



**BLUEROCK DIGITAL**

**Add some digital awesomeness**

### **Web**

From simple market sites through to multi-channel ecommerce solutions, our in-house development team optimises and refines your website to support your business goals. If you don't have a website we can build you one – a really good one with a great user experience and engaging content that people actually connect with. And we make it beautiful.

### **Digital marketing**

Once you have a great website, we work on directing traffic to your site through performance-based digital marketing activities. We use the best industry tools to research and develop targeted advertising, social media, search engine optimisation (SEO) and content strategies for your business – strategies that you can measure to see the value. Then we tweak and optimise our approach to get to the best conversion rate possible. We continuously adjust according to the market, competitors and campaign results. This multiplies your result.

## **Solutions**

Let's go under the hood of your business to assess each of the moving parts – stock control, practice management, inventory systems, human resources, rostering, CRM, business intelligence, point of sale ... you name it, we can make it great. We really get to know your business and unique needs so we can design and architect the right solutions, leveraging ready-made software products when possible or engaging our in-house development team to fill gaps and integrate for the best results.

## **Development**

Our in-house development team custom fits the best digital solutions to meet the unique needs of your business. Enhancing ready-made software, we facilitate automation and integration across systems, providing a custom experience without the custom price tag. Through cross-functional collaboration within BlueRock Digital, our developers can leverage the expertise of marketing, web, solutions and content teams to build a holistic package that adds real value to your business.

## **Testimonial**

"BlueRock Digital have had a critical effect on our Online Advertising for Living Corporate Apartments. Since commissioning BlueRock, we have seen reduced acquisition costs and improved occupancy levels, with a significant improvement month on month. Their team of specialists are frequently optimising our campaigns and working hard to generate even more leads and maximise return on investment. We have no hesitation in recommending BlueRock Digital to create winning strategies for businesses, both large and small."

- **ADAM SCHWAB, LIVING CORPORATE APARTMENTS**

More information here: <https://thebluerock.com.au/services/digital/>