



BOCLEDI
DIGITAL

Marketing Passport®

*Your complete marketing
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Foundations » Strategy » Execution Readiness



GNR MEDIA
GROWTH AND REVENUE

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CLIENT INFORMATION

1. BUSINESS BASICS

Full Name:	Kamogelo Rannobe		
Website Address:	www.bocledi-digital.com.au/		
Business Stage: (Idea/ Growing/ Established)	Growing	Primary Contact:	Kamogelo Rannobe
		Country:	Australia
Phone Number:	0493 616 399	Email Address:	info@bocledi-digital.com.au

Which industry best describes your primary business?

Bocledi Digital operates as a Digital Agency and IT Solutions provider. Our primary services include website design, SEO, ecommerce support, digital marketing, and accounting and ERP software integration, all tailored for small and medium enterprises across Australia.

How does your business primarily operate?

We operate entirely online and on a project basis. Clients engage us through our website via a requirements-gathering form, and all services are delivered remotely. We do not operate a walk-in shopfront or appointment-based in-person model.

Where do you currently serve customers?

We serve customers Australia-wide. Our positioning and messaging is directed at Australian businesses broadly, without restriction to any specific state or region.

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

Our business is based in Glen Waverley, Melbourne, Victoria. We operate from this location but do not run a public-facing shopfront. Client engagements are handled remotely from our Melbourne base.

Which location matters most for your growth right now?

The South-East Melbourne corridor — particularly the Monash, Knox and Whitehorse council areas surrounding our Glen Waverley base. This region has a high concentration of the small and medium businesses we serve across trades, health, retail and professional services. From that base we plan to expand across broader Victoria and eventually nationally.

2.MISSION, VISION & VALUES

(WHY YOU EXIST AND WHAT YOU STAND FOR)

Mission (what you do and who you help?)

We help Australian small and medium businesses get online properly and grow with confidence. We do this by delivering honest, full-service digital solutions, from websites and SEO to ecommerce and business software, without the jargon or the runaround.

Vision (what success looks like in the future?)

To be Australia's most trusted full-service digital agency for SMEs — the one businesses turn to when they are ready to get serious about their online presence and want a partner who will be straight with them.

Core values (3-5 guiding principles)

Honest by default. We tell clients what they need to hear, not what sounds good.

Transparency is just how we work.

Results over promises. Every solution we build is designed to deliver something measurable. We are not in the business of looking busy.

Accessible expertise. Professional digital solutions should not require an enterprise budget. We make serious digital work available to any SME ready to grow.

Always improving. We hold ourselves to a higher standard with every project. The digital space moves fast and we move with it, for our clients first.

3. PRODUCTS & SERVICES

((WHAT YOU ACTUALLY SELL))

- **Website Design** — custom builds for SMEs with no presence or a poor one. Project-based pricing.
- **Ecommerce Setup** — end-to-end online store setup for businesses ready to sell online.
- **SEO & Digital Marketing** — search optimisation, Google Business Profile and branding support for more inbound enquiries over time.
- **Accounting Software Integration** — setup and integration of accounting or ERP software for cleaner operations.
- **Free SEO Audit** — a no-cost entry point for prospects. A lead-generation tool, not a revenue line.

Outcomes: the results your customers get.

A live, well-built site that gives the business credibility; better visibility and more inbound enquiries; cleaner back-office operations; and a single partner who covers everything they need as they grow.

Pricing: how you package or charge

All paid services are quoted per project. No active retainers yet. This works for one-off builds but leaves recurring revenue on the table, particularly for SEO where results compound over months.

Hero Offer: the offer that drives most of your revenue

Website Design — SMEs getting a professional online presence for the first time. Priced per project with a custom quote. SEO and digital marketing is the natural first monthly retainer to add predictable revenue alongside project work.

4. AUDIENCE & CUSTOMERS

(WHO YOU'RE FOR)

Ideal customer profile (plain English) .

An SME owner in their first two years of operation, based in or around South-East Melbourne, running a trade, service or professional-services business. Digital presence has not been a priority yet, but they now know they need one. They are not technical, do not want to become technical, and are looking for someone local they can actually talk to.

Customer segments

Trades and service businesses. Plumbers, electricians, cleaners and similar operators who built their client base on word of mouth and now need a proper web presence to grow beyond their network.

Professional services. Accountants, consultants and clinics that need to look credible and be findable online. Their clients search for them by service type before making contact.

Customer Problems: the challenges they face.

They have no website, or an outdated one that no longer reflects the business. They are losing enquiries to competitors who are more visible on Google. They do not have the time or interest to manage their own digital presence and have no idea where to start.

Why do customers choose you?

They heard about us from someone they trust. Once they reach out, they stay because we speak plainly, do not overcomplicate things, and are reachable when they need us. For a first-time buyer of digital services, that accessibility and clarity matters more than price.

5. COMPETITORS & DIFFERENTIATORS

(WHERE YOU SIT IN THE MARKET)

Direct Competitors:

Small local digital agencies in Melbourne. The most like-for-like competition — similar SME clients, similar scale, similar services. Most are not specifically focused on brand-new businesses.

Freelance web designers. Cheaper, but typically a single skill, no ongoing support and no capacity to grow with the client.

Indirect Competitors:

DIY platforms like Wix, Squarespace and GoDaddy. Not agencies, but they absorb a real segment of the market. Owners who believe they can handle it themselves start here — and many come back once they realise the result does not reflect the business or the time cost is too high.

Your Edge: what you do differently

Bocledi Digital is the agency built specifically for businesses in their first two years. We work with owners who are still figuring things out, speak plainly, and offer the full range of services they will need as they grow — from a website to SEO to business software — without handing them off at each stage. That focus is a deliberate choice larger agencies will not bother copying, because new SMEs are not their target market.

For brand new Australian SMEs ready to get online properly, Bocledi Digital is the full-service digital agency that meets them at the start and grows with them, without the jargon, the runaround, or the agency ego.

6. BRAND POSITIONING & MESSAGING

(HOW YOU EXPLAIN YOURSELF TO THE WORLD)

Positioning Statement: the core idea you want to own.

For brand new Australian SMEs ready to get online properly, Bocledi Digital is the full-service digital agency that meets them at the start, handles everything they need, and stays straight with them throughout.

Short pitch / 7-second explanation.

We get new small businesses online professionally, without the jargon or the runaround.

Hooks/Taglines: memorable lines that spark interest.

Your first website, done properly.

The agency that actually picks up the phone.

Built for businesses that are just getting started.

No jargon. No handoffs. No surprises.

We grow when you grow.

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

Plain. Knows its stuff without needing big words to prove it.

Direct. Short sentences. Say the thing, then stop.

Honest about limitations. If something takes time, say so. This builds more trust than any tagline.

Warm without being soft. Reassures through clarity, not enthusiasm. Avoid corporate filler and buzzwords like “innovative solutions” or “digital transformation.”

7. BRAND STORY

(EMOTIONAL CONTEXT)

You started your business because you are good at what you do. You built something real. Clients come back. Word spreads. But somewhere along the way you noticed the businesses around you had a proper online presence and you did not. They were showing up on Google. Their websites looked the part. And you were still relying on referrals and hoping people would find you.

It is not that you did not care. You just had a business to run. The problem is that in 2026, being invisible online is not a neutral position. Potential clients search before they call. If they cannot find you, or what they find does not look right, they move on. Someone else gets the job.

That gap between where you are and where you need to be is exactly what Bocledi Digital exists to close. We work with brand-new small businesses across Australia who are ready to get online properly – a real, professional presence that reflects the business you have actually built. We handle the website, the search visibility and the software that keeps operations running cleanly, without making you feel like you need a technology degree to keep up.

We are based in Melbourne. We pick up the phone. We tell you what will work and what will not, and we do not disappear once the project is done. By the time we are finished, you are not behind anymore – you are just focused on growing, which is where your attention should have been all along.

8. BRAND PERSONALITY & VOICE

(HOW YOU SOUND AND SHOW UP)

One-word descriptor

Steady. Bocledi Digital is the calm in the room. Not flashy, not loud. Just capable, clear and reliable in a space full of noise.

Brand personality traits.

Grounded. We do not oversell or overcomplicate. Clients always know where they stand with us.

Warm. We work with people new to this. We treat every client like their business matters, because to them it does.

Confident. We know our craft. When we recommend something, there is a reason for it.

Reassuring. How we show up and explain things should make clients feel they made the right call.

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

Plain English. No jargon, no acronyms without explanation.

Keep sentences short. If a sentence needs a second read, it needs a rewrite.

Be specific. “Your website live within three weeks” beats “we deliver results efficiently.”

Skip the enthusiasm. No exclamation marks, no “excited to announce,” no “we are passionate about.” Let the work speak.

9. BRAND STYLE GUIDE






(HOW YOU LOOK?)

Logo [upload].



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

Brand colours

 Deep Navy	#1B3A6B	 Bright Cyan	#30CCF0
 Soft Background	#EAF4FB	 Ink / Text	#222A33
 White	#FFFFFF		

Fonts / typography.

Clean bold sans-serif for headlines, lighter weight for body. Recommended system: Inter or DM Sans across all digital touchpoints. Headlines bold to extra-bold; body regular with generous line spacing, never smaller than 15px on screen.

Visual preferences.

Evolve from blurred stock tech photography toward sharper, warmer photography of real people and real businesses. Keep the two-tone palette tight, with the soft cyan-to-white gradient reserved for large background areas only – not UI components.

Ad layout notes

Keep the contact email info@bocledi-digital.com.au consistent across all assets. Avoid the em dash in taglines – “Get Your Business Online. Fast.” reads cleaner than “Get Your Business Online – Fast.”

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 Wix

Where is your Domain or DNS hosted?

Cloudflare GoDaddy Namecheap Via domain registrar's control panel

Do you have full website access or not?

Yes No

11. MARKETING CHANNELS (CURRENT & PLANNED)

(WHERE YOU SHOW UP)

Current channels in use.

- **Referral program.** Highest-leverage move. A simple, structured incentive formalises behaviour that already happens, with almost no ongoing upkeep.
- **SEO & blog content.** Two to three articles a month targeting terms like “web design for small business Melbourne.”
- **Organic social (Facebook).** Practical, plain content in local business groups and tradie networks – not promotional posts.
- **Email marketing.** A short monthly email to past clients and enquiries keeps Bocledi top of mind.

Paid vs organic mix (if any).

Organic and relationship-led for now. Paid ads, LinkedIn and Instagram are set aside until the core offer and conversion process are proven. Focus: one referral system, one SEO article a month, one local Facebook group, consistently.

12. MARKETING ASSETS (EXISTING)

(WHAT YOU ALREADY HAVE TO WORK WITH)

Ready to use

- **Logo files.** PNG and SVG confirmed – ready for any designer or developer.
- **Ad creatives.** Two formatted social ads exist; contact details reference a legacy domain and must be updated before reuse.

Needs work

- **Photography.** Phone photos only – a half-day brand shoot would solve this across all channels
- **Website copy.** Live but predates this strategy; home, about and services pages need rewriting.
- **Templates.** Social, email and proposal templates need to be systematised.

Must be created

Three short written testimonials (immediate priority), the first SEO and blog content, and an email list with a reusable template – all starting from zero.

Priority order for agencies

Hand over logo files first. Fix contact details on ad creatives. Commission photography before any paid activity. Rewrite website copy before driving new traffic

13. KEYWORDS & SEO FOCUS

(ONLY NOW DOES THIS MAKE SENSE)

Core topics you want to be known for.

Getting online for the first time. The primary content territory – the problem we solve most.

Affordable web design for small business. Being most visible when budget is on the buyer's mind – not being the cheapest.

Local SEO and Google visibility. The second most common problem after having no website.

Business software setup. A supporting topic that sets us apart from pure web agencies.

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

Web design for small business Melbourne · Affordable website design Melbourne · SEO for small business Melbourne · Website design Glen Waverley · Digital agency Glen Waverley · How to get my business online Australia · Accounting software setup small business.

What to avoid

Broad national terms like “web design” or “digital agency” at this stage — the competition is too established and the budget to rank is not justified yet. Own the suburb, then the city, then expand.

14. GOALS & SUCCESS METRICS

(WHAT SUCCESS LOOKS LIKE)

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

By month 12, Bocledi Digital consistently brings in 4 to 5 new website-design clients per month through channels beyond referrals alone.

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

New clients per month. 2–3 by month 6, rising to 4–5 by month 12.

Monthly revenue. Double the current average by month 12 — through volume, not larger projects.

Website enquiries. 5 or more qualified inbound enquiries per month by month 6.

Visibility. Page one for at least 3 target suburb-level keywords within 12 months, while maintaining the referral rate.

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

Time is the binding constraint — not budget, brand clarity or product quality. With 2–5 hours a week for marketing, the strategy must stay narrow: one referral system, one SEO article a month, one social post a week. The strategy only works if it is simple enough to sustain alone.

15. BUDGET & DECISION-MAKING

(HOW WORK ACTUALLY GETS APPROVED)

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

Under \$500 per month. At this level, spend should go to assets that compound — SEO content, a basic email tool and a one-off brand photography session — rather than paid reach. Paid ads are not viable until revenue targets are consistently hit and budget can increase without pressure.

Budget priorities

SEO & content. Minimal tool cost — prioritise first.

Email tool. Mailchimp or MailerLite, free to start, under \$20/month.

Brand photography. A one-off \$300–\$500 half-day shoot covering website, social and proposals for years.

Decision-maker

A single decision-maker — the business owner — approves all creative, strategic and financial marketing decisions, with no committee. Ideas can be tested and in-market within 24 hours. For any agency or contractor: one point of contact, one sign-off, tight briefs limited to two or three options.

16. COMPLIANCE & PERMISSIONS

(RISK PROTECTION – KEPT LAST)

Do you have permission to use testimonials/photos?

No testimonials yet, so no current risk. When collecting them we will get explicit written permission from each client before publishing, and never edit a testimonial without the client approving the final version.

Imagery Current Wix stock images are licensed for the Wix-hosted site only. Any image used in paid advertising or off-platform must be owned by us, separately licensed, or sourced with full commercial ad rights (e.g. Unsplash+ or Adobe Stock). This is the first thing to sort before any paid activity.

Privacy policy Our live policy covers contact-form data under the Australian Privacy Act. As the email list grows, confirm it also covers subscriber data, storage and the right to unsubscribe — Mailchimp and MailerLite both handle compliant unsubscribes automatically.

Platform advertising rules Digital agency services are low-risk for Meta and Google. The main tripwire is unsubstantiated performance claims — guaranteed page-one rankings or promised lead volume — which get ads rejected and could attract ACCC attention under Australian Consumer Law. Keep claims honest, specific and provable.

