

# Expanding Marketing Capabilities for an Australian Creative Agency

**Client: IVY Street**



## Executive Summary

Our client is a well-regarded creative agency in Australia's real estate and other industries. The client provides effective marketing strategies to enable their customers to grow their respective brands and assist them on the path of successful marketing and sales.

The company has been working with Flexi Digital Marketing to meet its customers' expectations and needs. Their trust and confidence in our marketing services and innovative solutions helped them scale their company and expand to properly accommodate more customers.

## About the Client

Through genuine partnerships and insight-led solutions, the client creates and implements customer brands for over twenty years as a creative agency.

Focused on meeting customer expectations, the client actively collaborates to deliver tailor-fit marketing solutions. As such, the client helps its customers through effective marketing strategies, personalised branding, compelling design, and engaging digital marketing tactics.



## Client Challenges

Over time, there is an increasing demand for the company's services as the business and customer base continues to grow. The client aims to expand further and scale their business.

However, the human resources allotted to scale their business were limited, and the existing staff could not accommodate the influx of customers. As such, the client required more capable marketing professionals to handle the needs of their current and incoming customers.

## How Flexi Digital Marketing helped the client

The client scouted for capable talents and reputable agencies to fill the necessary roles. Through their meticulous search, they decided to partner with Flexi Digital Marketing, an offshore agency that fulfils their business needs and gives them more time to focus on growing the company.







## OUR SOLUTIONS

We presented our proven track record, strategies, and processes in crafting campaigns that generate and improve conversion rates. Moreover, we provided our services for the client to test our performance and capabilities.

## Providing an opportunity to scale

We started with three (3) accounts in the first three (3) months. Our experts provided their skills and experiences in handling Search Engine Optimization (SEO), Pay-Per-Click (PPC), Meta, and Analytics to handle different accounts from various industries.

The client was more than satisfied with the results during the trial period and saw the opportunity to scale up their business. Ultimately, they decided to hand over all their projects to Flexi Digital Marketing.

## Active collaboration ensures seamless processes

For seamless communication, the client onboarded our team and already prepared a media kit. As such, it only took a few days to set up everything and be fully operational.

Within the 3-month trial, we implemented our recommendations while maintaining their existing work setup. Moreover, Flexi Digital Marketing's project manager, Bernard Quibina Jr., actively collaborated with the client's head of marketing to improve processes and progress tracking for the accounts handled by the team.



## Result

Since the client's decision to fully engage with Flexi Digital Marketing's services, they have been able to scale up their products and services. Our expertise in SEO, PPC, Meta, and Analytics enabled the company to focus on building its brand and accommodating more customers.

The client currently avails our knowledge and skills for the services mentioned above and Electronic Direct Mail marketing (EDM). As a full digital marketing agency, we can meet the client's future needs, such as User Interface & User Experience (UI/UX), graphic design, content creation, and video editing.





## We can further improve your business

### **Hire your dedicated team of marketing experts from Flexi Digital Marketing!**

Assemble your offshore team from our pool of top-calibre digital marketing experts and get consistently excellent results from the best practices and tailor-fit strategies.

**Get in touch with us for a  
FREE consultation!**

