



**DIGIADS & MORE**  
One Stop Shop

# Marketing Passport®

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*Your complete marketing  
foundation, organised in one place.*

*Foundations » Strategy » Execution Readiness*



**GNR MEDIA**  
GROWTH AND REVENUE

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# CLIENT INFORMATION

## 1. BUSINESS BASICS

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<b>Website Address:</b>	digiadsandmore.com.au/		
<b>Business Stage: (Idea/ Growing/ Established)</b>	Established	<b>Primary Contact:</b>	Goja A.-Stevanovic
		<b>Country:</b>	Australia
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### Which industry best describes your primary business?

DigiAds & More operates in the Digital Marketing and Advertising industry, specialising in helping businesses grow through strategic online visibility, brand development, and performance-driven marketing solutions. Core services include Search Engine Optimisation (SEO), professional website design, and social media content creation tailored to modern audiences.

### How does your business primarily operate?

The business operates as a hybrid digital service provider, delivering services primarily online while offering consultation-based, project-based, and ongoing marketing support. DigiAds & More works closely with clients to design high-performing websites, implement effective SEO strategies to improve search rankings, and create engaging social media content that builds brand awareness and drives customer interaction.

### Where do you currently serve customers?

DigiAds & More serves clients across Australia, with a strong focus on supporting Melbourne-based businesses. The business also collaborates with clients nationwide and offers services to international businesses looking to strengthen their digital presence or enter the Australian market.

### If you have a physical presence, where is it located?

The business is operated from a professional home office located in Melbourne, Victoria. All services are delivered digitally, allowing for streamlined communication, flexibility, and efficient project delivery without the limitations of a traditional storefront.

## **Which location matters most for your growth right now?**

Location Melbourne, Victoria is the primary growth focus, with an emphasis on supporting local service based businesses through tailored SEO, website development, and social media strategies. The business also aims to expand its presence across major Australian cities while progressively building an international client base.

## **2.MISSION, VISION & VALUES**

(WHY YOU EXIST AND WHAT YOU STAND FOR)

### **Mission (what you do and who you help?)**

Mission At DigiAds & More, our mission is to help service-based businesses grow with confidence through honest, flexible, and results-driven digital marketing. We combine data, creativity, and genuine client care to improve online visibility, generate consistent leads, and build long-term success without locking clients into restrictive contracts.

### **Vision (what success looks like in the future?)**

Vision Our vision is to become a trusted digital growth partner for businesses across Melbourne and beyond, known for delivering real results with transparency and integrity. We aim to stand out in an increasingly automated industry by keeping a human approach at the core, building lasting relationships while helping businesses scale through SEO, website design, and impactful social media strategies.

### **Core values (3-5 guiding principles)**

Core Values We believe in putting people before profit by genuinely caring about each client's business and treating it as our own.

We operate with professionalism and transparency, ensuring clients understand the process, especially with long-term strategies like SEO. We value flexibility, offering solutions without locked contracts so clients feel confident and in control. We are committed to delivering measurable results through a balance of data-driven decisions and creative execution.

We prioritise clear communication and client education, empowering business owners to understand and trust their marketing.

Above all, we focus on building long-term partnerships, not just short-term projects, because real growth takes consistency and trust.

### **3.PRODUCTS & SERVICES**

((WHAT YOU ACTUALLY SELL))

#### **List of core products/services .**

- DigiAds & More provides end-to-end digital marketing solutions to help businesses increase visibility, attract the right audience, and drive measurable growth. Our core services include Search Engine Optimisation (SEO), Social Media Marketing and Content Creation, Website Design & Development, and Paid Advertising (PPC).
- We also offer branding and logo design, digital strategy consulting, Google Business Profile optimisation, and ongoing analytics reporting. Every service is tailored to each client's goals, ensuring a strong, results-focused online presence that supports long-term success.

#### **Outcomes: the results your customers get.**

- Clients benefit from increased organic traffic, improved rankings on Google and AI-driven platforms, stronger brand visibility, and more qualified leads. We create websites that convert visitors into enquiries, while social media content builds trust and engagement.
- Our paid campaigns are optimised for cost-effective, measurable ROI. By combining data-driven strategy with creative execution, we help local and service-based businesses grow sustainably and confidently online.

#### **Pricing: how you package or charge for your work.**

- We offer flexible pricing to suit different budgets and business stages. Clients can choose customised monthly packages for SEO, social media, and PPC management, or project-based pricing for websites, branding, and one-off strategy work.
- There are no long-term lock-in contracts. We provide strategy consultations, free website audits, and clear proposals to ensure transparency and value before commitment.

#### **Hero Offer: the offer that drives most of your revenue.**

Our Monthly SEO & Digital Growth Partnership combines SEO, local optimisation, and ongoing content and strategy support to deliver consistent leads and measurable growth. This is our most effective offer, driving long-term performance, stronger client partnerships, and noticeable improvements in rankings and traffic within three to six months.

## 4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

### **Ideal customer profile (plain English) .**

Our ideal customers are service-based business owners, typically over 40, with established businesses and existing websites that are not delivering results. They value professionalism, clear communication, and reliability. Often time-poor and frustrated by past experiences with agencies, they are ready to invest in long-term partnerships that generate real, measurable growth.

### **Customer segments (if you serve more than one type of customer).**

- Local service-based businesses (allied health, legal, consultants, trades)
- Small to medium professional companies
- Science and technology companies
- Established businesses needing better online visibility and lead generation

### **Customer Problems: the challenges they face.**

- Low website traffic and poor search rankings
- Inconsistent or low-quality leads
- Websites that don't convert visitors into enquiries
- Frustration with previous providers
- Lack of time to manage marketing
- No clear strategy or measurable results

### **Why do customers choose you?**

Clients choose DigiAds & More for a transparent, results-driven approach. We deliver tailored strategies, flexible engagement with no lock-in contracts, and a strong focus on both quick wins and long-term growth.

We act as a trusted partner, combining SEO, content, and conversion-focused design to improve visibility, increase traffic, and generate qualified leads.

Customer Connection Strategy: We connect with clients when they begin searching for experts or feel dissatisfied with past results.

Our channels include networking and events, an SEO-optimised website, social media content, and free audits as a lead magnet.

### **Key Messages:**

Awareness: Boost your website traffic with local SEO experts

Consideration: Flexible, no-risk plans tailored to your business

Decision: Professional service that delivers results

Advocacy: Refer a partner you can trust

## 5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

**Direct Competitors: businesses offering similar products or services.**

DigiAds & More competes with local digital marketing agencies across Melbourne offering SEO, social media management, website design, and paid advertising services. These include small boutique agencies as well as larger agencies that provide full-service digital marketing solutions. Many competitors focus on packaged offerings or niche services such as SEO-only or social media-only providers.

SIXGUN

First Page Australia

eMarket Experts

Megaphone

Clearwater Agency

Impressive Digital

Digital Next

**Indirect Competitors: alternatives your customers might choose instead.**

Indirect competitors include freelance marketers, offshore agencies offering low-cost services, DIY marketing platforms, and in-house marketing efforts by business owners. Website builders and automated marketing tools. Additionally, some businesses rely on referrals or traditional marketing instead of investing in digital strategies.

**Your Edge: what you do differently and why customers choose you.**

DigiAds & More stands out through a personalised, results-driven approach focused on real business outcomes rather than generic marketing activity. Unlike many competitors, we offer flexible, no lock-in contracts, giving clients confidence and reducing risk.

We prioritise both quick wins and long-term growth, ensuring clients see early improvements while building sustainable performance over time. Our services integrate SEO, content, and conversion-focused website strategies, providing a more holistic and effective solution.

Strong communication, transparency, and tailored strategies position us as a trusted partner rather than just a service provider. We work closely with clients to understand their business goals and deliver measurable improvements in visibility, traffic, and lead generation.

This combination of flexibility, accountability, and performance-driven execution is what sets DigiAds & More apart in a competitive market.

## **6. BRAND POSITIONING & MESSAGING**

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

**Positioning Statement: the core idea you want to own.**

DigiAds & More is a results-driven digital marketing partner for service-based businesses that want to increase visibility, generate qualified leads, and achieve sustainable growth. We combine SEO, content, and conversion-focused strategies with a personalised, flexible approach helping clients move beyond inconsistent results to clear, measurable success.

**Short pitch / 7-second explanation.**

We help service-based businesses strengthen their online visibility and generate consistent, high-quality leads through tailored SEO, strategic marketing, and conversion-focused websites without lock-in long term contracts.

**Hooks/Taglines: memorable lines that spark interest.**

Your Partner in Digital Growth  
Turn Clicks into Clients  
Real Results, Not Just Marketing  
From Invisible to In-Demand  
Smart Strategy. Measurable Growth.  
Build Visibility. Drive Results. Grow Confidently.  
Be seen online.

**Tone of Voice: choose the style that fits your brand.**

Professional, clear, and results-focused, with a supportive and trustworthy feel. We communicate in a straightforward, no-jargon style that builds confidence and credibility. The tone balances expertise with approachability, never overly technical, but always informed and strategic.

We aim to sound like a reliable partner, not a salesperson, focused on outcomes, transparency, and long-term success. Messaging is confident but not exaggerated, practical rather than fluffy, and always aligned with delivering real value to clients.

## **7. BRAND STORY**

(EMOTIONAL CONTEXT)

### **Who is your ideal customer?**

Our customers are service-based business owners, often over 40, who have an established business and website but struggle to attract the right audience online. They value professionalism and reliability but are frustrated by marketing efforts that haven't delivered measurable results.

### **What are they struggling with?**

They face low website traffic, poor search engine rankings, inconsistent leads, and marketing that doesn't convert. Many have tried other agencies or DIY solutions without success, leaving them frustrated, time-poor, and unsure of how to grow their online presence effectively.

### **How does your brand help?**

DigiAds & More acts as a trusted guide, helping businesses improve their online visibility and turn their digital presence into a consistent source of leads. Through tailored SEO, content marketing, conversion-focused websites, and strategic paid campaigns, we provide practical, results-driven solutions. Our flexible, no long term lock-in approach ensures clients can focus on growth without risk or long-term commitments.

### **What does life look like after success?**

After partnering with us, businesses gain a strong, visible online presence that attracts the right customers. They experience increased traffic, higher search rankings, and a steady flow of qualified leads that convert. Marketing becomes a trusted growth engine rather than a source of frustration. Business owners feel confident, in control, and empowered to grow sustainably, knowing their digital marketing is handled professionally and effectively. The result is more traffic, stronger brand presence, and real, sustainable business success helping clients feel confident, supported, and in control of their digital future.

## **8. BRAND PERSONALITY & VOICE**

(HOW YOU SOUND AND SHOW UP)

### **Brand personality traits.**

**Analytical:** Makes decisions and recommendations based on data and measurable results.

**Strategic:** Plans and executes campaigns with purpose and clarity.

**Professional:** Demonstrates expertise and credibility in every interaction.

**Supportive:** Guides clients with clarity and practical advice.

**Approachable:** Explains complex concepts in a simple, understandable way.

### **Voice Guidelines: the do's and don'ts that keep your communication consistent.**

#### **Do:**

Communicate insights and strategies clearly, backed by data.

Focus on measurable outcomes and real business results.

Be empathetic to client challenges, offering actionable solutions.

Keep language professional but approachable avoid unnecessary jargon.

Highlight expertise while remaining solution-focused.

#### **Don't:**

Use vague claims without evidence.

Overcomplicate explanations, avoid overwhelming clients with too much technical detail.

Be pushy or sales-focused; maintain a partnership tone.

Be inconsistent; maintain a clear, data-driven and approachable style across all channels.

### **One-Word Descriptor: the single word that captures your brand's essence.**

“Strategic” – reflects DigiAds & More’s analytical, data-driven approach to delivering measurable digital growth while guiding clients with clear expertise.

## 9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

**Logo [upload].**



In the process of redesigning our logo, will try to keep the colours we already have but will create a different design.

**Logo:**

Full-colour version featuring the DigiAds & More wordmark with a custom symbol that conveys digital growth and connectivity.

**Brand colours, e.g: your colour codes: #8c52ff**

Navy Blue (#1A2A4F): conveys professionalism, trust, and strategic expertise.

Deep Orange (#FF6F3C): adds energy, creativity, and approachability.

Light Grey (#F4F4F4): neutral background to highlight core content.

White (#FFFFFF): clean and modern for space and readability.

Optional Accent (#FFC67B): for highlights, call-to-action buttons, and subtle emphasis.

**Fonts / typography.**

Primary Font: Montserrat – modern, clean, and highly legible; for headings and key messaging.

Secondary Font: Lato – approachable, readable, and professional; ideal for body text, captions, and longer content.

Usage: Headings: bold for emphasis; Body: regular or medium; avoid overly decorative fonts to maintain clarity.

**Visual preferences.**

Overall Look & Feel: professional, clean, and data-driven yet approachable.

Imagery Style: high-quality images showing business environments, teamwork, technology, or digital growth. Avoid stocky, generic imagery, instead opt for authentic, light-filled, and relatable visuals.

Icons & Graphics: simple, modern line or filled icons; data visuals (charts/graphs) should match the brand colour palette.

Layouts: spacious, structured, with clear hierarchy; focus on readability and highlighting results/outcomes.

This visual identity reflects DigiAds & More's strategic, analytical, and supportive personality, making the brand instantly recognizable while remaining professional, approachable, and results-focused.

## 10. WEBSITE & INFRASTRUCTURE

### SNAPSHOT

(EXECUTION READINESS – SIMPLIFIED)

What website platform do you use? Tick one. If you select other, please provide the platform name.

Wordpress       Webflow       Shopify       Other \_\_\_\_\_

Where is your Domain or DNS hosted?

Cloudflare       GoDaddy       Namecheap       Unsure

Do you have full website access or not?

Yes       No

## 11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

**Current channels in use.**

Social Media (Organic): Active presence on social platforms

Facebook,  
Instagram &  
LinkedIn

Local Search:

Google Business Profile

**Channels you want to use next.**

Focus on current ones for maximum performance, perhaps do some paid advertising for brand awareness then later on for lead generation.

Might add TikTok & YouTube

**Paid vs organic mix (if any).**

Currently Organic, planning some paid as well

## 12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

- **Logo files**
- **Photos**
- **Videos**
- **Testimonials**
- **Case studies**
- **Written content**

Logo Files:

- Primary full-color logo in PNG, JPEG formats.
- Simplified icon-only versions for social media and small-scale use.

Photos:

- Professional headshots.
- Have some photos from the attended events.
- Clients photos that using for their social media posts creations.

Videos:

- Have some short videos but they are not the best.
- Educational content and tips for small business marketing.
- Event coverage and highlights (e.g., cake picnic, networking sessions).
- Video content library is moderate; additional professional footage may be needed for campaigns.

Testimonials:

- Customer quotes and feedback available from existing clients.
- Some testimonials are featured on the website; have some written ones.

Case Studies:

- A few project summaries and results documented.
- Opportunity to expand case studies with measurable outcomes.

On the website Case Studies section being updated.

## 13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

**Core topics you want to be known for.**

Local SEO & Search Visibility – Helping businesses get found by local customers and improve organic rankings.

Digital Marketing Strategy – Combining SEO with paid advertising and conversion optimisation for measurable results.

Website Optimisation & Conversion Design – Making websites perform better for SEO and lead generation.

Marketing Analytics & Data-Driven Growth – Using insights and analytics to refine campaigns and maximise ROI.

Paid Search & PPC Management – Driving targeted traffic and leads using Google Ads and Meta Ads.

## **Primary keywords/themes (the search terms and themes your ideal customers actually use)**

### SEO & Visibility Keywords

local SEO services Melbourne / Rowville  
SEO agency near me  
small business SEO services  
search engine optimisation for service businesses  
improve online visibility for local business

### Paid Advertising Keywords

Google Ads management Melbourne  
PPC agency near me  
Facebook and Instagram ads for local business

### Website Conversion Keywords

website design and development Melbourne  
high converting website design  
website optimisation for leads  
creative logo designs

### Lead & Traffic Keywords

lead generation marketing agency  
increase website traffic SEO  
generate business leads online  
SEO and PPC for service businesses

## **14. GOALS & SUCCESS METRICS**

(WHAT SUCCESS LOOKS LIKE)

### **Primary business goal (your main focus for the next 6–12 months).**

Increase consistent, qualified leads for service-based businesses in Rowville, Knox, Scoresby, Mulgrave, and Greater Melbourne, while strengthening DigiAds & More's online visibility and authority as a local digital marketing expert.

Have 5-10 monthly paying clients

### **Key outcomes you care about (leads, sales, visibility, etc.).**

#### Leads & Enquiries:

Generate a consistent flow of qualified leads via SEO, Google Ads, and Meta Ads.

Target: 20–30 high-quality enquiries per month from local service-based businesses.

#### Online Visibility:

Improve organic search rankings for priority keywords such as “local SEO services Melbourne,” “digital marketing agency near me,” and “website optimisation for small business.”

Target: Appear in top 3 positions on Google for at least 5–7 core keywords within 6–12 months.

#### Website & Conversion Performance:

Increase website traffic and engagement metrics (sessions, time on page, form submissions).

Target: 25–40% increase in website leads via optimised landing pages and clear CTAs.

#### Brand Authority & Awareness:

Grow LinkedIn engagement (followers, post reach) and brand recognition locally.

Target: 15–20% increase in social engagement and lead referrals via LinkedIn and local networking channels.

Target: Meta Ads and Google Ads deliver measurable ROI with cost per lead below industry benchmarks.

### **Biggest constraints: what's limiting progress (time, budget, clarity, systems).**

Budget, Time Managing multiple channels and campaigns while maintaining personal oversight and client servicing can limit growth potential.

## **15. BUDGET & DECISION-MAKING**

(HOW WORK ACTUALLY GETS APPROVED)

**Marketing Budget Range: an approximate amount you're comfortable investing.**

Operating with a very limited budget.

Monthly Budget Range: \$50 – \$150

Initial Focus: Organic marketing (social media, content, outreach)

Paid Spend: Small, test-based ads (e.g., AUD \$5–\$10/day when running campaigns)

Scaling Plan: Increase budget only after seeing more leads and sales

**Decision-Maker: the person who approves spend and final decisions.**

## **16. COMPLIANCE & PERMISSIONS**

(RISK PROTECTION – KEPT LAST)

**Do you have permission to use testimonials/photos?**

Testimonials:

Only use testimonials from clients who have given written or recorded consent, got ones from GBP

Photos & Creative Assets:

Using our own created content

Royalty-free/licensed images (from platforms like Canva, and others specifically providing free images/videos)

**Industry Rules: any sector-specific regulations you must follow?**

As a digital marketing business, general advertising platform policies and basic consumer protection standards must be followed.

Advertising Platform Compliance:

Follow policies from:

Meta Ads (no misleading claims, restricted targeting rules)

Google Ads (truthful claims, no deceptive practices)

Claims & Messaging:

Avoid guarantees like:

“100% results”

“Guaranteed sales”

Before/After & Results:

Must be real and verifiable

Include disclaimers if results are not typical

Data & Privacy:

Respect basic privacy practices when collecting leads

Do not misuse customer data or share without consent

