

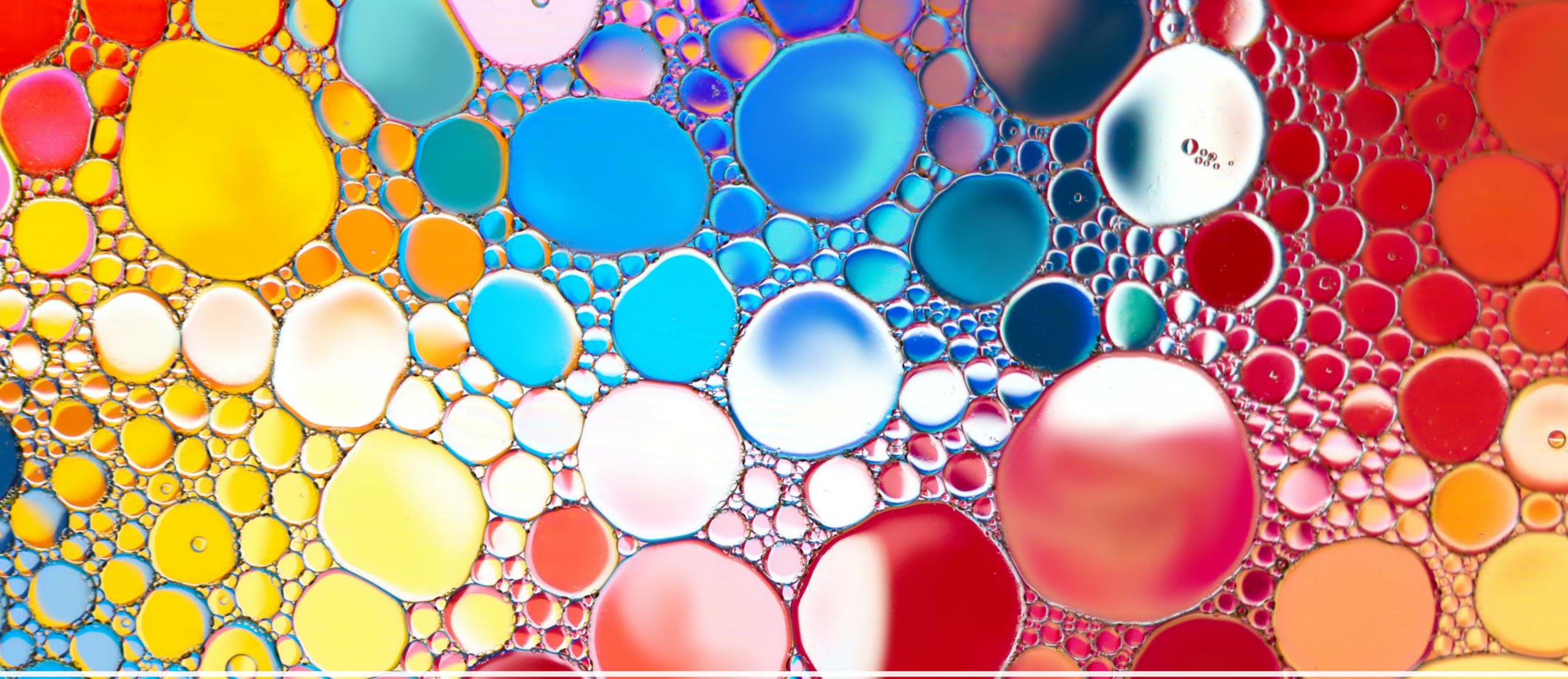
5 Digital Marketing Strategies for Online Success

Janette Comish – Marketing for Business

A Brain A *Heart* & **COURAGE**



strata
community
association®
QLD

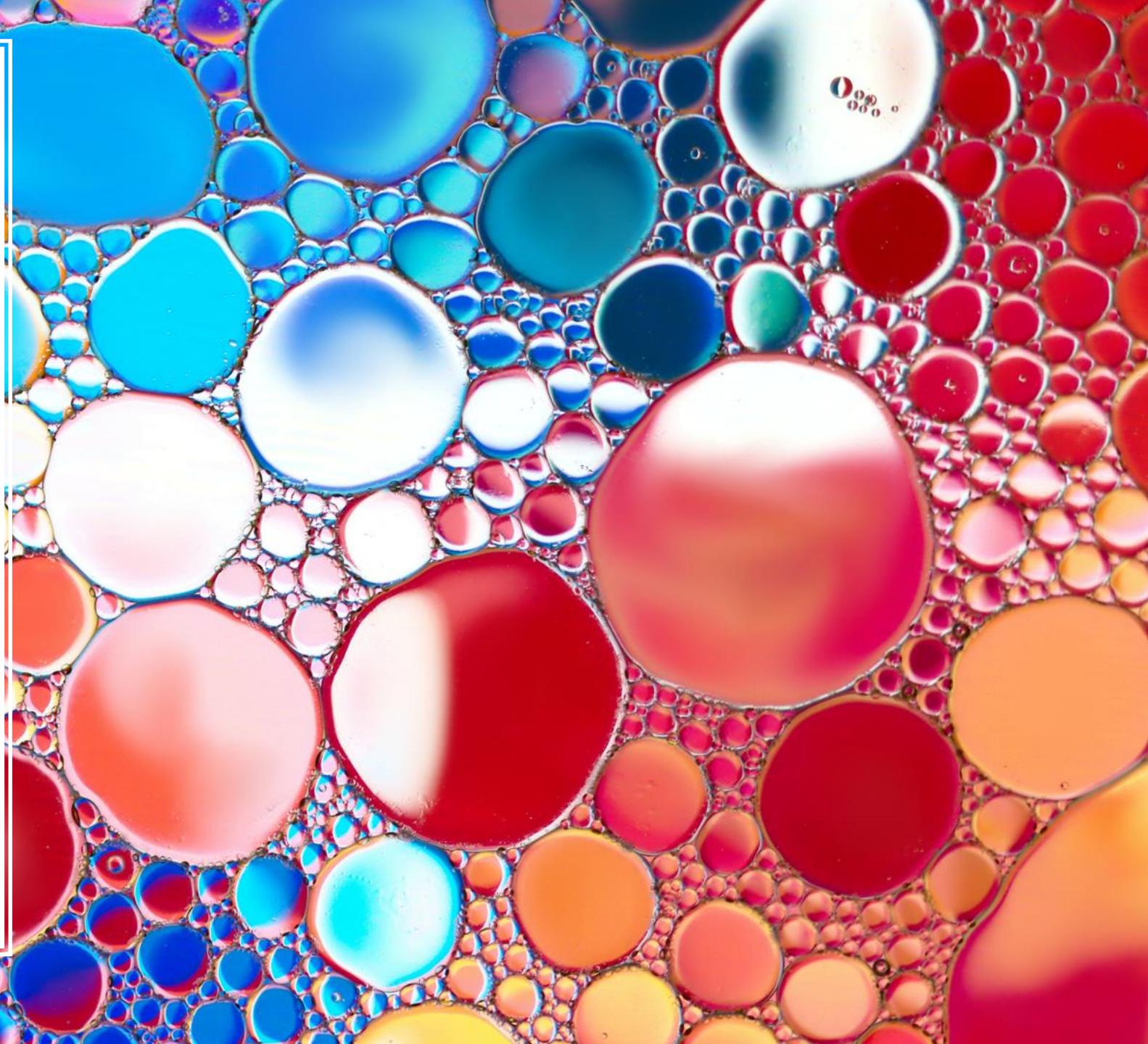


1. Brand



1. Brand

- provides clear direction of all marketing activities
- delivers a business personality
- resonates key messages
- provides a brand voice
- creates consistency
- gets you recognised
- builds reputation

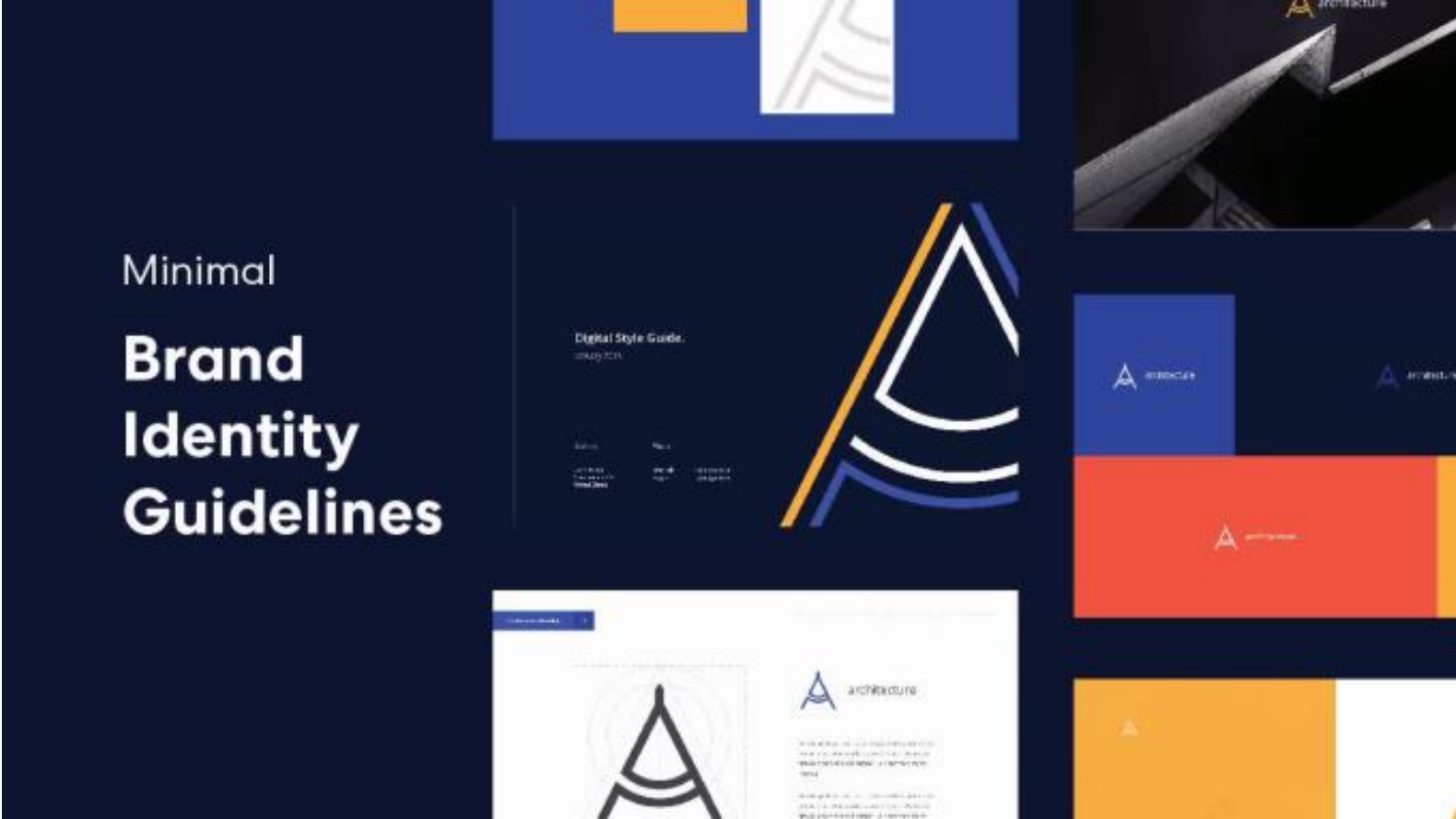




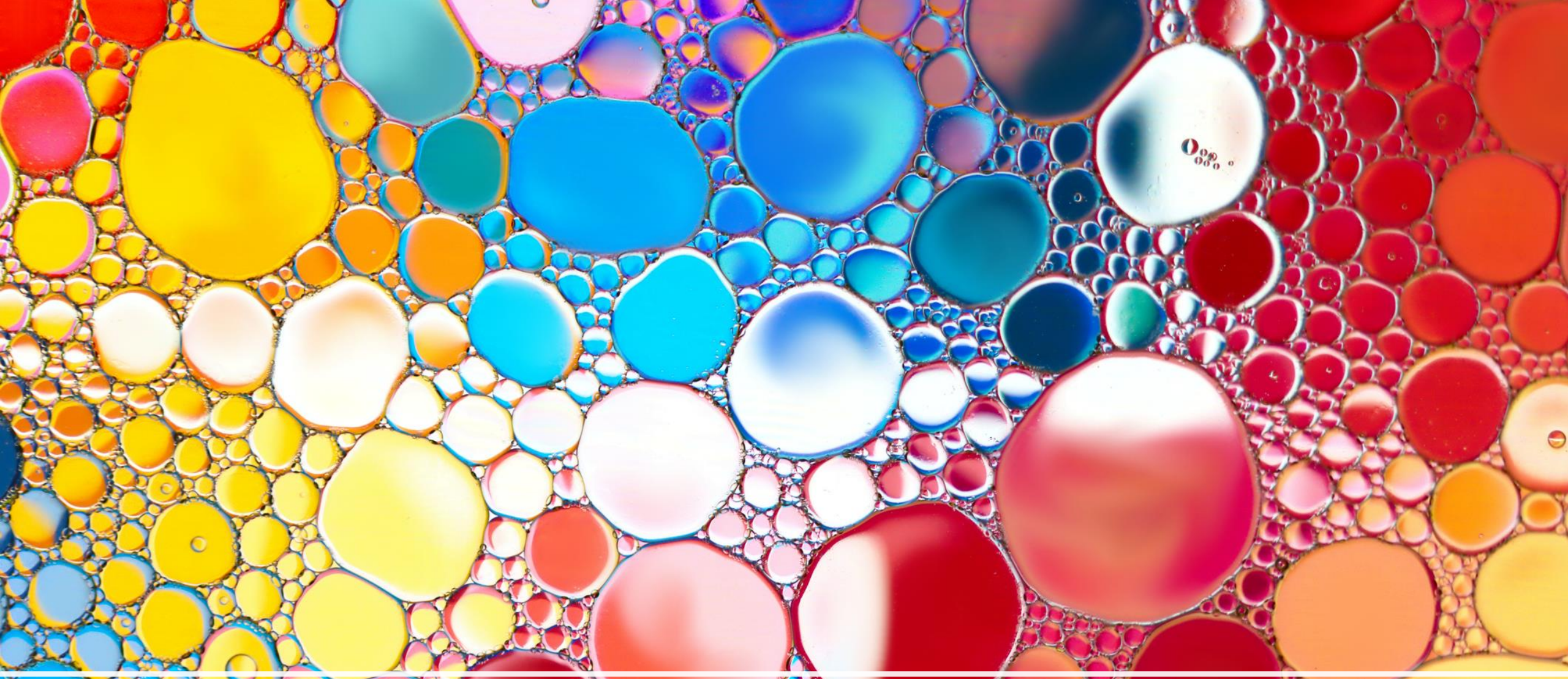
Brand Cues

- When you hear the brand's name, what immediately springs to mind?
- What else?
 - visuals or images
 - product elements
 - advertising
 - signs or symbols
 - other brand traits
- What do these stimuli suggest or signal about your brand?
- What is the mood of the brand?
- How does your brand make you feel about yourself?
- What do you feel when you see people engaging with the brand?
- How do the feelings and emotions this brand evoke in you differ from those your leading competitor might evoke?

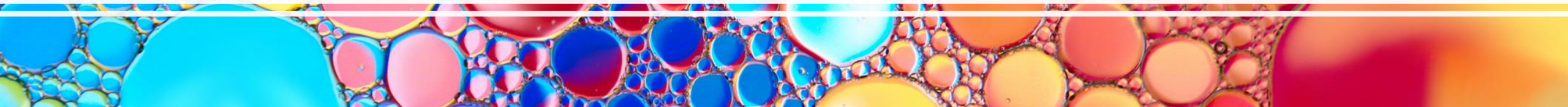
Brand Style Guide



A-Brain-A-Heart-&-COURAGE



2. Website



2. Website

- domain
- hosting
- website build
- SEO
- content
- UX
- landing pages
- Google Adwords



Northern Body Corporate Management

"Focusing on North Queensland"

- Home
- About Us
- Services
- Developers
- BC Management**
- Contact Us



"NBCM handle all inquiries and complaints very promptly and is remarkably tactful in dealing with difficult situation that sometimes arise when living within a complex". Helen Annan (Secretary Pembarn Place)

Welcome to Northern Body Corporate Management

Located in Townsville, Northern Body Corporate Management (NBCM) provides specialist bodies corporate management across North Queensland from Mackay to Cairns and Magnetic Island to Mt Isa.

Northern Body Corporate Management recognises that many investors do not reside in the local area and provide a personal and professional interface between complex managers and owners. Northern Body Corporate Management caters for the management of Residential, Commercial, Resorts and Mixed Use developments.

At Northern Body Corporate Management we continue to ensure that our body corporate managers are responsible for appropriately-sized client portfolios. We see this, along with our industry specialisation, as a major point of difference between us and other strata management companies. It ensures that on the one hand, we are responsive to your needs, and on the other, we can be proactive when it comes to the management of your complex.

We will continue to provide innovative solutions that add value to the body corporate. The inclusion of 'my-community' allows all owners access to view their own financial position of their lot and that of the body corporate. We continue to work closely with market-leading software suppliers to improve our mutual service offering for your benefit.

Whether it be your home or investment, Northern Body Corporate Management prides itself on providing a professional and personal service to all of its valued clients.

Latest News

Address

Shop 8 / 32 Thuringowa Drive
Kirwan QLD

- Phone: [\(07\) 4723 8217](tel:(07)47238217)
- Fax: [\(07\) 4723 6899](tel:(07)47236899)
- nbcm@bigpond.net.au



NORTHERN
BODY CORPORATE MANAGEMENT

About

Services

BC Management

Developers

Blog

Contact

Contact Us

Owners



North Queensland's specialists in
Body Corporate Management

SERVICES

Northern Body Corporate Management treats each body corporate as an individual entity. This gives you the peace of mind

DEVELOPERS

Northern Body Corporate Management can play a vital role for new strata title. We are involved from the very

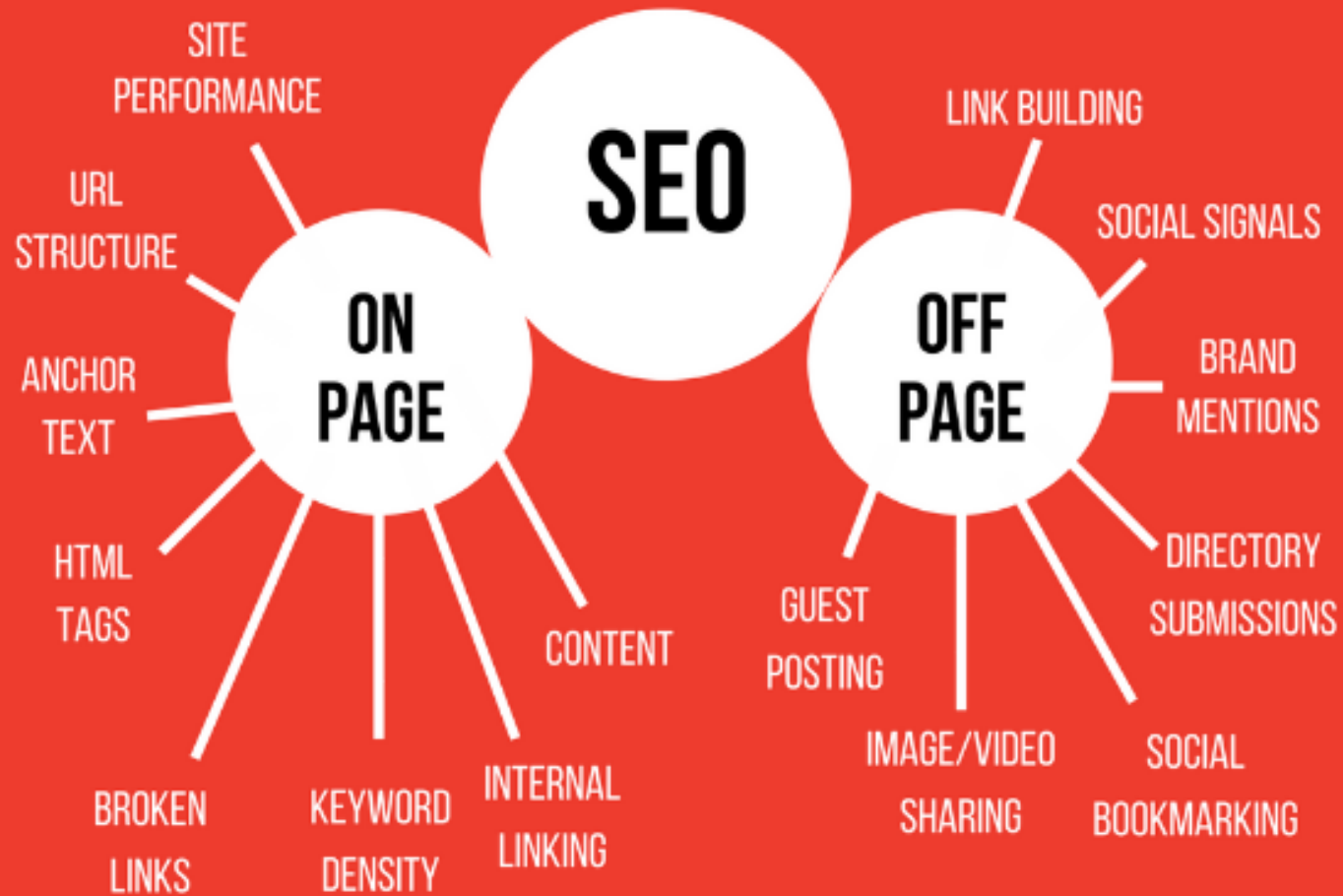
BODY CORPORATE

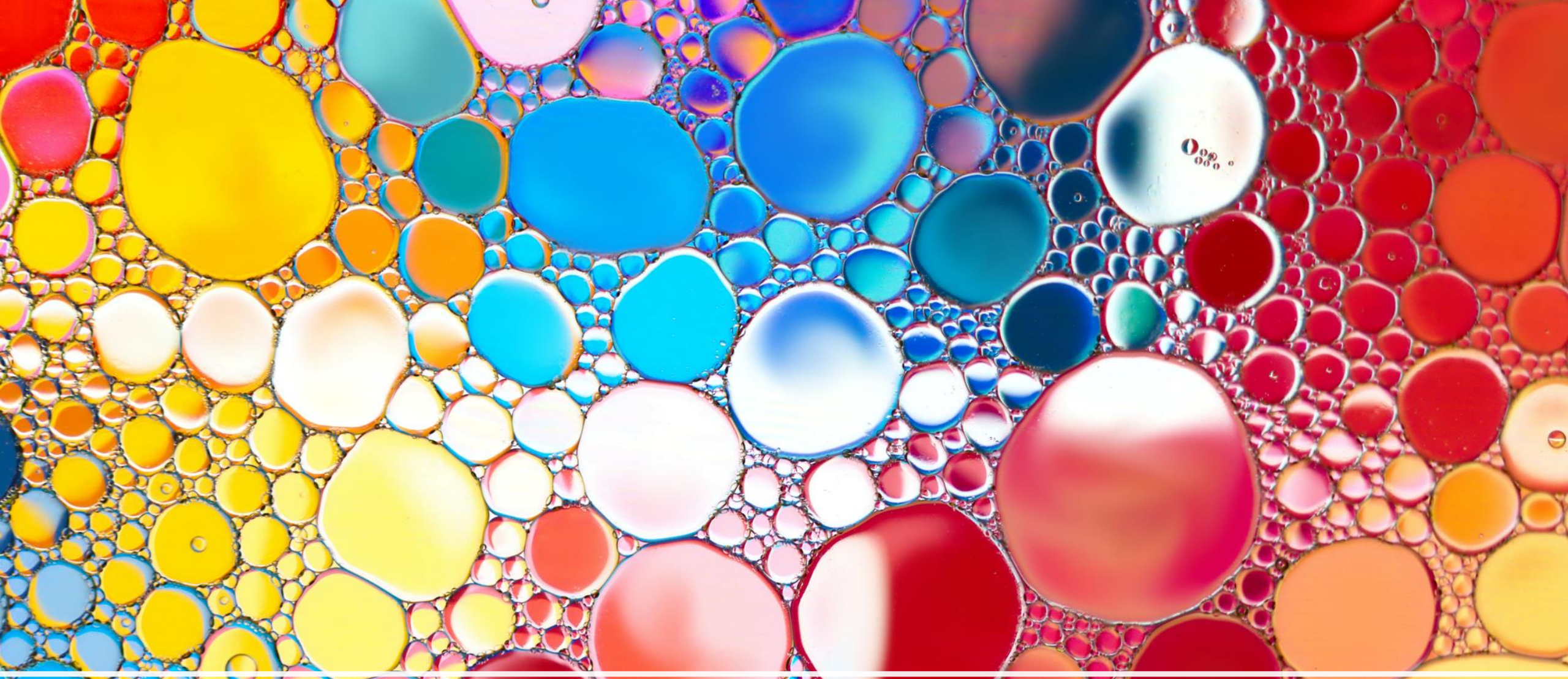
Northern Body Corporate are trusted body corporate managers. Managing schemes from Cairns

A-Brain-A-Heart-&-COURAGE

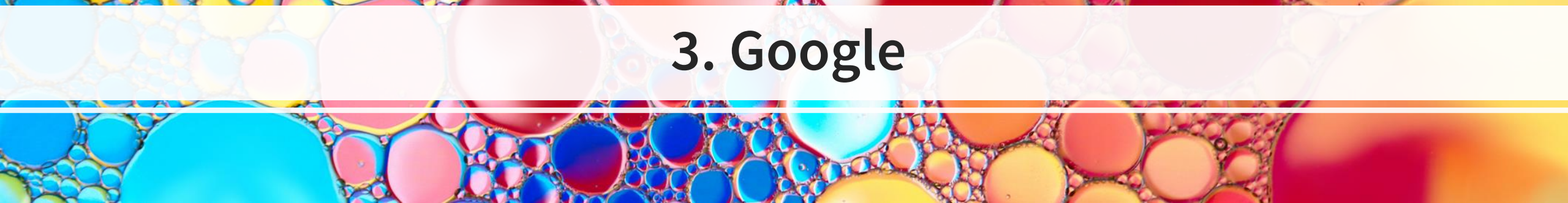


ON-PAGE VS. OFF PAGE SEO





3. Google

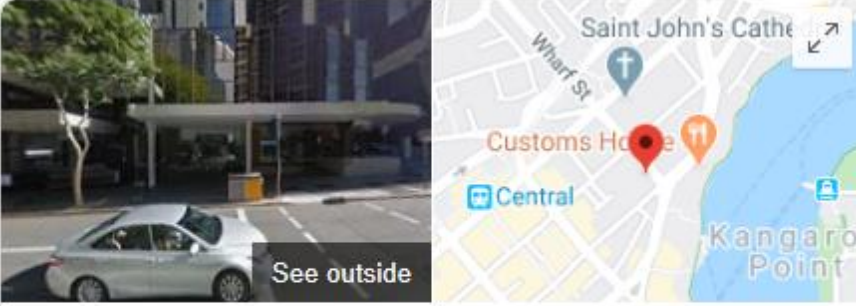


3. Google

- Google My Business
- Google Analytics
- Keywords
- Google docs



Google



Strata Community Association (Qld)

Website Directions Save

2.5 ★★★★★ 2 Google reviews

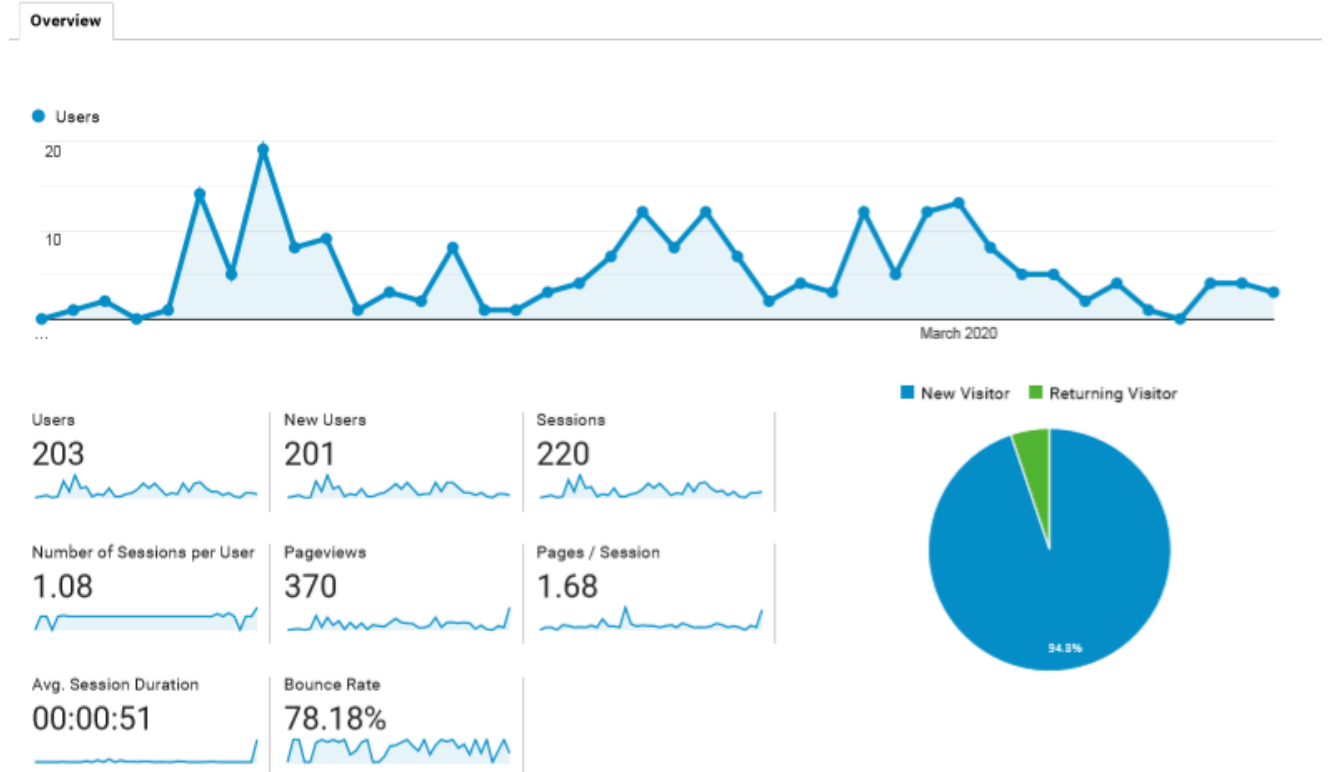
Association in the Brisbane central business district, Queensland

Located in: RACGP - The Royal Australian College of General Practitioners - Queensland Faculty

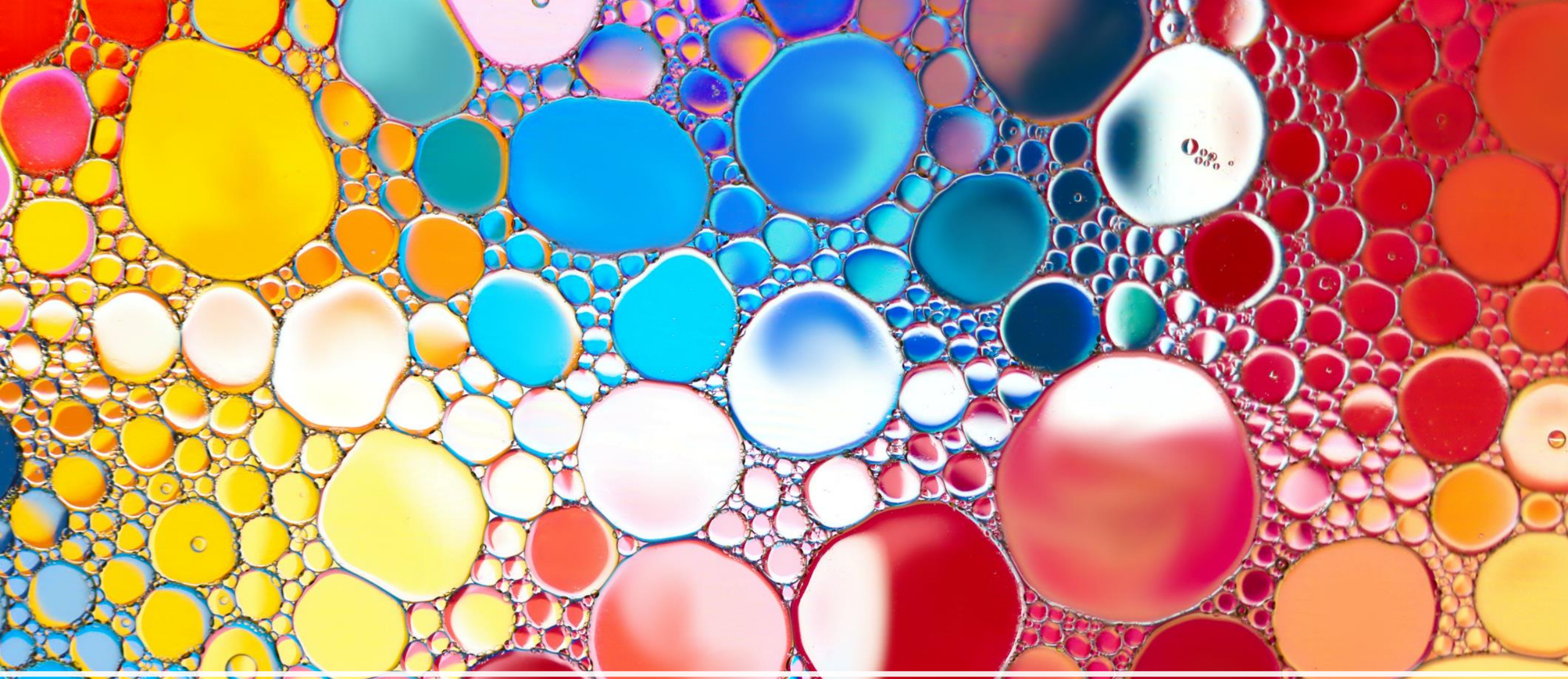
Address: Suite 9A, Level 9/410 Queen St, Brisbane City QLD 4000

Hours: **Closed** · Opens 8:30AM Fri ▾

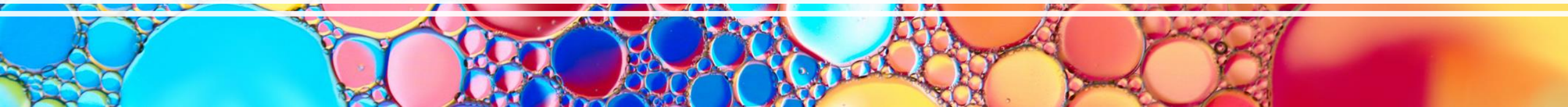
Phone: [\(07\) 3839 3011](tel:(07)38393011)



A Brain A Heart & COURAGE

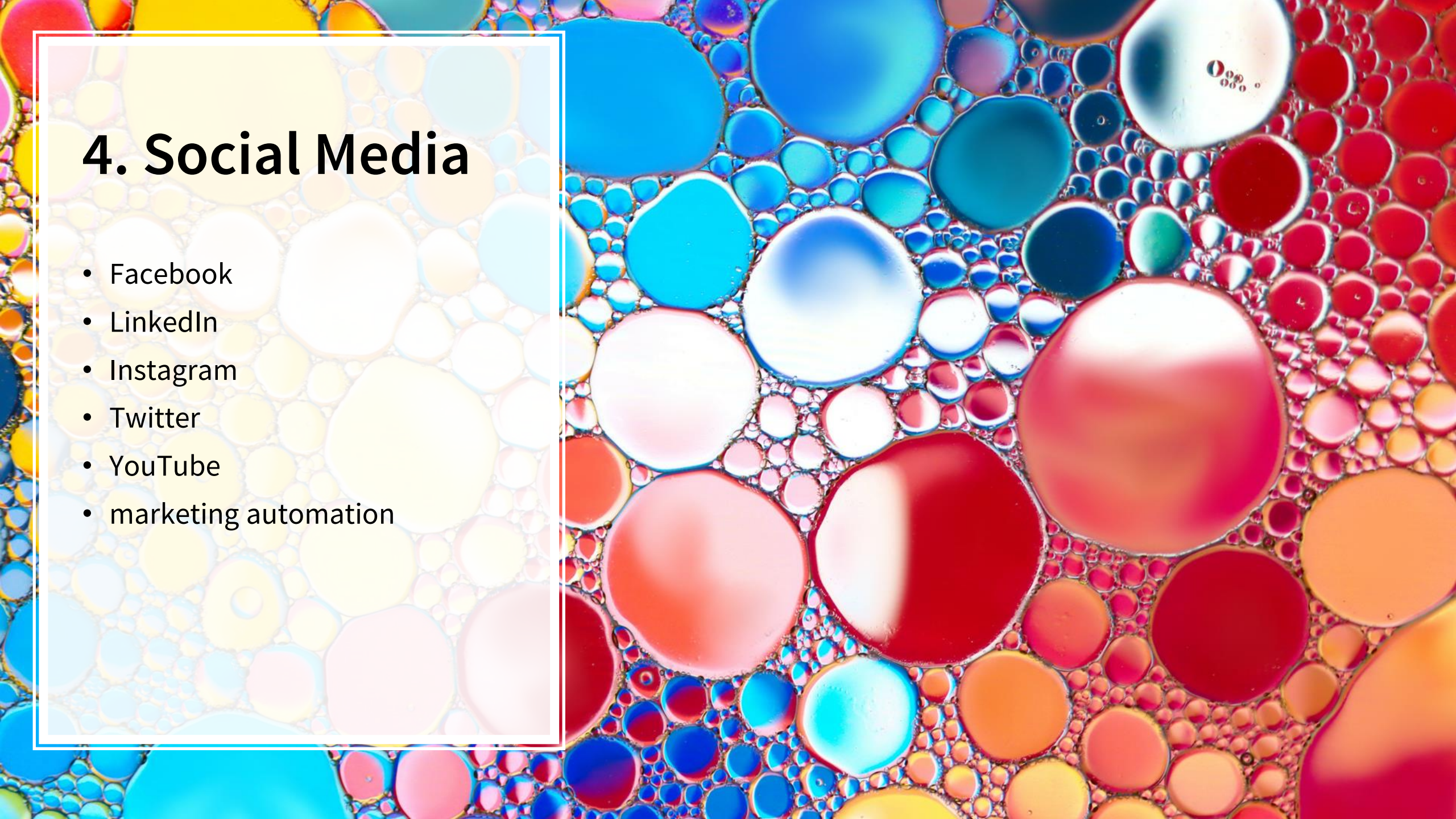


4. Social Media



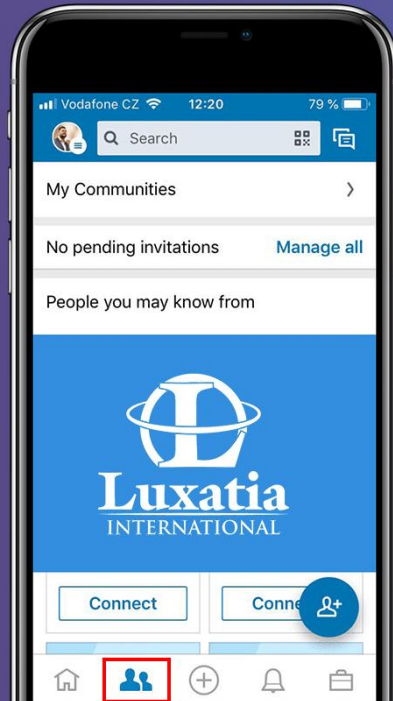
4. Social Media

- Facebook
- LinkedIn
- Instagram
- Twitter
- YouTube
- marketing automation

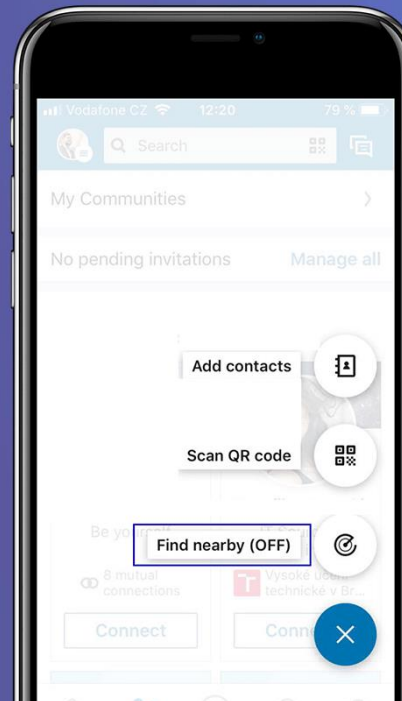


Connect on LinkedIn

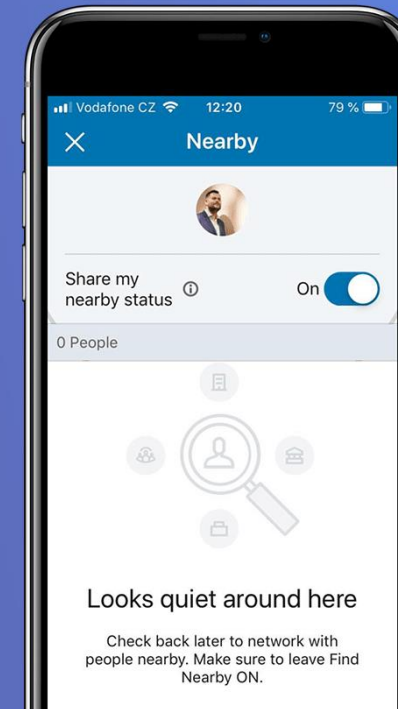
Go to
My Network



Tap on
Find Nearby



Turn the Toggle
to ON





Northern Body Corporate Management
@northernbodycorporatemanagement

Home About



Like Follow Share ... Contact Us



Northern Body Corporate Management
Published by Jason Griffiths (P) · Yesterday at 09:59 · Like Page

Northern Body Corporate Management are very honoured to have been named as Finalists in the 2020 Strata Community Management Business (large) Award.

Being a finalist in the category means so much to us, as providing strata client services is what we're all about.

All of the credit for this achievement goes to our amazing team, who work hard every day to ensure NBCM strata clients are getting the best for their body corporate.... See more




Performance for your post

500 People Reached

41 Reactions, comments & shares (f)

26 Like	16 On post	10 On shares
1 Love	0 On post	1 On shares
12 Comments	7 On Post	5 On Shares
2 Shares	2 On Post	0 On Shares
176 Post Clicks		
93 Photo views	0 Link clicks	83 Other Clicks (f)

NEGATIVE FEEDBACK

0 Hide post 0 Hide all posts

0 Report as spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Posts

Northern Body Corporate Management
Published by Jason Griffiths (P) · Yesterday at 09:59 · ...

Northern Body Corporate Management are very honoured to have been named as Finalists in the 2020 Strata Community Management Business (large) Award.

Being a finalist in the category means so much to us, as providing strata client services is what we're all about.

All of the credit for this achievement goes to our amazing team, who work hard every day to ensure NBCM strata clients are getting the best for their body corporate.... See more

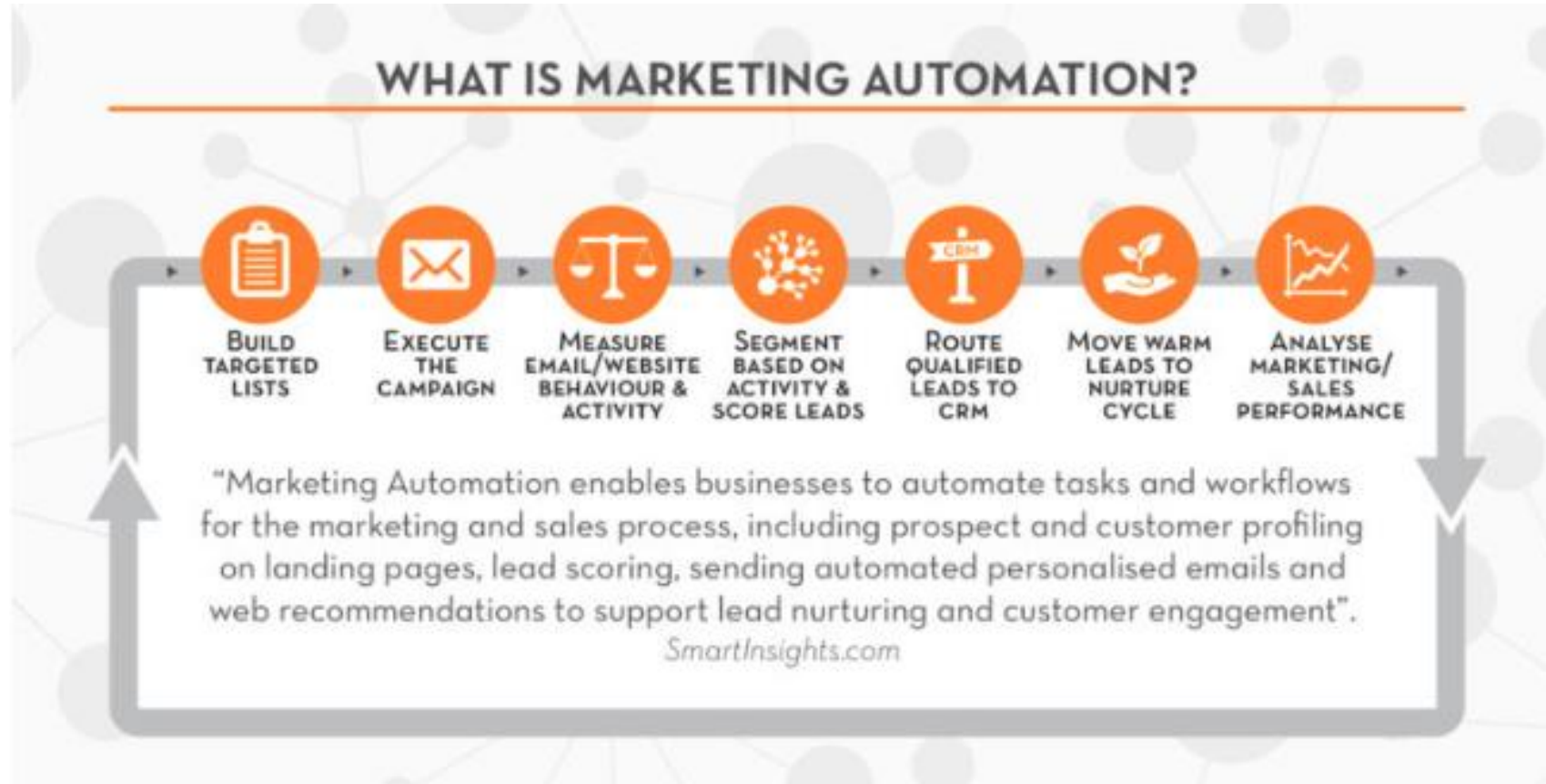



Get more likes, comments and shares
This post is performing better than 96% of other posts on your Page. Boost it to get more great results.

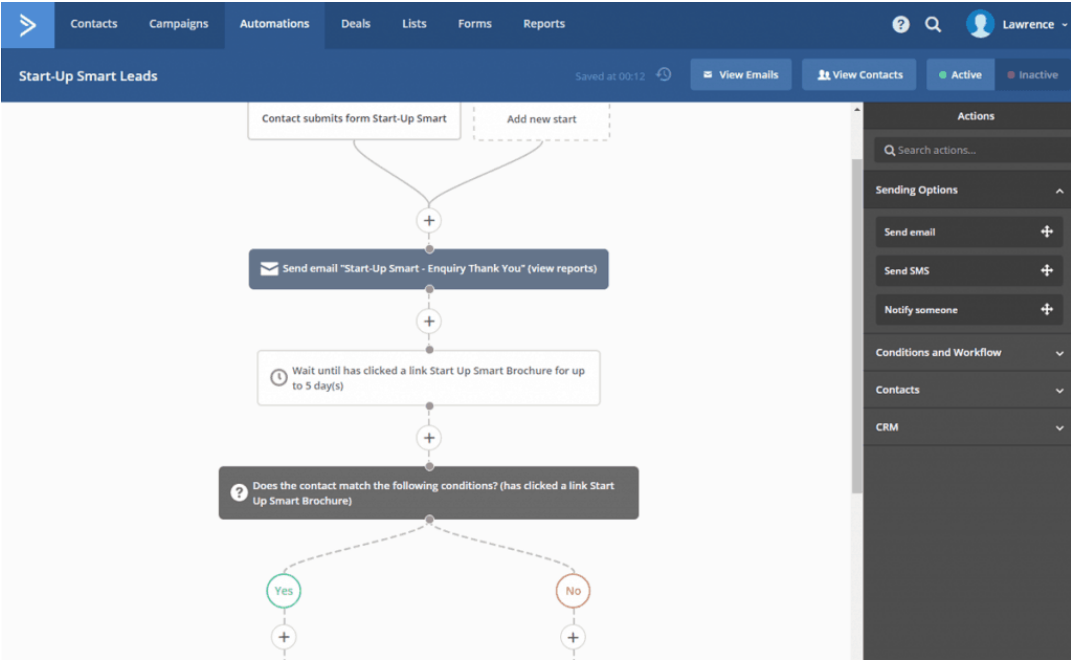
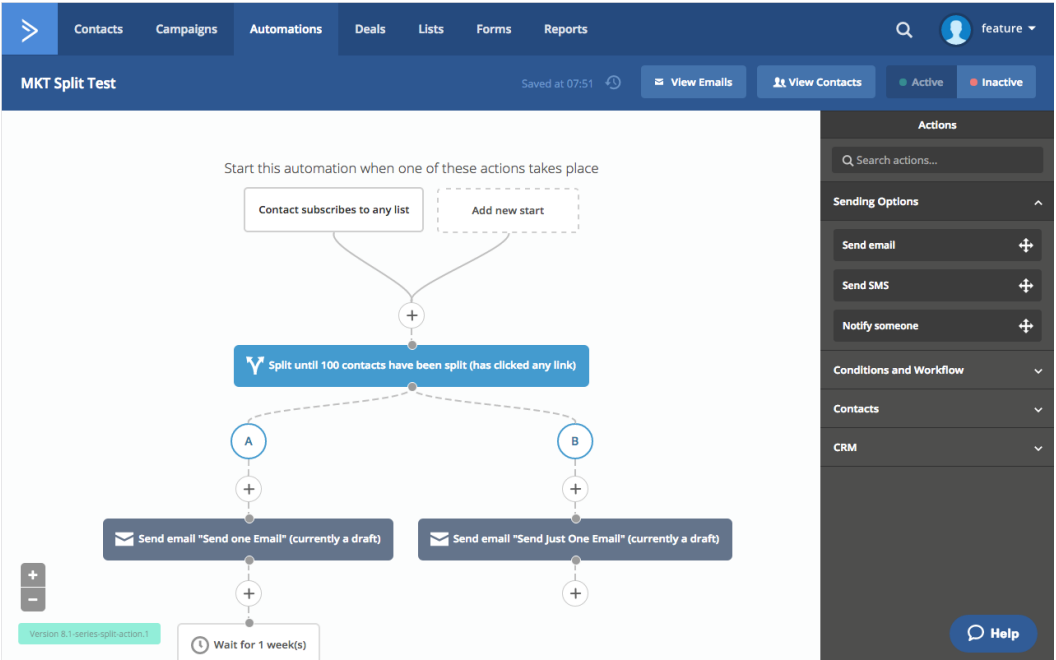
500 People reached 217 Engagements [Boost Post](#)

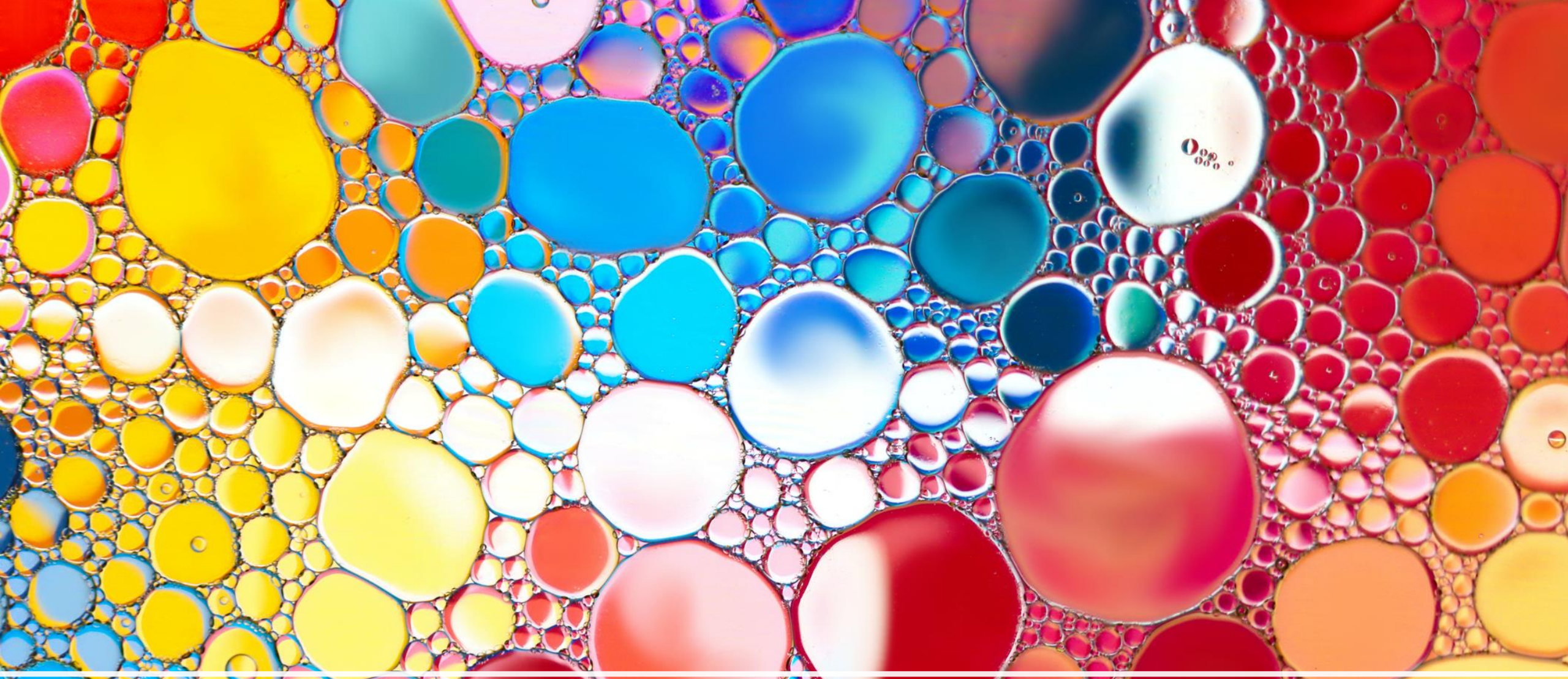
16 7 comments 2 shares

Automated Marketing

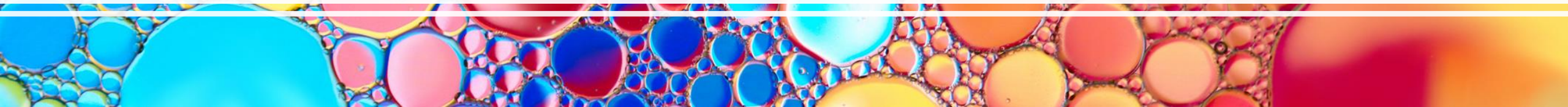


Automated Marketing – Active Campaigns





5. Analytics



5. Analytics

- Google Analytics
- Facebook
- LinkedIn
- Instagram
- Twitter
- YouTube

Reach: Organic/Paid ▾ Post clicks ▾ Reactions, comments & shares ▾

Published	Post	Type	Targeting	Reach	Engagement	Promote
11/03/2020 02:48	 This is a handy guide to download. #towingtips			645 	90 	Boost Post
06/03/2020 13:07	 Did you know our Splash Park is available for parties? Call			937 	40 	Boost Post
02/03/2020 14:51	 We have so much happening at our park. It is definitely			5.4K 	1900 	View Promotion
28/02/2020 07:18	 Have you joined?			1.1K 	140 	Boost Post
25/02/2020 23:51	 We love receiving Google Reviews and seeing so many			982 	60 	Boost Post
24/02/2020 16:43	 Everyone has so much fun on our mini-golf course. Come			1.3K 	501 	Boost Post
23/02/2020 13:59	 We are so excited about the March long week-end at the			2.6K 	390 	Boost Post
21/02/2020 13:13	 We love our Splash Park at Big4 Swan Hill featured here			2K 	361 	Boost Post
20/02/2020 12:46	 The March long week-end is nearly full at Big4 Swan Hill.			2.4K 	440 	Boost Post
16/02/2020 06:04	 See you at the festival in March 😊 Visit Swan Hill			1.2K 	450 	Boost Post
14/02/2020 04:07	 This is stunning. Just another thing to add to the list when			1.8K 	301 	Boost Post
06/02/2020 19:25	 Do you have a photo?			2.6K 	1450 	Boost Post

www.marketingforbusiness.com.au/strata

A—Brain—A—*Heart*—&—**COURAGE**—



strata
community
association®
QLD

A Brain A *Heart* & **COURAGE**