



**DIGITAL  
MARKETING.  
IT ISN'T  
ABOUT  
PIXELS.  
IT'S ABOUT  
PEOPLE.**



## WHERE WOULD YOU LIKE TO BE?

We can talk about digital marketing all day. SEO. Google AdWords. Website design. That's what we do. Digital marketing is our thing. But it's merely a means to an end.

So let's talk about you instead.

What do you want for your business? What are your goals? Because once we know what you want to achieve – enquiries, leads, conversions, sales – we can make it happen. And we can prove it.



## WHEN WE STARTED, YOU COULDN'T EVEN GOOGLE GOOGLE.

Our team began mastering the digital world in 1996. That's 2 BG (Before Google).

Much has changed since then. But our focus remains the same - delivering tangible, sustainable, real-world results for our clients.

**It means that, today, we're arguably Australia's most experienced and accomplished digital marketing specialists.**

## JUDGE OUR PERFORMANCE ON YOUR RESULTS.

**From SEO and Google AdWords to website design and digital marketing consultancy, our track record speaks for itself, which is just as well because we aren't ones for showing off.**

We prefer to let our results and clients do the talking. Check out some of the testimonials on the following pages, or contact us for a case study that's relevant to your business. We're bound to have one - our clients are a diverse group. And yet they all have certain things in common.

They all understand the value of investing in digital marketing. They're all looking for double-digit or triple-digit growth.

And crucially, they are all ready to scale-up their operations when we deliver new enquiries and sales.



# A DIGITAL FIRM THAT ISN'T AFRAID OF COMMITMENT?

**WE DON'T DO  
THE DIGITAL  
EQUIVALENT  
OF ONE-NIGHT  
STANDS AT  
BONFIRE.**

ASK AROUND. WE'RE NOT THAT KIND OF COMPANY. NO, WE'RE IN THIS FOR THE LONG HAUL. WE'RE LOOKING TO BE YOUR DIGITAL PARTNERS.

Where others promise, we deliver. Where others outsource, we have a talented team taking very personal care of your brand and digital marketing. Real experts. Right here. In Australia.

It isn't enough for us to give you a number one Google ranking. Or get heaps of traffic to your website. Or design a beautiful new site.

Ultimately, it's about keeping your brand top-of-mind and delivering bottom-line results.

Tangible, quantifiable results that add tangible, quantifiable value to your business, whether you're looking for more domestic sales, international growth or simply greater market share.

**THINK OF US AS  
YOUR DIGITAL  
THERAPISTS.**

**Online conversion starts with offline conversation. Or at least it does at Bonfire. Before we talk solutions, we listen. Intently.**

Only when we understand your business as intimately as we know our own business will we let our inner digital tactician loose. It's just one of the things that distinguishes us, and our results.

It means our approach to every project is as unique as every client. That said, here's how things generally work:

- **WE TALK**

Or to be precise, we ask questions and you talk. Questions about your business, your products, your brand, your competitors, your plans for world domination. Everything.

- **WE PLAN**

Short term. Medium term. Long term. We suggest salient strategies and tailored tactics that will get you from Point A (where you are) to Point B, then Point C, D, E...

- **WE GET BUSY**

Armed with a clearly defined plan, we execute it. Then we monitor the results as keenly as we listened to your story and brief.

- **WE DO IT ALL OVER AGAIN**

We review the results, together. We reappraise your position, together. We refine our approach, together. And we evolve. Together.

# SEO

## WANT TO LEAPFROG THE COMPETITION ON GOOGLE?

WHO WOULDN'T?

BETTER SEARCH ENGINE RANKINGS MEAN MORE TRAFFIC TO YOUR SITE. AND MORE TRAFFIC MEANS MORE SALES. SO LET'S TALK SEARCH ENGINE OPTIMISATION (OR SEO).

## SEO IS OUR FIRST LOVE AT BONFIRE, A LOVE THAT STARTED BACK IN 1996.

Consequently, we know pretty much all there is to know about SEO strategies.

And it shows.

It shows at the top of the search results and your bottom line.

Before you know it, the small-but-perfectly-formed search term pool we meticulously researched for you will convert into traffic. Not random traffic, but qualified customers. Lots of them. Ready to buy.

From there, the SEO momentum will build. Month after month. Search term after search term.

We won't lie to you. There are no guarantees. The search engine landscape is shifting all the time. But we can promise an SEO strategy that evolves with it.

That means better organic rankings for the search terms that are more likely to drive more traffic to your site. Not just now, but for years to come, so you benefit from:

- A sustained presence in organic search results (where 80% of people click)
- A potentially unlimited source of free, targeted and qualified Google traffic
- Direct access to ready-to-buy customers who are searching for your products and services
- Brand kudos derived from the trusted nature of organic search results
- A round-the-clock, 24/7/365 online marketing presence, for years to come

## SEO CASE STUDY: CORE IT SOLUTIONS

### RESULTS

Organic Google traffic has doubled, resulting in a number of new business IT contracts and increased revenue.

14 number 1 Rankings in Google

125% increase in organic traffic

340% increase in leads

260% increase in secured business

### RANKINGS

#1 Perth IT Support

#1 IT Support for Business

#1 IT Companies Perth

#1 IT Company Perth

#1 IT Support for Small Business

#1 IT Solutions Perth

#1 Perth IT Solutions

*"As a direct result of our Google rankings, we're receiving several well-qualified enquiries every week and we've closed a number of new contracts worth over \$60,000 in yearly repeat revenue, plus \$50,000 worth of projects, with over \$40,000 in the sales pipeline. The team at Bonfire has been really great to deal with."*

Adam Garnaut  
[www.coreitsolutions.com.au](http://www.coreitsolutions.com.au)

# GOOGLE ADWORDS

## LITTLE ADS THAT HAVE A HUGE IMPACT.

WE'VE BEEN CREATING GOOGLE ADWORDS CAMPAIGNS FOR AS LONG AS THERE'S BEEN GOOGLE ADWORDS.

AND EXPERIENCE TELLS US THAT YOU NEED TO BE READY WHEN WE IMPLEMENT A CAMPAIGN FOR YOU.

Those little ads on Google can have a massive, almost immediate impact on traffic to your website. Within 24 hours. Qualified traffic. People who are actively looking for your services or products.

It isn't easy. There's research to do. Thousands of keyword phrases to consider. Detailed reports to pore over. A myriad of variables to fine tune, from geographical location to the timing of ads.

But get it right and it's among the fastest and most responsive ways to drive traffic and sales. It's cost-effective too - you only ever pay when a visitor clicks through to your website.

- Benefit from almost instant exposure at the top of Google's paid search results
- Target highly qualified, ready-to-buy customers
- Track every click, measuring and refining your campaigns, fast
- Leverage detailed reports to fine-tune the timing, location and cost of ads
- Control your spend and maximise your ROI with increasingly targeted campaigns

## ADWORDS AND SEO: WHAT'S THE DIFFERENCE?

While both AdWords and SEO drive traffic to your website through Google's search results, there's a fundamental difference in how they do it.

### ADWORDS

AdWords is also known as 'paid search' or 'pay-per-click' (PPC), whereby you buy ad space in Google's paid search results. When someone searches for a relevant phrase, your ad appears (assuming your campaign is managed effectively).

### SEO

SEO (search engine optimisation) is the process of optimising your site's content and a host of other off-page factors to achieve a high organic ranking. This is when you appear in Google's organic search results, where the vast majority of searchers click.

### THE BEST SOLUTION

Both AdWords and SEO have a number of benefits. However, the best solution is an integrated approach, combining the speed and responsiveness of AdWords with the sustainable, long-term momentum and results created by search engine optimisation.

## ADWORDS CASE STUDY: MATERA WASTE

### RESULTS

Hundreds of new targeted visitors every month  
New orders received every day  
Page-one Google listings for hundreds of keywords  
Matera has increased its AdWords budget

*"Our Google AdWords campaign has been a huge success. Since we started back in April, we've had orders coming through daily. It's the main reason why our residential skip bin business has grown so fast. The Bonfire team has been really helpful and proactive throughout the process."*

Peter Matera  
[www.materawaste.com.au](http://www.materawaste.com.au)

# WEBSITES

## THE ART AND SCIENCE OF CAPTIVATING CUSTOMERS.

DESIGNING A BEAUTIFUL WEBSITE IS AN ART. BUILDING A USER-FRIENDLY, FEATURE-RICH SITE THAT ADDS VALUE TO YOUR BRAND AND CONVERTS SALES IS MORE OF A SCIENCE. OUR TEAM HAS BOTH BASES COVERED.

Our streamlined website development process enables our team to build websites that are as visually stunning as they are functional, in double-quick time. Even complicated e-commerce sites.

**DESIGN**  
**BUILD**  
**HOSTING**  
**TRAINING**  
**SECURITY**  
**BACKUPS**  
**UPGRADES**

## PUTTING YOU IN THE DRIVING SEAT

By building websites on the Wordpress content management system (CMS), we give you complete control over your site. You can change and update it yourself, anytime.

And because Wordpress is the world's most popular CMS, there are a number of other benefits.

For instance, it's constantly being improved and updated, so security isn't an issue. Also, in the unlikely event you want to take your website elsewhere, you can. No underhand licencing fees or contracts here.

- Design and functionality that actively maximises conversion
- Update your site anytime with the intuitive Wordpress content management system
- Relax in the knowledge your website is mobile-friendly - it will work on any device
- Allow us to take care of everything with a design, build, hosting and training package

### WEBSITE CASE STUDY: INDEPENDENT METALLURGICAL OPERATIONS

*"The Bonfire team have that perfect mix of creative design and tactical execution. Our new website looks fantastic and I can't believe how easy it has been to update and maintain ourselves."*

*"The Bonfire team kept me in the loop with new screenshots and updates coming through on a weekly basis. Best of all, we had the new website up and running in just under 3 weeks. If you're looking for website design in Perth, make sure you give the Bonfire team a call."*

Sharon Reilly  
[www.indmetops.com.au](http://www.indmetops.com.au)



## SPREAD THE WORD AND WE'LL SHARE THE LOVE.

**Referrals from satisfied clients drive our business growth. But also referrals from partner companies – from business coaches through to ad agencies and web design firms who don't have our specialist skills in-house. And that's got to be a good thing.**

Think about it. We have partner organisations – potential competitors – actively promoting our services to their clients. It speaks volumes about us and the trust that underpins our relationships.

### **Want to become a partner?**

Great. Let's talk about the options. We're happy to deal directly with your clients. Or we can service them through your business. Either way, we'll take care of them as if they're our own clients (never forgetting, of course, that they are and always will be your clients).

## WE'RE ONLY A CALL OR CLICK AWAY.

Maybe you're a technophobe and just want us to deliver results. Perhaps you've already dipped your toe in the online ocean, but you're now ready to dive in. Whatever your story, and whatever you need to achieve, talk to us and tap into our experience.

Call us: **1800 750 204**

Email us: **info@bonfire.com.au**

Visit us: **www.bonfire.com.au**

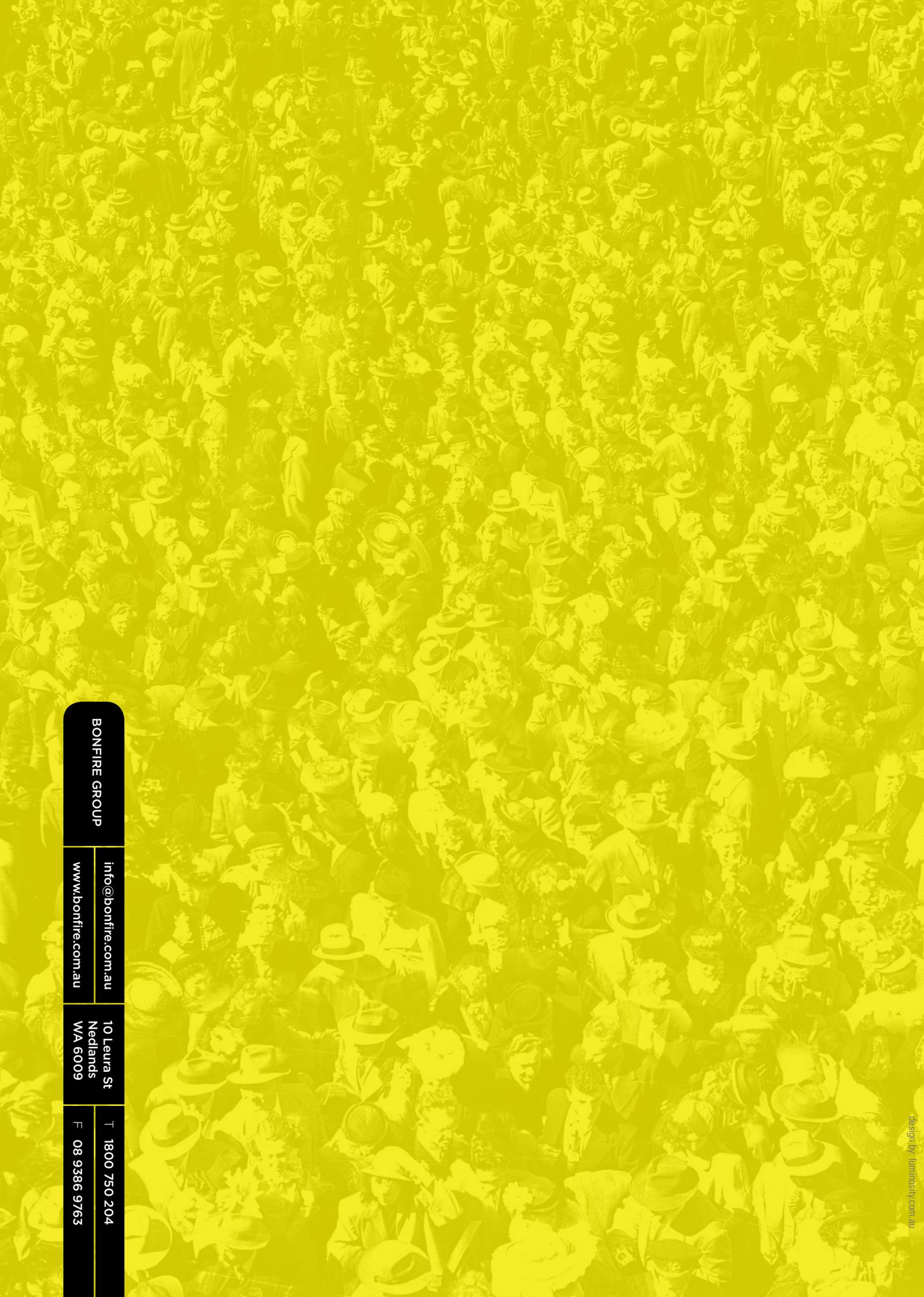
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