

Paul Barrs Publishing Pty Ltd

Websites Social Media Search Engines Content Strategy Digital Training

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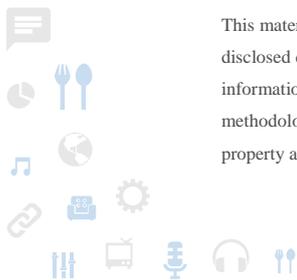
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CONFIDENTIALITY INFORMATION

This material contained in our emails and any material or information disclosed during discussions with clients represents proprietary, confidential information pertaining to Paul Barrs Publishing Pty Ltd services methodologies and methods. Products and brand names are intellectual property and all rights reserved.



Are we a 'good fit' for you?



A little history -

Since July 2000, Paul Barrs has been helping business owners manage, grow, and profit from the digital side of their business. His training programs and coaching videos have been downloaded hundreds of thousands of times in over 100 different countries.

In 2009 Paul shifted his focus to primarily Australian based businesses allowing him to enjoy more of that elusive '*work / life balance*'. Along with a small hand-selected team, you'll find that we are different from other digital marketing companies and can offer you one powerful and unique advantage – Paul's years of "in the trenches" digital marketing experience. None of our other local competitors can match that!

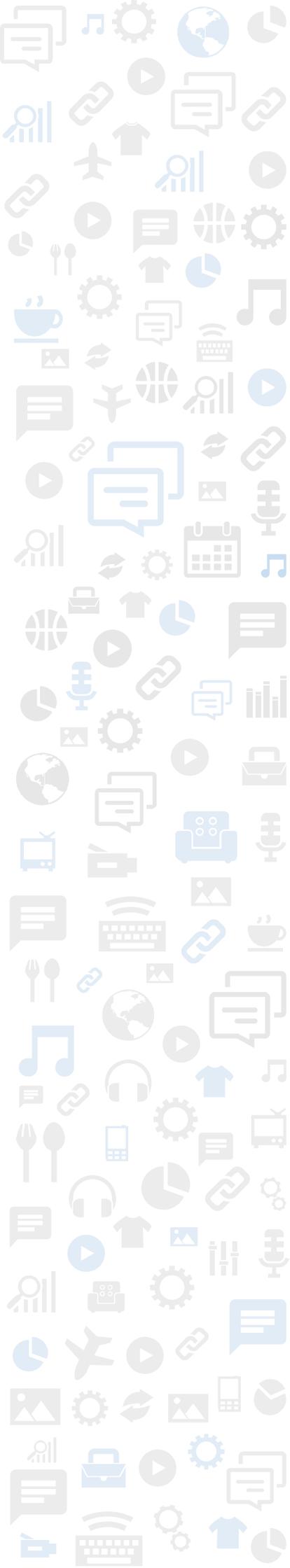
WHAT WE DO

Taking a holistic approach, we are able to integrate your website with all the other areas of your Digital Marketing Strategy. Our SEO and Social Media Marketing Services help you increase your search visibility on Google, Yahoo, Bing and in Social Media. We use this increased engagement to influence the social communities most relevant to your target audience and those who influence them (through Facebook, Twitter, Google+, YouTube, blogs etc). Our Content Marketing Services help you further increase your reach to engage even more customers online. This is capped off with our Strategic Conversion Services, where we're always looking for better opportunities to increase your sales, leads and conversions.



PAUL BARRS .COM Key Figures

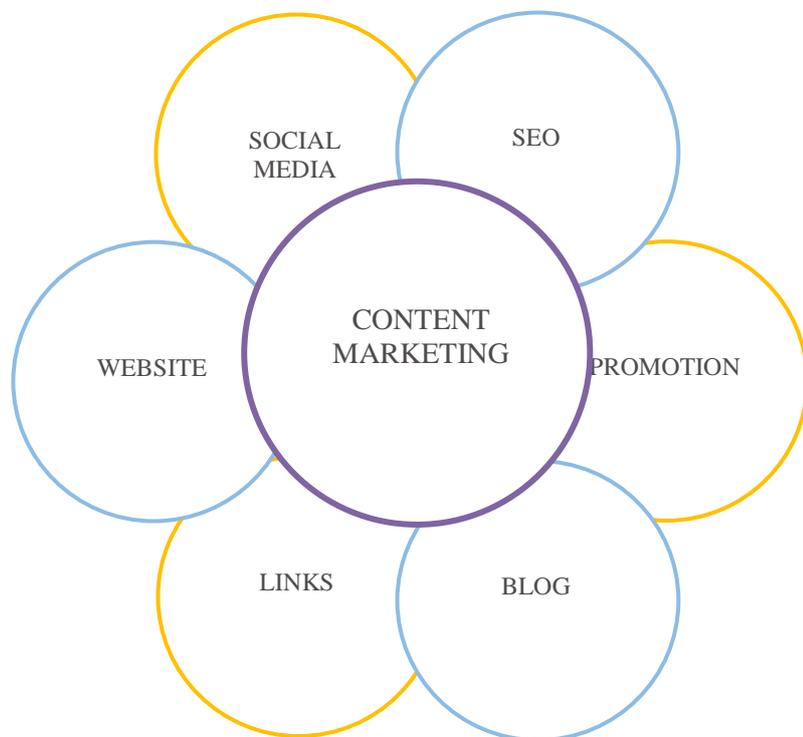
-  100 + Countries
-  500,000 Video Views
-  400+ Blog Posts
-  130+ Local Clients



Content Marketing – Why is it so important?

Content marketing is much more than just “create, deliver and share.” Your content must also engage your audience; it must influence and increase your brand, as well as build trust with your audience and position you as an authority.

Our services are designed to help you build your brand, *as well as* increase sales and inquiries for your products and services.



Social Media Marketing is a powerful tool, yes, but it is just one tool. Quality Content on the other hand when used effectively can increase results through *all* online marketing channels.

Our goal is to help you create an effective digital marketing strategy which drives traffic and sales through all channels, not just one.

Paul's Expertise (and his weakness)!



Paul is an expert in connecting customers to clients. His many years working with business owners around the world allow him to assess a client's needs and see the potential in their digital strategy.

His weakness however is coffee! Many a great business idea has come during one of his famous Coffee Consultations (ask him for one!).

Marketing: DIY, Done for You, or Done Together!



Over the years we've found that we're able to serve three different types of customers – those who want us to do / manage everything for them (simply 'done for you'), those who want to learn how to 'do it themselves' (via our online training), and those where 'we do some and you do some'... Done Together! Which are you?

- (a) We offer fast flexible solutions
- (b) We tailor our services to suit
- (c) We work to fit with your timetable
- (d) You tell us what works best for you
- (e) You see results as they happen
- (f) You are not locked into long contracts



The Keys to a Successful Website

A good website begins with a good vision... Stephen R Covey said that we must begin with the end in mind,” and so it is in web development. What is it that you want to achieve (your end goal)? What is it that you customers want to achieve (their end goal)? Ur job is to bring the two of you together!

- (1) Set Your Goals First
- (2) Do Appropriate Keyword Research
- (3) Plan Your Content Strategy
- (4) Set a Conversion Goal for Each Page
- (5) Use Images to Enhance the Page
- (6) Test, Track, and Measure Progress



The Keys to Successful Content

Great content has always been / and will always be client focused... not you, but them – your clients and your customers. It’s essential that you are able to both understand their problems as well as explain them. Focus on the tried and test problem / solution formula.



- Start by Researching Topic Ideas
- Write and Rewrite Your Headlines
- Plan & Implement Conversion Goals
- Integrate with your Social Media
- Look at Paid Content Amplification
- Utilise Newsletter / Email Marketing





The Keys to Successful SEO

It begins with solid research and competitor analysis and finishes with... never!
The most important thing to remember about good SEO is that once the initial OnPage work is done, your content management then takes over and never ends.

- Research Keyword Opportunities
- Manage the Technical Elements
- Build / Rebuild Your Site Accordingly
- Publish in Multiple Media Formats



The Keys to Successful Reporting Analysis

Business Mastermind Jim Rohn said that “The numbers tell the whole story.” Even though the ‘numbers’ may be boring, without them, success is just guesswork

- Use Google Analytics & Search Console
- Look at Where it Goes (pages)
- Look at Where Your Traffic Comes From.
- Ask “How Can I Improve it?”

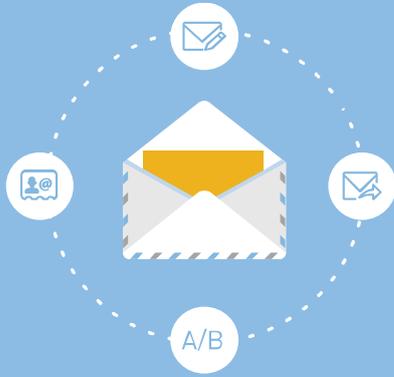


The Keys to Successful Social Media Marketing

Content is the foundation to any successful social media marketing; be that on your blog, your pages, or dedicated landing pages.

- Set up and ‘Pimp’ your Profiles
- Draw People in with Solid Content
- Go to Where Your Customers Are
- Use Remarketing to Bring Them Back





The Keys to Successful Email Marketing

The most important thing you can EVER DO in business is to build a database of both prospective and buying customers. This one thing alone if done well can influence your success more than any other!

- Use this Simple Formula; Target Potential Customers, Build Your List, Send Out Offers and Information. Always Segment Your Lists and Use Opt-In Only.



The Keys to Pay Per Click Digital Marketing

The biggest mistake most people make is sending paid traffic to their homepage. Never, ever, EVER do that. Get a Professional to Set You Up.

- Look at / Use Multiple Platforms - Each Page Must Have One Purpose
- Create Targeting Landing Pages - Test, Track, and Measure EVERYTHING!



Training / Consulting / Mentoring

A solid digital strategy is way more than just one thing'. As a business owner you must decide WHO will do these things in your business (whose job is it?) If you prefer to do these things in house, our on-site training sessions can be customised to your business's needs:

* Paul will come to you and work within your schedule. Training / consulting packages range from 45 mins to a full day depending on your needs.



In a Nutshell - Our Services

Websites (new sites and rebuilds)

- Get your message out to your customers with a fresh, fast and mobile responsive website.
- Have total control of updates and edits.
- Increase your sales, branding and market share!



Wordpress Website Security

- Hacking is just digital vandalism.
- Protect your website from expensive downtime.
- We manage all the technical elements of your site
- If you 'do' get hacked, we Fix it For Free!



Website Sales Strategies

- Let Paul fine-tune your sales process.
- Make it easy for your customers to buy from you.
- Find new ways to generate qualified traffic.
- Discover new opportunities to generate new sales.



Website Hosting / Updates / Edits

- Variable hosting plans from Basic to Premium.
- You have full panel access and all passwords.
- Need a fix? No problem – we can help, fast.
- Technical website audits and updates.



Search Engine Optimisation

- We start with Keyword and Competitor Analysis.
- We update / edit all the OnPage SEO elements
- Our custom 45 point checklist is second to none!
- Full reporting and accountability.



Analytics / Conversions Consulting

- Google Analytics / Search Console setup
- In House Analytics Training
- Metrics & KPI Development
- Referral Spam filtering.



Social Media Marketing

- Facebook
- Twitter
- LinkedIn
- Google+
- Pinterest
- YouTube
- Instagram



Custom Training and Consulting

- Search Engine Optimisation (on and off page).
- Social Media Management and Lead Generation.
- Digital Marketing Strategy Development.
- Website Sales Strategies and eMail Management.



Website Development

SEO / PPC

Social Media

eMail Marketing

Content Strategy

Analytics and Reporting

Custom Training



POWERFUL
DIGITAL
MARKETING
INTEGRATION

www.PaulBarrs.com

Attract. Engage. Convert.

Our goal for you; it's real simple –

More Clicks

More Conversions

More Customers!

Contact Us Now

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