



# Marketing Passport®

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

*Foundations » Strategy » Execution Readiness*

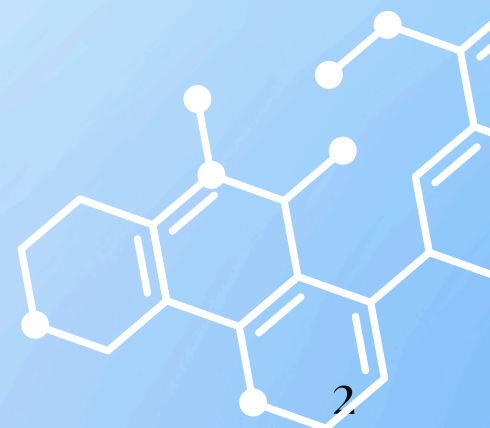


**GNR MEDIA**  
GROWTH AND REVENUE

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# CLIENT INFORMATION

## 1. BUSINESS BASICS

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Website Address:	<a href="http://wordsinbloomenglish.com/">wordsinbloomenglish.com/</a>		
Business Stage: (Idea/ Growing/ Established)	Established	Primary Contact:	Donny McGregor
		Country:	Australia
Phone Number:	0410 526 860	Email Address:	donny@drivendigitally.com.au

### Which industry best describes your primary business?

The business operates within the IT Managed Services and Digital Transformation industry. Key specializations include IT consulting, cloud management (Google Workspace and Microsoft 365), cyber security, procurement of end-user computing, and audiovisual/meeting room solutions.

### How does your business primarily operate?

The business primarily operates through a Hybrid and Service-Based model. It provides remote managed IT services, cloud deployments, and helpdesk support, while also offering managed field services and professional procurement for physical hardware and meeting room installations.

### Where do you currently serve customers?

Driven Digitally serves customers Australia-wide, with a strong focus on New South Wales. As a registered supplier on the NSW Government IT SCM 2020 scheme, they cater to government agencies, educational institutions, and private enterprises across the country.

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

The business is headquartered in a Home Office/Professional Studio located in Blaxland, NSW (Blue Mountains). While they operate largely through digital and remote channels, they maintain a registered physical address for administrative and strategic operations west of Sydney.

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

The location that matters most for growth right now is the NSW Government and Education sectors, as well as the broader Australian Mid-Market. Their growth is driven by expanding digital maturity within Australian organisations and strengthening their position as a certified regional IT partner.

## 2. MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)


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

 Mission: The "What" and "Who"

"To empower schools and businesses with world-class cloud solutions, immersive technology, and robust cybersecurity that drive growth and protect what matters most."

Why it works: It identifies your two key sectors (schools/businesses) and highlights your specific "hammers"—Cloud, VR/EdTech, and Security.

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

 Vision: The "Success" State

"To lead a digital transformation where technology serves humanity, creating a safer, more educated world while funding the fight against global poverty and injustice."

Why it works: This bridges the gap between your technical excellence and your "20% profit" social commitment. It shows that when Driven Digitally succeeds, the world actually improves.

### Core values (3–5 guiding principles)

 Core Values: The "How"

#### 1. Purpose-Led Excellence

We don't just provide IT; we provide impact. Our commitment to ISO 9001 standards ensures that our technical quality is as high as our social ambition.

#### 2. Proactive Protection

In a world of evolving threats, we don't wait for things to break. We are "Driven" to secure our clients' data and digital futures before the need becomes a crisis.

#### 3. Radical Generosity

We operate as a social enterprise, viewing our profits as a tool to fight human trafficking and poverty. Our clients aren't just buying services; they are joining a movement for global good.

#### 4. Innovation with Intent

Whether it's VR in the classroom or AI in the office, we only deploy technology that solves real problems and enhances the human experience.

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

((WHAT YOU ACTUALLY SELL))

**List of core products/services .**

The "Big Three": If you had to group everything you sell into three "buckets" (e.g., Infrastructure & Cloud, Education & VR, and Security & Compliance), what would those three buckets be?

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

The Transformation: When a client finishes a project with you, what is the #1 "emotional" result they feel? (e.g., Are they finally compliant/safe? Is their staff inspired/productive? Is their IT invisible because it just works?)

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

The Pricing Philosophy: How do you typically charge? Is it mostly fixed-fee projects, "per-seat/user" monthly subscriptions, or a mix of both?

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

The Revenue Engine: Which specific service or product currently pays the most bills? Is it the one-off hardware sales, or the recurring managed service contracts?

## **4. AUDIENCE & CUSTOMERS**

(WHO YOU'RE FOR)

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

The "Dream Client" Profile: Think of your top 3 most profitable and least "headache-inducing" clients. Are they private K-12 schools, non-profits, or tech-forward SMEs? What is their approximate staff size?

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

The "Breaking Point": What is usually happening in their organization the day they decide to call you? (e.g., A security scare, a clunky move to remote work, or a frustratingly outdated classroom setup?)

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

The "Decision Factor": When they choose Driven Digitally, what is the "clincher"? Is it your ISO 9001 quality assurance, your faith-based mission, or your specific expertise in Google/Microsoft Education?

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

The "Internal Champion": Who is the person actually signing the contract? Is it a Business Manager, an IT Director, or a Principal/CEO? What is their personal goal (e.g., looking like a hero for saving money, or sleeping better knowing they won't get hacked)?

## 5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

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

These firms offer a similar "high-touch" consulting feel.

Geeks on Tap: Your most direct rival in the "cloud-first" and Google/Microsoft space. They lean heavily into being "modern and secure" but lack your specific social enterprise/faith-based narrative.

ETS IT & Chill IT: Typical Managed Service Providers (MSPs). They compete on reliability and local support. They are the "safe" choice for businesses that want standard IT maintenance.

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

JB Hi-Fi Education & ASI: These are the "volume" kings. They win on price and hardware availability. If a school just wants 500 iPads, they go here. You compete by offering the strategy and integration (like VR and customized cloud) that these giants often fail to support personally.

Datacom: The enterprise-level "Goliath." They handle massive government and corporate contracts. You win against them by being more agile, personalized, and having a soul (social impact).

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

To stand out against this list, Driven Digitally shouldn't try to be "cheaper" than JB Hi-Fi or "bigger" than Datacom. Your edge lies in three specific pillars:

Feature	The Competitor Way	The Driven Digitally Way	Quality Control
	"Trust us, we're good."	ISO 9001 Certified. Rigorous, documented excellence that rivals enterprise-level firms.	The "Why"
	Profit-driven for shareholders.	Social Enterprise. 20% of profits fight human trafficking.	

Your success = global good. Depth of Tech Generalists or hardware sellers. Specialized Innovation. Not just "fixing PCs," but implementing VR, AI, and Cyber-Defense.

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

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

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

The "Vibe" Check: If Driven Digitally were a person, would they be a Wise Professor, a Modern Tech Visionary, or a Reliable Community Hero?

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

The "Anti-Hero" Question: What is the one thing "Big Tech" or "Traditional IT" does that absolutely drives you crazy? (e.g., being too cold/corporate, overcomplicating things, or ignoring the "why" behind the tech).

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

The Vocabulary: Are there certain words you love or hate? (e.g., Do you prefer "Empowering" over "Managing"? "Security" over "IT Support"?)

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

The Social Impact "Volume": On a scale of 1-10, how "loud" should your faith and social impact be in your marketing? (1 = A nice surprise mentioned at the end; 10 = The very first thing people see).

## **7. BRAND STORY**

(EMOTIONAL CONTEXT)

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

The Hero's Desire: What is the #1 thing your ideal client (Principal, IT Director, or CEO) wants more than anything else? (e.g., A seamless classroom where tech "just works," absolute peace of mind against hackers, or to feel like their budget is actually doing good in the world?)

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

The Villain (The Problem): What is the "Villain" standing in their way? Is it Complexity? Cyber-Fear? Wasted Potential? Or Faceless, Souless Corporations?

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

The "Guide's" Tool: You are the Guide because you have a "Plan." What are the 3 simple steps a client takes to go from "Frustrated/At Risk" to "Empowered/Secure" with you?

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

The Transformation (The Happy Ending): Once they've partnered with Driven Digitally, what does their "new life" look like? (e.g., They are the hero of their board/staff, their data is a fortress, and they are proud to tell parents/stakeholders that their tech spend fights human trafficking).

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

(HOW YOU SOUND AND SHOW UP)

### **Brand personality traits.**

The "Room" Test: If your brand walked into a room of School Principals and CEOs, how would people describe the "energy" you bring? (e.g., Calm and reassuring? High-energy and innovative? Bold and purpose-driven?)

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

The "Not" List: What should your brand never sound like? (e.g., We never want to sound "stuffy/corporate," or maybe we never want to sound "cheap/budget.")

The Faith & Social Impact Dial: Since you are a social enterprise that supports faith-based missions, how does that translate to your voice?

Do you want to use "warm, servant-hearted" language, or stay "sharp, professional, and results-oriented"?

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

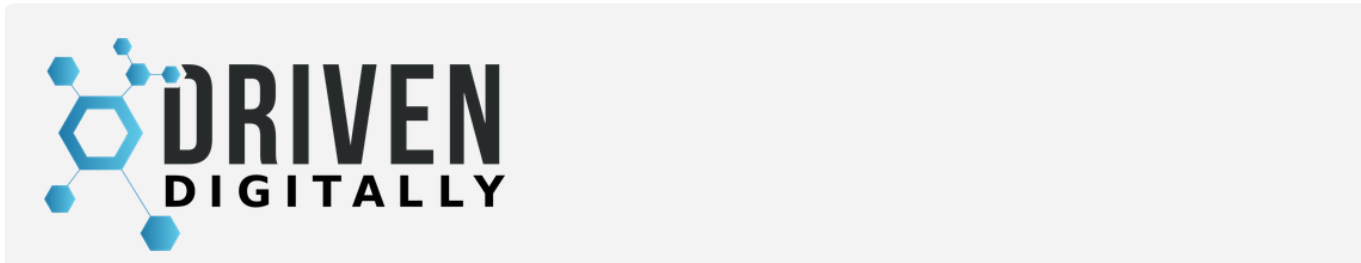
The "Technical" Balance:

When explaining complex things like Cyber Security or VR, do you talk like a Peer (plain English, relatable) or an Authority (using the correct jargon to show you're the expert)?

## 9. BRAND STYLE GUIDE

(HOW YOU LOOK?)

Logo [upload].



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

Primary Dark Blue

#0B1F3A



Corporate Navy

#142B4D



Accent Cyan / Blue

#00AEEF



Bright Sky Blue

#29B6F6



Light Grey Background

#F5F7FA



Medium Grey Text

#6B7280



White

#FFFFFF



**Fonts / typography.**

When people read your website, do you want the font to feel Modern & Minimal (Clean, tech-focused, easy to read) or Strong & Bold (Commanding, authoritative, established)?

**Visual preferences.**

The Imagery Style: Which feels more "Driven Digitally":

A: High-tech, abstract digital grids and sleek hardware.

B: Real people (students in VR, happy business owners) in bright, natural light.

C: A mix—"Humanity meeting High-Tech."

## 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       Namecheap

Do you have full website access or not?

Yes       No       Unsure

## 11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

We need to protect what is already working so the "base" stays solid.

Channels you want to use next.

We'll pick one new area to master so you don't get overwhelmed.

Paid vs organic mix (if any).

## 12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

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



## 13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

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

Driven Digitally positions itself around solving real, urgent technology challenges faced by schools and educational institutions, particularly when systems fail or underperform at critical moments.

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

The “Problem” Search: Their ideal customers such as school principals or administrators are typically searching for immediate, practical solutions to pressing IT issues. Common searches include things like fixing slow or unreliable school Wi-Fi, understanding the cost and setup of classroom technologies like VR, and getting help with platforms such as Google Workspace for Education.

The “Solution” Topics: Driven Digitally aims to establish authority in three key areas:

- Technology integration in education (including emerging tools like VR)
- Reliable, standards-based IT service delivery (e.g., ISO-aligned processes)
- Cybersecurity and IT support tailored specifically for schools and non-profits

The “Social Enterprise” Angle: While being a social enterprise is a strong differentiator, it is not typically something customers search for directly. Instead, clients discover this aspect after initially engaging with Driven Digitally for its technical expertise and trusted IT solutions.

The Geography:

Driven Digitally is positioned to serve clients across Australia, aiming to build a reputation as a national authority rather than focusing solely on location-based searches. However, location-based keywords may still play a supporting role where relevant.

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

(WHAT SUCCESS LOOKS LIKE)

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

Driven Digitally's primary goal is to secure more long-term contracts with schools and educational institutions, while growing monthly recurring revenue through managed IT services and specialised solutions such as cybersecurity and education-focused technology.

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

Success is measured through a combination of business growth and social impact. This includes:

- Increasing the number of qualified leads and signed clients
- Growing recurring revenue from ongoing service agreements
- Expanding their measurable social impact, either through financial contributions to partner causes or the number of lives positively impacted through their work

To achieve their growth goals, Driven Digitally requires a consistent flow of new monthly inquiries (leads), with a focus on attracting high-value clients. Each client represents significant long-term value due to ongoing service contracts, making client lifetime value a key driver of business sustainability and growth.

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

The primary constraint is time and delivery capacity. The business is heavily focused on client work, which limits the ability to consistently invest in marketing and lead generation efforts.

## 15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Driven Digitally is currently operating with a lean, organic-first marketing approach. The focus is on investing in high-value content and direct outreach rather than paid advertising. There is a small, pre-approved budget of up to \$30/month allocated for essential software subscriptions (SaaS), with the intention of using organic growth and 1:1 networking to generate revenue that can later fund a larger advertising budget.

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

All marketing spend and final decisions are approved by a single owner, allowing for immediate decision-making and fast implementation without delays.

## 16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

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

Driven Digitally ensures that all testimonials used in marketing have proper written consent from clients. Testimonials are presented authentically and are not edited in a way that changes their meaning. Where any incentive has been provided in exchange for a review, this is clearly disclosed.

For any images or videos involving students, explicit and informed parental consent is obtained in line with Australian legal and ethical requirements.

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

Driven Digitally adheres to all relevant Australian regulations and standards, including:

- **ACCC Guidelines:** All claims, testimonials, and representations are truthful, accurate, and can be substantiated.
- **Use of Certifications:** Any reference to ISO 9001 certification is supported by valid documentation, including certification details and appropriate use of the Standards Mark.
- **Privacy & Data Protection:** As a provider of cybersecurity services, the business maintains a compliant and up-to-date Privacy Policy, ensuring all data collection and handling practices meet legal standards.
- **Advertising Compliance:** All marketing claims (e.g., rankings or “best in Australia” statements) are evidence-based and supported by credible third-party sources where required by platforms like Google and LinkedIn.

**Compliance & Transparency Measures**

- **Social Enterprise Commitment:** Driven Digitally maintains transparency around its commitment to donate 20% of profits, with clear reporting or evidence available to demonstrate impact.
- **Use of Imagery:** Any stock or representative images are used responsibly and do not mislead or imply work that has not been performed.

