

HOW COLONY GROUP CAN ASSIST YOUR BUSINESS

FACT SHEET 02

How would you improve your business with the \$10,000 Small Business Grant?

2020 has been a challenging year for businesses, here's how we can help you get back on track:



BRAND STRATEGY

We analyse how a brand is currently perceived in the market then work with you on developing a consistent business message that guides your brand's identity.



SOCIAL MEDIA

We will plan, develop and implement your company's social media across necessary channels and grow your online presence.



DESIGN

Our award-winning designers will create stunning animations, websites, packaging, branding and creative campaigns for any size project.



SEO, SEM AND WEB DEVELOPMENT

We specialise in optimising SEO and SEM for our clients and create visually stunning websites that drive business results.



MEDIA BUYING

We make advertising easy and aim to reach the highest number of prospects at the lowest cost possible.



MARKET RESEARCH

We help you make informed decisions based on proven research tactics relevant to your target market.



PR STRATEGY

We create effective PR and media strategies for companies that include industry partnerships, social media and crisis management.

The funding can be used toward numerous initiatives including digital strategy development, marketing and communications plans. These can include content development, social media management, websites, mobile apps, visual and audio media and much more.

Colony Group can help you with all of it. With a team of more than 35 people including strategists, web developers, designers and writers across offices in Cairns and Brisbane, we provide a full spectrum of marketing services to Queensland businesses of all sizes.

We work with you to develop strategies to deliver outcomes covering team structures, branding, marketing, advertising, research, sales channels and internal comms management. Then we dive into external communications covering all media and options available to ensure a winning result.

One thing that COVID-19 has taught us is that it is more important than ever to have an established online presence for your business. From a user-friendly website and email newsletters, to a strong social media presence, we'll work with you to create a solid digital strategy that allows your business to flourish.

Already have a well-presented website and think your social media is up to date and interesting too? We love hearing that! But what about your Google Ads strategy? Did you know that Google Ads is the world's largest and most widely used online advertising platform? And it's not just for large corporations. Google Ads is one of the most effective ways to grow your business, no matter how big or small. You'd be surprised what you can do, even with a small budget. If you're considering creating or updating your digital marketing, there's never been a better time.

Find out how Colony Group can help you at colonygroup.com.au/grants or drop us a note at info@colonygroup.com.au

