digital marketing.

it's all we do. made just for you.

check us out
we are the local agency. social media specialists.
digital marketing done differently.
### marc
Managing Director

- Male, 55-65
- Married, no kids
- University graduate
- Worked in same company
- Composed & professional

### jenni
Small Business Owner

- Female, 35-55
- Mother of young children
- Worked as personal assistant
- Created startup company

### Personas

- Communicates via phone & email
- Not active on social media / undecided about importance of social media
- No marketing team

- Self-disciplined & motivated
- Active on social media, email & phone
- Juggles varying responsibilities
- Time poor

[the local agency.com.au](https://thelocalagency.com.au)
"i am currently managing the social media platforms on behalf of the company however it is very time consuming and I should be utilising my time elsewhere in the business."
"we'll manage your social community for you"

"instead of you doing it yourself, leave it to the local agency to create content, publish posts, setup campaigns & manage your social community."
acquisition

Sessions via Social Referral

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Instagram</td>
<td>134</td>
<td>49.81%</td>
</tr>
<tr>
<td>2. Facebook</td>
<td>133</td>
<td>49.44%</td>
</tr>
<tr>
<td>3. LinkedIn</td>
<td>1</td>
<td>0.37%</td>
</tr>
<tr>
<td>4. Twitter</td>
<td>1</td>
<td>0.37%</td>
</tr>
</tbody>
</table>

thelocalagency.com.au
audience

<table>
<thead>
<tr>
<th>Sessions</th>
<th>Users</th>
<th>Pageviews</th>
</tr>
</thead>
<tbody>
<tr>
<td>820</td>
<td>519</td>
<td>3,045</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pages / Session</th>
<th>Avg. Session Duration</th>
<th>Bounce Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.71</td>
<td>00:04:33</td>
<td>52.07%</td>
</tr>
</tbody>
</table>

behaviour

<table>
<thead>
<tr>
<th>Pageviews</th>
<th>Unique Pageviews</th>
<th>Avg. Time on Page</th>
<th>Bounce Rate</th>
<th>% Exit</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,046</td>
<td>1,840</td>
<td>00:01:41</td>
<td>52.13%</td>
<td>26.95%</td>
</tr>
</tbody>
</table>

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current status
increase website traffic

1. increase avg. session duration to 00:05:33 over three months
2. increase number of sessions to 500 p/m over three months
3. increase number of website users to 200 p/m over three months
ux design - tactic 1

- redesign landing page to include ebook download
- add video content
- add 1800 number
- add testimonials
digital marketing.

it's all we do. made just for you.

download our ebook

download our ebook

name *

first name

last name

email address *

submit
social media campaign - tactic 2

objective: traffic

single video

link clicks

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download the top 10 benefits of social media.

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social media campaign - example
Oct. 02 - Driving Social Media Engagement in 2017

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To: Ryan

Editors Choice

The Psychology Behind Social Media Engagement
Why do people engage on social media and how can we use that to our advantage?

Read now →

Best of The Local Agency

The State of Social Engagement 2017 [Podcast]
In a new episode of Social Business Engine, Borges speaks with Dayle Hall, SVP of Marketing at Lithium Technologies, to discuss 'Lithium’s State of Social Engagement'

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<table>
<thead>
<tr>
<th>Instagram Profile</th>
<th>Total Followers</th>
<th>Follower Increase</th>
<th>Followers Gained</th>
<th>Media Sent</th>
<th>Comments Sent</th>
<th>Total Engagements</th>
<th>Engagements per Media</th>
<th>Engagements per Follower</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>thelocalagency</em></td>
<td>2,717</td>
<td>11.9%</td>
<td>290</td>
<td>3</td>
<td>3</td>
<td>570</td>
<td>190.0</td>
<td>0.21</td>
</tr>
</tbody>
</table>
Social media success formula: Content + Engagement + Conversion. Rinse. Repeat.

— Cision