



**Delivering results  
from proven  
marketing options**

# Marketing Blueprint is a resource run by me, Alex Dance, to teach you proven strategies for marketing a business and how to utilise growth options.

I'm a family guy who cut my teeth in marketing when working for some of Australia's biggest businesses and loyalty databases. I calculated and understood which marketing campaigns were delivering the greatest results. I found that marketing, when done well, gave even the smallest of businesses the chance to compete and win in a big way. That was back in 2007 and I have been a marketing tragic ever since.



# For businesses owners who want

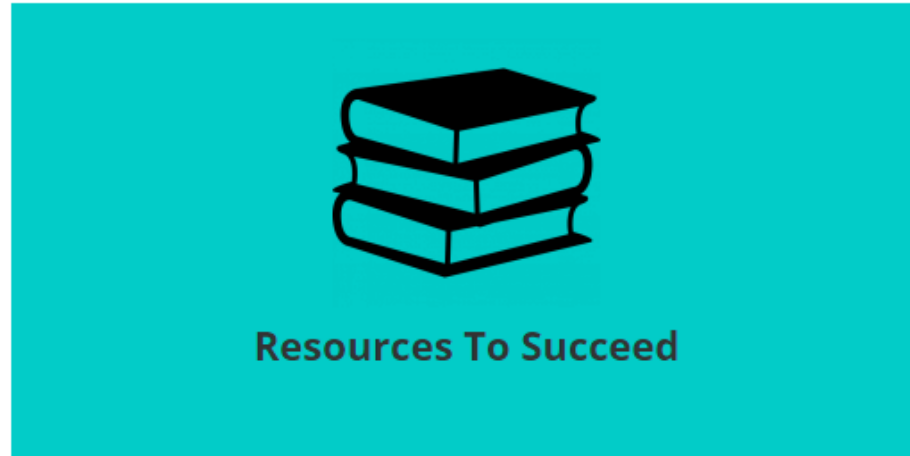
More Leads

Better Conversions

More Time

More Money

# Utilise our documents, guides and resources.



This is a curated list of the tools, websites and documents I strongly recommend for marketing and growing your business. I have tested every recommendation on this page.

[www.marketingblueprint.com.au/resources/](http://www.marketingblueprint.com.au/resources/)

# Online Training – the DIY and overview option



Online Training

These courses is the marketing advice that I give all wrapped up in 1 place. There are many aspects of marketing, that just work and if you follow the blueprint outlined here in this course you will grow your audience and your business.

Transform your understanding of marketing options. Learn what and why to implement effective marketing options. In this course you will go through the proven marketing options to implement.

[www.marketingblueprint.com.au/courses/](http://www.marketingblueprint.com.au/courses/)

# I will project manage your marketing needs, with my quality team



I know what needs to be done and how to get it done. I will ensure you get the result you need, on time and efficiently. The team have provided over 5,000 hours of support to a wide range of clients. Get your job completed efficiently. Get access to experts, and have your project professionally managed. If you choose me to project manage your marketing project I will:

Be Your Account  
Manager

Do some of the work  
and use my team of  
experts

Go the extra mile to  
ensure you get the  
best result

<https://marketingblueprint.com.au/services/>

# Marketing Blueprint offer a full suite of growth options

## Marketing Strategy

Web Build/Design



SEO



Google Ads



Facebook Ads



Content Writing



Remarketing

Email marketing



Conversion Rate Optimisation



Leads

# We offer guarantees of success

We guarantee to increase your traffic from SEO

We guarantee to improve advertising effectiveness  
(reduce cost per click / increase conversions)

Find out how much we growth we can guarantee



# Some Clients Worked With



Go somewhere different



# We build great SEO optimised web pages

- Quality and Good Looking web page
- Easy to update
- Back End Data integration is possible
- Ecommerce functionality
- Pop-ups are available
- Google Analytics available
- Support available

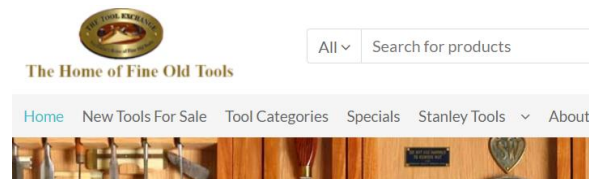
## Our Pages are SEO Optimised

We see so many pages where a web developer says the web page is SEO optimized when in fact it isn't. As we know SEO we ensure you get more than the bare basics, to set you up for success.

[www.cynergexgroup.com.au](http://www.cynergexgroup.com.au)



[www.toolexchange.com.au](http://www.toolexchange.com.au)



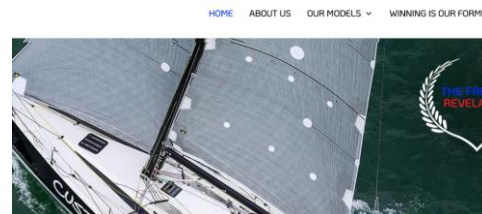
[www.planetentertainment.com.au](http://www.planetentertainment.com.au)



[www.kahyangan.com.au](http://www.kahyangan.com.au)



[www.jpkipacific.com](http://www.jpkipacific.com)



[www.myblossomingbump.com/](http://www.myblossomingbump.com/)

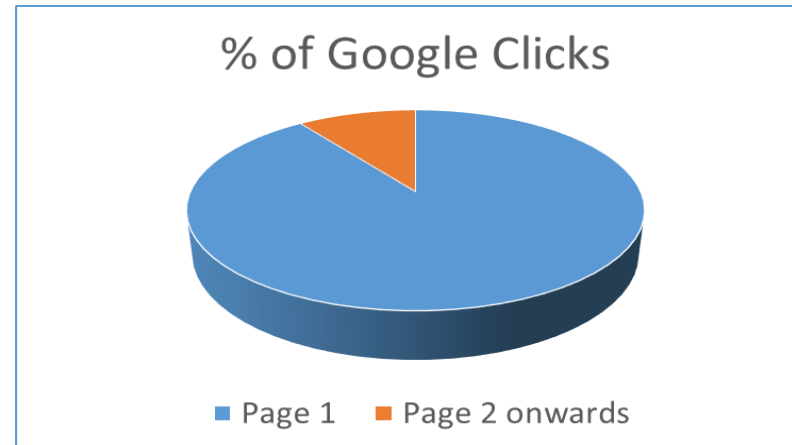
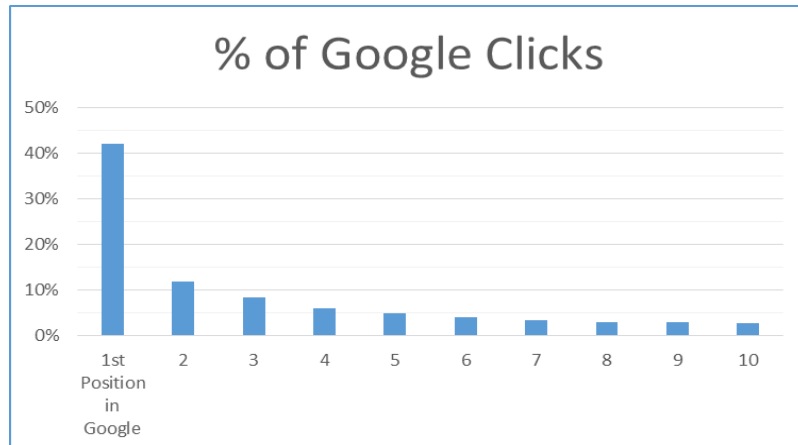


**MARKETING  
BLUEPRINT**

# SEO is important as your customers are Googling to get answers?

The best way to find something is to Google it.

- 1 in 4 clicks are answered in Position 1 of Google
- 1 in 10 clicks are answered in Position 3 of Google
- 9 out of 10 answers on Google are resolved from page 1
- If a business is not on Page 1 they are missing out on a huge amount of potential customers



# We have achieved 100's of Number 1 positions in Google

Rapid growth is possible

## "Marble Sydney"

- Pre Engagement – Position 56
- Month 3 – Position 1

## "Associations Event Production"

- Pre Engagement – Position > 100
- Month 1 – Position 8
- Month 3 – Position 1

## "Apple Support Sydney"

- Pre Engagement – Position > 100
- Month 5 – Position 4 (just after Apple)

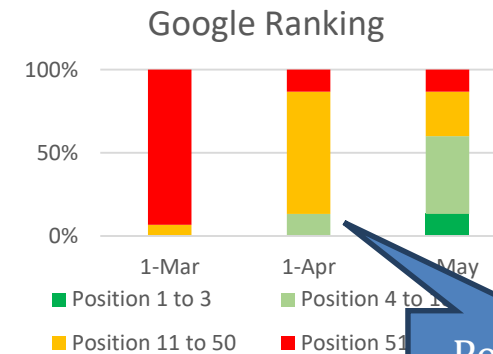
## "Printer Repairs"

- Pre Engagement – Position 37
- Month 4 – Position 1

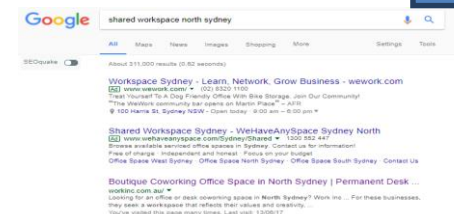
The best SEO results are when SEO is utilised for the long term to transform your business

[www.workinc.com.au](http://www.workinc.com.au)

Start-Up Work space

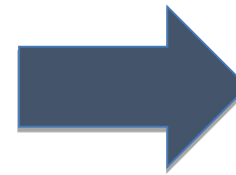


Positions 1 and 2 after 2 months



# Local SEO is an easy win solution

FROM : 1 of many



TO : First

Google sydney accountant

Rating Hours

Sort by **Best match**

- Sydney Tax Practice** - Accountant  
7.2 km · Level 8/65 York Street (02) 9211 9790  
Open · Closes 6PM
- H&R Block** - 4 reviews · Tax Preparation ...  
6.7 km · LVL 4/189 Kent Street (02) 8249 2800  
Open · Closes 6PM
- City Tax Accountants Sydney** - 4.3 ★★★★★ (135) · Tax Prepa...  
7.4 km · 13/135 King St (02) 8973 7475  
Open · Closes 5PM
- Accru Chartered Accountants | Business Advis** - No reviews · Accountant  
7.0 km · 6/1 Chillee Square (02) 8226 1655  
Open · Closes 5PM

Google sydney accountant

All Maps Images News Videos More Settings Tools

SEOquake About 12,900,000 results (0.64 seconds)

Rating Hours Sort by

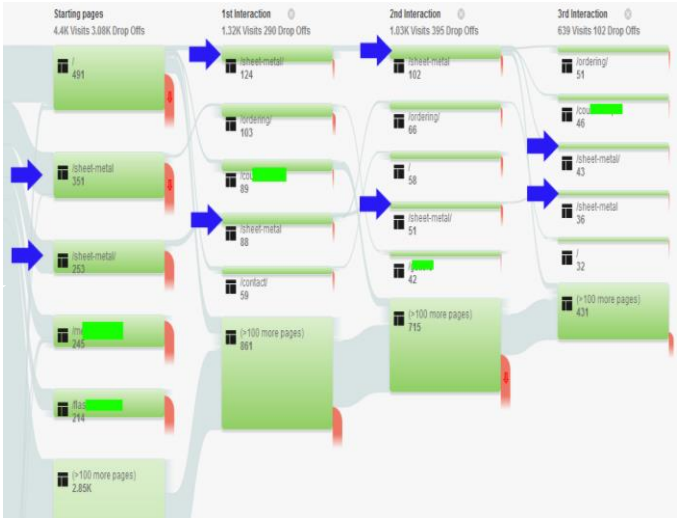
- City Tax Accountants Sydney** - 4.3 ★★★★★ (135) · Tax Preparation Service  
7.4 km · 13/135 King St · (02) 8973 7475  
Open · Closes 5PM
- Sydney Accounting** - 5.0 ★★★★★ (1) - Accountant  
6.5 km · 5/193 Darling St · (02) 9810 3222  
Open · Closes 5PM
- Chan & Naylor Property Tax Accountants North Sydney** - 5.0 ★★★★★ (1) - Accountant  
2.5 km · 8/1 Albany St · (02) 9436 2301  
Open · Closes 5PM

# We ensure when we get you customers that you are then able to convert them

## Conversion Rate Optimisation

## Using Google Analytics

We include conversion rate consultation in our standard packages



Complete and affordable insights for any organization size.

Every organization package includes **unlimited sites and users!**

| Package 1                              | Package 2                                   | Package 3                           |
|--|---|-------------------------------------|
| Includes 1000 clicks with high traffic | Includes 1000 clicks for less than £1 a day | Includes 1000 clicks for £100 a day |
| Free per month                         | £1 per month                                | FREE                                |
| Included (per site)                    | Included (per site)                         | Included (per site)                 |
| Simple site building tool              | Simple site building tool                   | Simple site building tool           |

Work with clients?

Every Hitjar account to:

- ✓ Manage multiple organizations central access
- ✓ Get discount volume pricing on your client

CLICKS RECORDED  
**7,376**

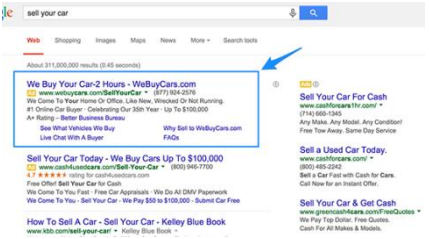




# Our experience helps us choose and optimise the most effective advertising options

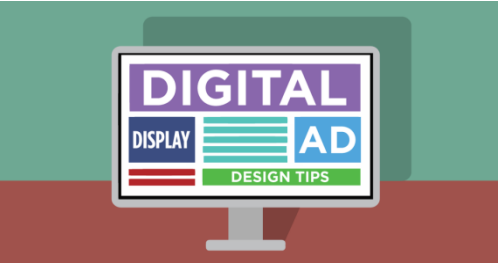
## Search Campaigns

Pay per click on Google



## Display Campaigns

Your ad on multiple web pages



## Retargeting

Chase potential customers around the web



## Facebook Instagram Advertising

Targeted advertising



# Good content writing converts and can be used across multiple platforms

SEO optimised

- Use your keywords

Great Title

- The title is all important

Be the right length

- On web page blog be 500 words +
- On email teaser be less

Be used in multiple places

- On blog
- On Facebook with link
- On LinkedIn Article
- In email marketing



CHARM

- Captivate attention
- Hook Emotions
- Advance trust
- Radiate desire
- Motivate action



# Email marketing is a continual 'little reminder' to a LOT of prospects. It is cost-effective.



## Cost-effective

- One of the cheapest and most effective marketing options
- Very easy tools are available

## Part of sales funnel

- Automation can be implemented for a sales cycle

## Killer "Subject line"

- A great subject line is all important

## Re-engage previous clients

- Remind them of all the things you offer

# Hear from our satisfied customers

## **Tom of [www.workinc.com.au/](http://www.workinc.com.au/)**

Thanks! You educated our clients and our team on the importance of SEO and helped rapidly improve our search rankings to bring more traffic to our site.”

## **Paul Howe of [prdprint.com.au](http://prdprint.com.au)**

Outstanding knowledge of marketing both traditional and digital. Alex and his team at Hero Digital Marketing got me results and a definite ROI. I highly recommend them.

## **Craig Minter of [www.mintscdconsulting.com.au/](http://www.mintscdconsulting.com.au/)**

I engaged Alex and the Hero Digital Marketing team to setup my Google Adwords and am very happy with the results. Simple, straight forward and great training to get me up and running. Highly recommend!

## **Debra Beck-Mewing of [www.craveproperty.com.au/](http://www.craveproperty.com.au/)**

Alex has an amazing understanding of how to achieve great marketing results, plus fun to work with as well.

## **Jenny of [inoko.com.au](http://inoko.com.au)**

Yay!! love that we are no 1! Thanks so much for everything.”

We are confident in our ability to achieve a positive return on investment for our clients.



**Alex Dance**

0414 293 628

[alex@marketingblueprint.com.au](mailto:alex@marketingblueprint.com.au)