



DIGITAL SERVICES

For Insurance Brokers

Websites
Graphic Design
SEO/ASO/CRO
Strategy
Content
Ads
Print
Multimedia

For more info contact:
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EXECUTIVE SUMMARY



THE WHY

This partnership is designed to support your organisation's growth through a proven, systematic marketing approach. We build genuine, trust-based relationships with your target audience, turning them into advocates who see real value in sharing your business with others.

A PROBLEM WORTH SOLVING

Your business faces a perfect storm of challenges in today's marketplace. We're bombarded with thousands of marketing messages daily, making us experts at ignoring traditional sales tactics. On top of this, you're also wrestling with three critical bottlenecks that keep you stuck.



THE PROBLEM OF...

Direction?

You know you need to do something to grow, but the marketing landscape feels like a maze. Should you focus on Social Media? Ads? SEO? What about AI? Without clear direction, it's easy to waste time and money on fads that look impressive but don't move the needle.

Time?

Even when you know what needs to be done, there simply aren't enough hours in the day. You're already juggling client work, operations, and a dozen other priorities. Adding "become a marketing expert" to your plate isn't realistic.

Knowledge?

Modern marketing requires fluency in a bewildering array of platforms and tools. Meta Business Manager, Google Analytics, conversion tracking, web optimisation, automation sequences. Each has their own learning curve and constant updates. One wrong setting can torpedo your results, and you'd never even know it.

The Method in the Madness!

Here's the reality most businesses miss:

People don't buy from strangers anymore. Think about your own purchasing behaviour. When did you last make a significant investment with a brand you'd encountered only once?

Research originating from Google's extensive consumer behaviour studies reveals a fundamental truth about modern buyer psychology. Trust isn't built in a moment. It's earned through consistent, valuable interactions over time.



THE SECRET SAUCE

The science is clear. Before someone feels confident enough to invest with you, they need:

7

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11

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4

7 hours of meaningful interaction that demonstrates your genuine expertise and value

11 distinct touchpoints that create familiarity without feeling overwhelming or pushy

4 different channels where they encounter your message, proving your credibility across multiple contexts

This isn't marketing theory. It's how the human brain actually forms trust and makes decisions.

MAKING IT HAPPEN



Value-First

Educational content that solves real problems before asking for anything.



Trust-Building

Every interaction designed to move prospects closer to "yes".



Multi-Channel

Strategic presence across the platforms your clients actually use.



Journey Intelligence

Tracking and optimising the complete client experience.

LET'S SET THE STAGE SO THEY WANT TO TALK ABOUT YOU

Don't waste money on "quick-fix" marketing that generates leads but not loyalty, this investment transforms one-time transactions into lasting partnerships. Instead of constantly hunting for new clients, you'll have prospects seeking you out, ready to start, and excited to refer others.

WEBSITES

Signature

Complete Custom
\$5-15k

Includes Design, Content, Imagery, Imagery, Security & Compliance, & On-Page SEO.

breakwaterib.com.au
oraclegroup.com.au

Professional

Brokerage
~\$3k

Includes ~5 Page Design, Imagery, Security & Compliance.

fortifyib.com.au
greatvalueinsurance.com.au

Essential

(AR) Single-Pager
\$1,500

Includes 1-3 Page Design, Imagery, Security & Compliance.

nexusgolfinsurance.com.au
balancedgroup.au

* Larger and more extensive website/intranet requirements can be scoped and quoted as necessary.

SEO/ASO/CRO - To Be Scoped & Quoted

Search Engine Optimisation, AI Search Optimisation, Webpage Conversion Review/Optimisation

WordPress Security - \$180 Per Review + \$180 p/hour for implementations

Security Reviews for WordPress websites and Hardening Recommendation/Implementation.

WordPress Integrations - To Be Scoped & Quoted

CRM's, Payment Portals, Webforms etc.

Website Hosting - \$80 p/month

Includes WordPress Security Hardening & Monitoring, SSL Certificate Management & Renewal, Performance & Uptime Monitoring Daily Backups with Recovery Support, Cloudflare Protections (DDoS, Caching, Encryption, Analytics, Reverse Proxy) 'Always On' Website Failover Availability, Technical Support for Hosting-Related Issues.

BRAND & MARKETING

Monthly Packages or Ad-Hoc p/hour

- Strategic Consultation & Planning
- Customer Journey Mapping
- Lead Generation Strategies
- Content Marketing (articles, emails, ads, socials – copy and imagery)

surefireib.com.au

competitiveinsurance.com.au

GRAPHIC DESIGN

\$180 p/hr - To Be Scoped & Quoted

- Corporate Branding – Logo, Stationery & Guidelines
- All Forms of Digital Artwork, Multimedia & Presentations
- Document & Word Templates
- All Forms of Print Media
- Expo/Event Stands & Collateral

gatesib.com.au

riskcorpinsurance.com.au