

NOIIZE
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52 Steps to Success

The steps we take to amplify your vision.

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noize
■ agency

NOIIZE

Step 1. *We Ask Questions*

We ask you questions that nobody else ever bothered to. We find out everything there is to know about your business. We get to know your offering better than anyone else. We invest the proper amount of time to complete a real analysis. **So far you've spent nothing.**

Step 2. *We Customise Your Strategy*

Using the answers to your questions we come back to you with what we believe to be the best strategic approach for your business over the next 12 months. Based on your current financial position and short-term goals you agree. **We set the wheels in motion with our team and give you a roll out quote to deliver on our strategy.**

Step 3. *We Look At Your Brand*

We explain the importance of branding and that to be truly successful you need a 'story' that people can share. You agree, because you've seen that the world's best brands all have a 'WHY'. **We help you design a highly memorable brand that your clients love.**

Step 4. *We Protect Your Brand*

We trademark your main brand and show you how to create sub-brands for your products & services. This gives you a point of difference in your market and makes it difficult for your competitors to copy you. **We also spend the time researching domain names and other IP to help you prepare for increasing the value of your brand.**

Step 5. *We Register Your Company*

We take you from being a sole trader to having a PTY LTD company which gives you added protection and removes the liability associated with trading as an individual.



TEAM WORK

***The journey
to the peak of
business relies
on the passion
& ability of
your team.***

***Until now, affording a highly intelligent team
has been out of reach for most businesses.***

Noize evens the playing field; delivering intelligent services packaged into affordable, bite size chunks that businesses can get their head around and try one service at a time to see instant results.

Step 6. We Analyze Your Phone System

We scan your website and notice that you only have your mobile number listed, so we recommend upgrading to a 1300 YOUR BRAND special number that looks more professional. Your secretary is flat-out with paper work, so we setup Interactive Voice Response (IVR) to take the pressure off her and allow your customers to select the department they want to be directed to without wasting your staff time. **We explain that you don't need a land line and we direct the calls straight to the right person in your company, direct to their mobile or desk.**

Step 7. We Turn Your Vision Into Words

Our copy-writing team work with our strategists to draft compelling content that clearly explains what you do. Working with a single company means you don't need to repeat yourself to several suppliers. **Great words are vital for both customer acquisition and for getting your team on the same page. Upgrading the words on your site has a massive impact on your business.**

Step 8. We Create A Website That Works

Next we look at your website structure and help you transform it into a highly effective sales tool. There's no point ramping up website traffic until we get the site converting at an optimal rate. We share with you exactly what conversion rates you can expect with different approaches. You can see the impact this will have on your bottom line before you decide to invest further.

Step 9. We Analyze Your SEO

We look at your industry and will make the decision if search engine optimisation is right for you. Then we plan a strategy to help you get to the top of search engines fast but in line with your budget. **We explain in detail how most SEO firms charge monthly but do very little for their money, then we show you how you can get immediate results relatively inexpensively.**

Step 10. *We Consider Pay Per Click*

Using Google Analytics we know that there are millions of variations of what people could type into search engines to find you. It is sometimes cheaper to bid on these very rare search terms in a 'pay-per-click' fashion rather than investing in long-tail SEO ranking. **After a month of spend you'll realise we've significantly reduced your cost per customer acquisition and you'll be making more money than ever before.**

Step 11. *We Get Social*

Our research shows us that there are people out there who aren't necessarily looking for your products and services but are open to being engaged by you if it aligns with their interests. We advise you if it makes sense to take advantage of this and can setup your strategy with both organic posts and paid advertising in mind. **You get an immediate increase of customers from the first week of trialling our social ideas.**

Step 12. *Booking System & Apps*

As customers become use to transacting online, they are becoming more and more disappointed each day that they can't book online on every site. We decide with you if it makes sense to engage visitors with more than just content. We can install transactional technology that allows your customers to book instantly. You are immediately able to see results once we activate these systems. We can also add recurring billing systems that let customers sign up for future purchases and subscribe to one of your products. **By this time you can see that every investment you make with us pays dividends long-term.**

Step 13. *Shopping Carts & E-Commerce*

For those with businesses that sell online, we can help you switch your shopping cart to a system that will get you better results and cut out a lot of the effort in maintaining your store. We work with the best online shopping technologies in the business so we know what works and what doesn't.

***We are a 360°
Marketing Services
Agency offering
intelligent solutions
at industry leading
pricing.***

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Our Mantra

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Speak to the customer regularly; advise them how to grow their business as if it were our own.

Step 14. *Affiliate Marketing Strategy*

We setup an affiliate marketing structure and match it with a technology system that allows you to track those who refer people to you and reward them for their efforts. **We will also show you how to attract thousands of affiliate marketers to your brands quickly and effectively.**

Step 15. *Lead Handling & CRM Setup*

When clients make an enquiry we send their info to your custom selected CRM automatically and allocate it to the appropriate sales team member. **Keeping all your customer data central is critical to business growth.**

Step 16. *Automation Setup*

Marketing and process automation is one of the fastest growing industries in the world. We setup a system that will automatically send your clients a personalised SMS a few minutes after they enquire, then an automated email and so on. **Depending how your clients react, they are ranked and treated differently.**

Step 17. *SMS & Email Marketing*

As well as your automated correspondence, we also help you design a marketing approach to keep your clients engaged ongoing. **We can design regular marketing releases that engage clients and ensure your brand stays top of mind.**

“No other company offers our complete suite of services.”

Step 18. Sales Team Recruitment

We help you recruit a sales team to handle your extra inbound enquiries. From job descriptions, job advertising, interview design, selection criteria and even running the selection process for you, we can structure the sales positions within your company and help you recruit those to deliver.

Step 19. Sales & Marketing Training

Many clients that go from simply selling to warm, walk-in/referral traffic, to cold, online traffic find that maintaining conversion rates can be difficult. We help you design a sales training system that will up-skill your sales team to convert more often.

Step 20. Sales Scripts & Customer Journey

We are highly skilled at designing your sales process to lead customers toward a purchase in the shortest possible time while maintaining a high conversion rate. We work with face-to-face sales teams, call centres and online chat teams to more sales.

Step 21. Sales Presentations

Sales team or not; an effective sales presentation can be used to send clients with or without voice over or used in person to walk your customers through your businesses key selling points. Educating clients requires clear, simple to understand graphics and wording that people are engaged by slide by slide.

“All services are 100% satisfaction guaranteed.”

Step 22. *Brochures & Flyers*

When to use them and what they should contain; we'll show you our tricks for getting maximum return on your marketing paraphernalia. **We'll get you great pricing too because our buying power is so big.**

Step 23. *Client Agreements*

Being successful is about being able to transact with your customers quickly and effectively. To do this you need to have the right contracts and agreements that do their job without scaring your clients unnecessarily. **We can help you get things right from the beginning so you can focus on winning more deals.**

Step 24. *E-Signatures*

Depending on what industry you are in, taking client signatures either online or in person but using technology can save your business thousands in logistics and administration. **Imagine if your clients signed an agreement then your automation automatically dropped it into your manufacturing cue. We can help you achieve this and more.**

Step 25. *Online Quotes & Forms*

If you are still sending quotes the old way then we'll help you work out how to automate the quoting process by building all of your complexities into an app so that the client or your 'on-the-road' staff can quote jobs instantly. **No matter how complex your industry, we can build you a quoting system that your clients will love.**

Call 1300 65 777 2

Step 26. *Data To PDF*

When your client or your staff fill out a form online we can convert that to a custom PDF and send a copy to your customers or even store it within your cloud, notify someone in your accounts team then remind your sales person to invoice for their commission.

Step 27. *Cloud Storage*

You've probably thought about the cloud but may not have implemented a strategy yet. Or maybe you have and simply aren't happy with it. **We can help you understand the cloud and how it can help your business grow without boundaries.**

Step 28. *Newsletters*

Most people dream of one day setting up a newsletter system for their clients but few ever get around to making it happen. **We'll show you how to bite the bullet and outsource it to us very affordably and start talking to your customers immediately.**

Step 29. *Press Release To Global Media*

We'll show you how to take your message to a national or international audience of news media and bloggers. We can show you how to craft the perfect compelling story to engage readers and get your brand as much exposure as possible.

Step 30. *Merchandise Management*

As your brand becomes more popular we could set up a drop ship store that allows you to sell thousands of different products all under your own brand without lifting a finger. Our management & manufacturing system can send the goods drop ship to your clients and you simply get paid a commission on each order. No

Step 31. *Event Plan & Management*

No matter where you are in the world, we can help you plan your next event using our team of events specialists. We plan out your important day to ensure everything goes smoothly, sell tickets online and make sure you remember the commercial reason WHY you are holding the event.

Step 32. *Database Marketing*

We search the internet to find the exact people you are looking to target. For B2B industries this is an effective way of targeting clients as you are starting with a definitive list of people that you want to engage. We get first name, last name, personal email and mobile phone number so that your sales team can then start converting.

Step 33. *Direct Marketing*

Now that you know exactly who you want to target, we can help you design highly personal ways of communicating with them. **We could direct mailing something to them or use new technologies to leverage an email address across millions of websites to show ads to them while they are logged-in and browsing the Internet.**

Step 34. *Film Production*

If a picture is worth a thousand words then a video is worth a million. The moving image can communicate at a highly effective rate that keep people engaged for longer, explain complex concepts at rapid speeds and convey so much more than logic in an instant. **Music, emotion and augmented reality can combine to engage your customers on another playing field, giving you an edge over your competitors.**

Sometimes all you need is a new perspective.
When you're working in your business day to day
it's easy to miss opportunities in your blind spot.
At Noize Agency we see the big picture.

***Fail to plan;
plan to fail.***

Step 35. *Follow Banners*

It's real name is RE-MARKETING and it's when you see highly targeted ads on the internet and you wonder how they know you're interested. Well it's no fluke and we can show you how it's done. We can help you serve ads to your customers well after they leave your website; following them around for up to 500 days.

Step 36. *Jingles & Music*

Audio is a super powerful tool that you can use to engage your customer at any time during the purchasing phase. Brands use audio sounds and jingles to engage customers and create brand recall all the time. From a computer start up sound to a restaurant background music; audio extends further than simply radio jingles. A simple sound can stay in your customers mind well beyond interacting with you.

Step 37. *Sponsorship Planning*

Sometimes the quickest way to get noticed in an industry is to sponsor some else's brand. There are plenty of opportunities to support local charities, not-for-profit organisations and even commercial events in return for brand exposure. **We'll walk you through how this works when we talk to you.**

Step 38. *Photography*

While you are 'strutting your stuff' on the red carpet, we'll capture the action with one of our photographers. **We can have a professional on the ground in your area within minutes of getting a call from you using our international network of photographers.**

Call 1300 49 66 89

Step 39. *Exhibition Stands*

From media walls to photograph your guests in front of right through to complete mobile architecture; Noize Agency can arrange everything from design through to installation. PLUS since we will no doubt be designing your sales strategy, the entire exhibition should be 100% congruent and effective.

Step 40. *GEO-Targeting*

While you are presenting the speech we wrote for you, our event photographers are already sending images back to our watermark team so that we can include your brand and get your imagery live on social media immediately. **We can then use radius marketing to target your posts to people who are either AT or NEAR your event in a highly effective and low cost manner.**

Step 41. *Gift Design, Make & Send*

At Christmas time you're calling us to make magic happen at the 11th hour. And we deliver with custom designed gifts, personalised cards and a message that gets you more business next year. **It's all part of having us on your team.**

Step 42. *Book & Magazine Publishing*

We can interview you, write it as if it were your own, design the layouts, organise the national or international distribution and drive sales. **We work in both the magazine and book publishing spaces.**

***Get your story
straight, pick a
target demographic
& speak to them.***

Step 43. *Venture Capital Prep*

As you grow more successful you may decide to raise capital to aid your expansion. We'll be there to help you prepare the capital raising documents including your information memorandum & company profile.

Step 44. *Business Introductions*

When you deal with as many business people as we do, sometimes simply joining the dots is the most valuable thing we do. Possibly even more powerful than the business intelligence that we bring to the table is our international network of business owners.

Step 45. *Franchising & Licensing*

We work with you over time to document your systems and processes and now you are ready to scale your business through replication. We explain the differences between franchising and licensing and you select the one which works for your specific situation.

Step 46. *Advertising Campaigns*

We design highly-effective advertising campaigns that attract clients to your business network. Advertising is described as "capturing someone's attention long enough to sell something to them."

“Remember: The coaching is FREE; it’s our investment in you.”

Step 47. *Media Buying*

Once you have your advertising campaigns designed, we work with you to design a media buying strategy that will get your message in front of the target demographic. **We use a mix of media including TV, Internet, Outdoor, Experiential, Print and even Digital Signage.**

Step 48. *Call Centre Management*

When your marketing is setup correctly, your phones should run hot with inbound enquiries. We have a proven system for setting up contact centres of all kinds including both inbound and outbound. **We handle everything from setting up VOIP to minimise call costs to negotiating leases and recruiting and training staff.**

Step 49. *Mergers & Acquisitions*

Sometimes buying market share is easier than working hard for it. In many industries, poor performing businesses are available to purchase at a low rate simply for their client base which can then be leveraged to grow your business. **On the flip-side, we may be able to find a larger company to buy your business if you are interested in exiting.**

Step 50. *Vertical & Horizontal Integration*

Once you reach the peak of your market and are unable to grow further, we help you integrate your business down the line through similar but non-competitive supply chains to reduce cost and increase revenue. **For example, a large landscaping company might choose to invest in a landscape supplies business to increase the margin it makes on it's jobs.**

Step 51. *Business Sales*

Once all the hard work is done, sometimes selling is a beneficial way to exit a business. In this instance we help you get the most money for your enterprise by structuring a well presented business sale document that clearly outlines the key financial highlights of the business. We can also introduce you to the appropriate business brokers and also potential buyers.

Step 52. *Market Training*

Okay so you sell your last business and you want to know where to put your money next? Here you have an opportunity to get it right from day one and plan the next few years properly for optimal growth. This is where we partner you with a corporate intelligence coach and help you think of your next move.

Getting started is easy.

We work with business owners to help them get ahead and break out of the 'stand still'. Entrepreneurs want to deal with ONE POINT OF CONTACT and know they are getting the best advice and quality every time. **Whether you want more traffic, more conversions, more profit, more referrals, more consistency or just more brand appeal, we'll help you get it.**

“Start with 1 product and you'll never look back.”



This is not the end...

***It's just the
beginning.***

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