

Tradies:

Don't Invest A Dollar In Online Marketing Until You Read This!



Get More Leads Or We'll Give You \$300

Switch your current online marketing spend to us and if we don't increase your enquiries we'll cut you a check for \$300.



Don't Invest A Dollar In Online Marketing Until You Read This!

Some business owners believe that online marketing either “works” or it “doesn’t work”.

More accurately this as a business owners experience with online marketing. This is definitely not true.

Online marketing works. Millions of business don't spend money on online marketing for fun. The question is, can you make it work for your business?

The next question is. How are you going to be able to generate a consistent flow of profitable leads to your business?

You may have had a great salesperson come into your business and sell you online marketing - promising the earth and saying their products are the answer the answer to all of your businesses problems. You will get

leads instantly! You will get return on investment!

So you spend the thousands of dollars, and you're online marketing seems to be working, it just doesn't seem to be working as well as you'd like it to work.

You might feel that you're just breaking even.

Maybe you're left wondering how you're competitors are able to stay up on Google for such long periods and how they're able to be so aggressive with their online marketing budgets?

So you're thinking there must be a better way. Well as they say, you're intuition or gut feel is usually right.

And fortunately there is a better way.

Our Happy Customers



Kala Digital offer full transparency, great value for money, and an actual marketing plan to help increase traffic and Leads to your webpage, with no lock in contracts it's easy to give them a go and see the results for yourself



Dealing with a local business like Kala Digital that has your results and best intentions in mind, has been invaluable to the success of our online marketing.



Since moving to Kala our search engine marketing results have been dramatic. We have already received over \$2.4 million dollars worth of quotes, and we have solid strategies in place to further accelerate our company's growth over the next 12 months.

The PCD Framework

The Key To Your Businesses Growth.

A lot of people ask us exactly how we help our clients grow. How exactly have we generate over \$100m worth of leads for local businesses just like yours.

Now, if I gave away all the secrets, I'd probably be out of business--right?

Oh, what the hell. Let's do it anyway.

Here are the 3 major steps to exploding your lead and enquiries from online marketing:

01 Psychology

02 Content

03 Design



Step #1: Psychology

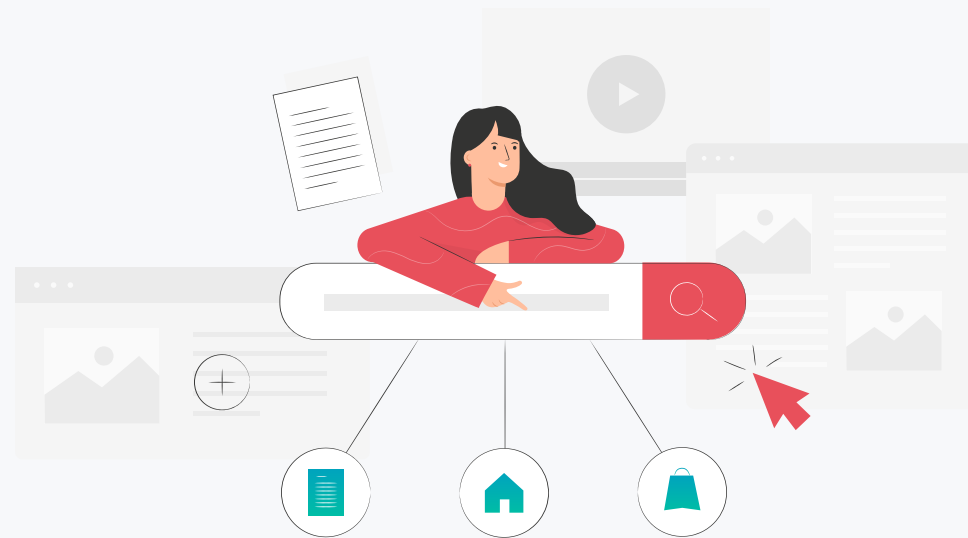
The first part of taking on any industry was to figure out the psychology of the buyer.

Through research, interviews, and analysis, we set out to figure out what makes people in that particular industry decide to buy. What are the pain points? What are the most common questions? What are their

alternatives to buying from you?

All of these factors are part of the customer psychology.

Our job is to unravel this part so we can understand what the customers are thinking and then create content that speaks directly to them.



Step #2: Content

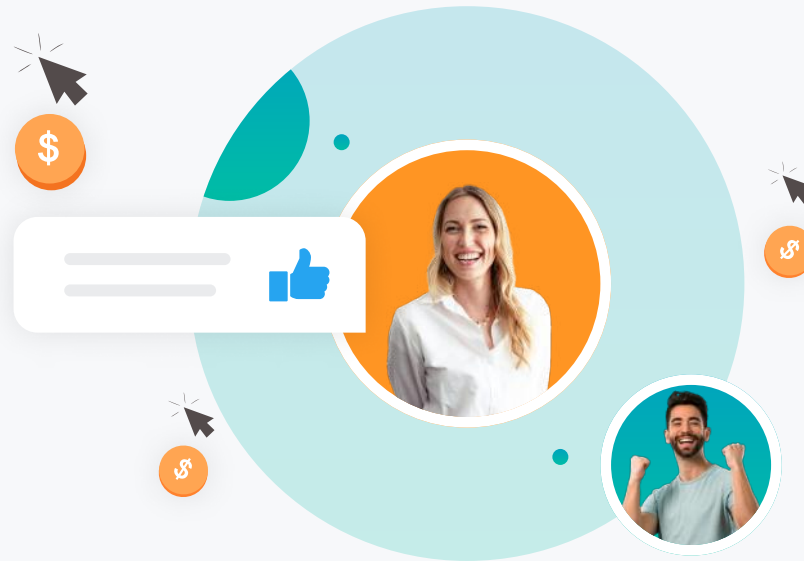
Once you establish the customer psychology, then we can create the USP.

What's the USP? It's the Unique Selling Proposition-- or, the exact messages that we think will ring true for buyers considering this particular company and their products or services.

At this stage, we also develop some value propositions that speak to the customer in question.

And we create useful content that guides the customer along their decision-making process.

Whether they're just shopping around, narrowing down their choices, or deciding if they should request a quote, we want to have a clear path that leads the customer to make an inquiry or purchase.



Step #3: Design

After all of the research, analysis, and writing, it's time to implement.

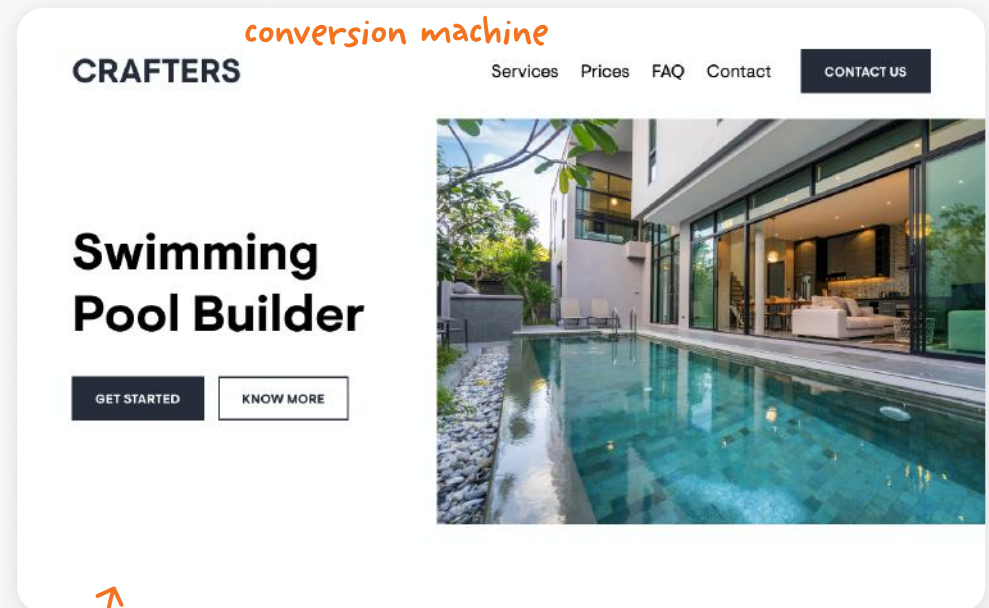
We take all of the messaging that we've developed and weave it into the website architecture. Sometimes this means we need to build entirely new pages of the website. Other times, we update or repurpose existing websites to make them more effective.

Our team will also **design** specific elements for different pages that help drive the messages home--badges, calls to action, free reports, and more.

Lastly, we write new content from scratch. Sometimes, our customers need blog content or other pages on their website to help add value to customers. Whatever it takes, we can help.

When all is said and done, this process is about taking a company's informational website and turning it into a **conversion machine**. That means speaking directly to customers, answering their questions, and driving their interest.

We turn your website into a conversion machine



We design specific elements for different pages

Get More Leads Or We'll Give You \$300

Switch your current online marketing spend to us and if we don't increase your enquiries we'll cut you a check for \$300.

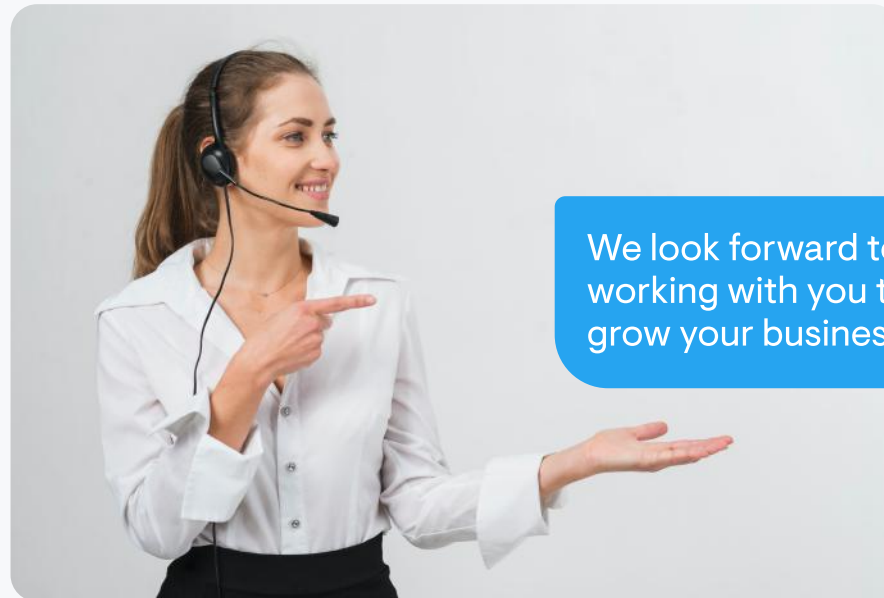


Want to talk more about this process?

Give us a shout, we'd love to help and walk you through the process. We're so confident, that if you switch your online marketing spend to us - **we guarantee you'll get more enquiries or we'll give you \$300.** (That's what a decade of experience and millions of dollars worth of testing does).

↪ Go here to see if you qualify:

[Book Free Strategy Session](#)



We look forward to working with you to help grow your business :-)