

REGIONAL BUSINESS ADVICE

FACT SHEET 03

Are you interested in building your company's profile?

Whether it's lack of a strategic direction, a clear marketing plan or challenges with understanding digital media, building your company's profile can be tricky. That's why you need a great partner!

Regional marketing campaigns have huge cost benefits over state-wide or metropolitan.

Colony Group executes campaigns for businesses nationwide. Having a regional office of our own, our expert team have a great understanding of the challenges in a regional market.

Let's put some of our services into perspective



With a team of more than 35 people including strategists, web developers, designers and writers across offices in Cairns, Brisbane and Papua New Guinea, we provide a full spectrum of marketing services to Asia-Pacific businesses of all sizes.

These services include digital strategy development, marketing and communications plans with content development, social media management, websites, mobile apps, visual and audio media and much more.

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.

It's 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.

Strategic Business & Marketing Advice

One in three small businesses fail in the first year of operation

A sound business should have a clear business and marketing strategy, competition analysis, and vision. We'll work with you to create solutions that help you succeed.



Digital Marketing

Digital marketing produces three times as many leads as traditional strategies

We analyse your target market and create visually stunning campaigns that attract customers to your business.



Social Media

71% of Australians use social media

Whether it's developing a killer social media strategy or running your social media accounts and content, we'll show you how to build a relationship with your brand's target market.



SEO and Web Development

94.5% of internet users use Google

We can get you to the top of Google searches and create visually stunning websites that attract customers.



We offer FREE initial consultations. Talk to us today.

It starts with a simple conversation. Let's connect and find out how we can help your business.

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