
- Field Days
- Awards Nights
- Nurture Events

**SKILLS
YOU NEED
EACH DAY**

3BY2

CAPABILITY STATEMENT

OUR WORK

We start with ROI and Strategy to ensure we plan an engagement that considers what makes a quality enquiry.

Only once we investigate your business, can we make an effective plan and execute it. It's this curiosity that makes us stand out from the rest and ensures we can use logic to determine the best way of marketing your business.

3BY2 is more than marketing, we don't just focus on getting you leads. We drive quality enquiry and consider the user experience your business offers once a prospect is in the door. This is where marketing, your culture and your operations work in sync to drive retention and referrals – the easiest revenue you'll find.

We won't always give you what you think you want, but we will tell you the truth. And we'll deliver it with a plan to get to where you should be.

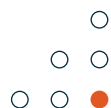


Before 3BY2, marketing had always been a pain point for Community Vision. We had tried both in-house marketing resources and digital agencies but could never get the outcomes or responsiveness we needed. The 3BY2 Managed Marketing Service provides access to all the specialist resources we need with the convenience of one monthly fee.

Community Vision

3BY2

CAPABILITY STATEMENT



THE CREW

Marketing as a service delivers outcomes through people. That's why we hire the best, strive to be better and don't suffer fools.

At 3BY2 we live and breathe the **Crew Conduct**, the behaviours that define our values and define us.



BE GENUINE

- Tell it how it is
- Don't talk in riddles
- Own your mistakes
- Share in others' success

BE COURAGEOUS

- Don't walk past poor behaviour
- Be willing to have the tough conversations
- Make the tough decisions
- Take smart risks
- Push boundaries, don't accept norms

COMMUNICATE WELL

- Listen well, to better understand
- Be concise and articulate
- Be respectful and set expectations
- Keep people in the loop

PRACTICE EXCELLENCE

- Do the 1%ers
- Be proud of the work you do
- Don't accept mediocrity
- Help others achieve excellence

BE CURIOUS

- Be open minded
- Drop the bias
- Ask more questions
- Don't assume your way is the only way

ENJOY YOURSELF

- Smile more, release the endorphins
- Find time to laugh every day
- Do what you love doing, don't chase a job title
- Have fun, we only get one crack at life

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CAPABILITY STATEMENT

- No lock-in contracts
- Jargon-free conversations
- Zero vanity statistics
- No silver bullets
- Tools beyond just digital

○ ○ ○
○ ○ ● **We're your more
than marketing team**



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