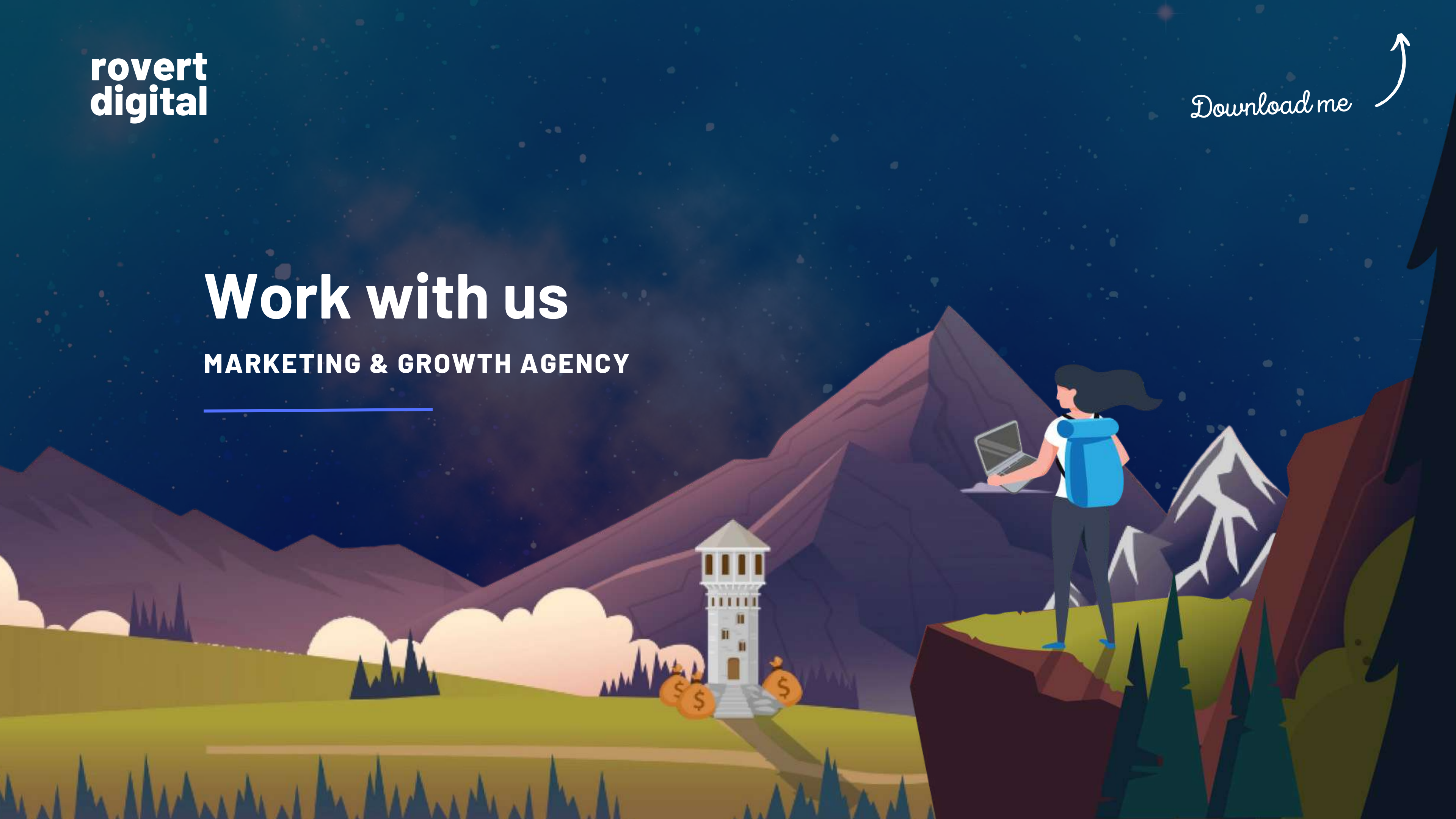


**rovert
digital**

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Work with us

MARKETING & GROWTH AGENCY



Our Process is simple.

We manage the marketing and sales of your products/services, so you can focus on perfecting them.

How we can help



You need to establish your marketing/sales strategy and execution.



You have a 'lone ranger' marketer who needs additional support without the managing.

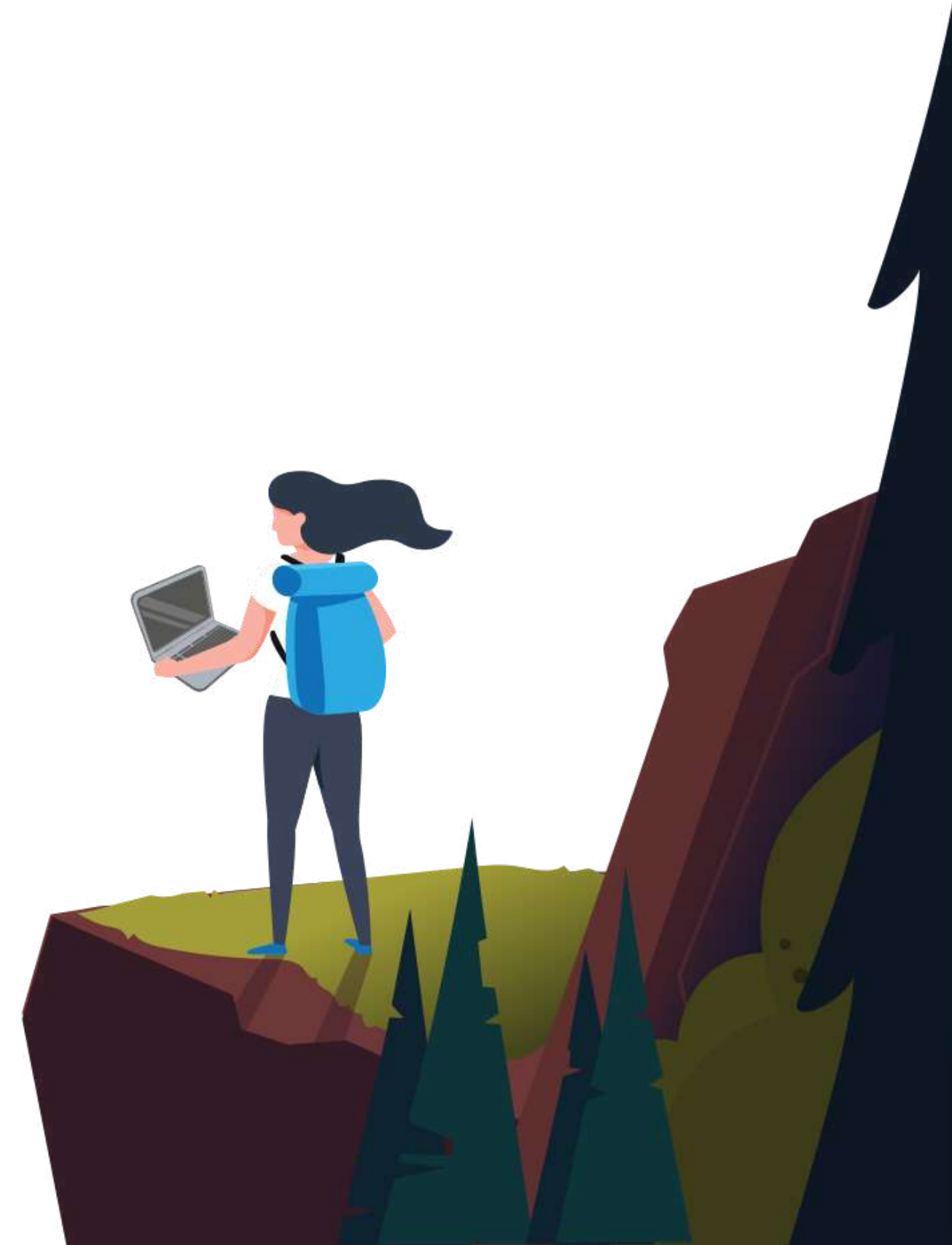


You're looking to expand regions but unsure where to begin



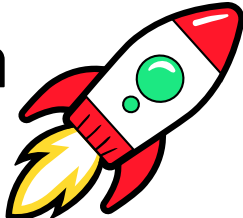
You're looking to raise capital and need to clean up your 'look'

... and plenty more ways!



What we do

We're a full-suite digital agency specialised in startup marketing.

Our relationship begins with understanding your needs. Then we strap a  and help you soar!



We're an extension of your team.

A good team.
With great personalities.

Business development



Master of content



Digital Designer



Seasoned Sales Director



Queen of Campaigns



Digital Director



A culture built on openness

Naarm / Melbourne



We acknowledge the Traditional Owners and Custodians of the land on which our head office is located, the Peoples of the Kulin Nation. We pay our respects to their Elders past and present.



OPPENNESS

Our team culture has been built on “no question is a silly question”. Transparency is key and everyone has the right to speak up.



MOTIVATE & INSPIRE

Motivation moves mountains. Always come prepared to educate, inspire, and empower those around us.



PERSONAL GROWTH

We believe in leaving our employees better than when we found them. Your development is our priority and we build frameworks to support this.



TEAM FIRST

We treat our team like we treat our customers. Whether it's a specific learning style, working environment, or support framework. We support our team.



NEURODIVERSITY FRIENDLY

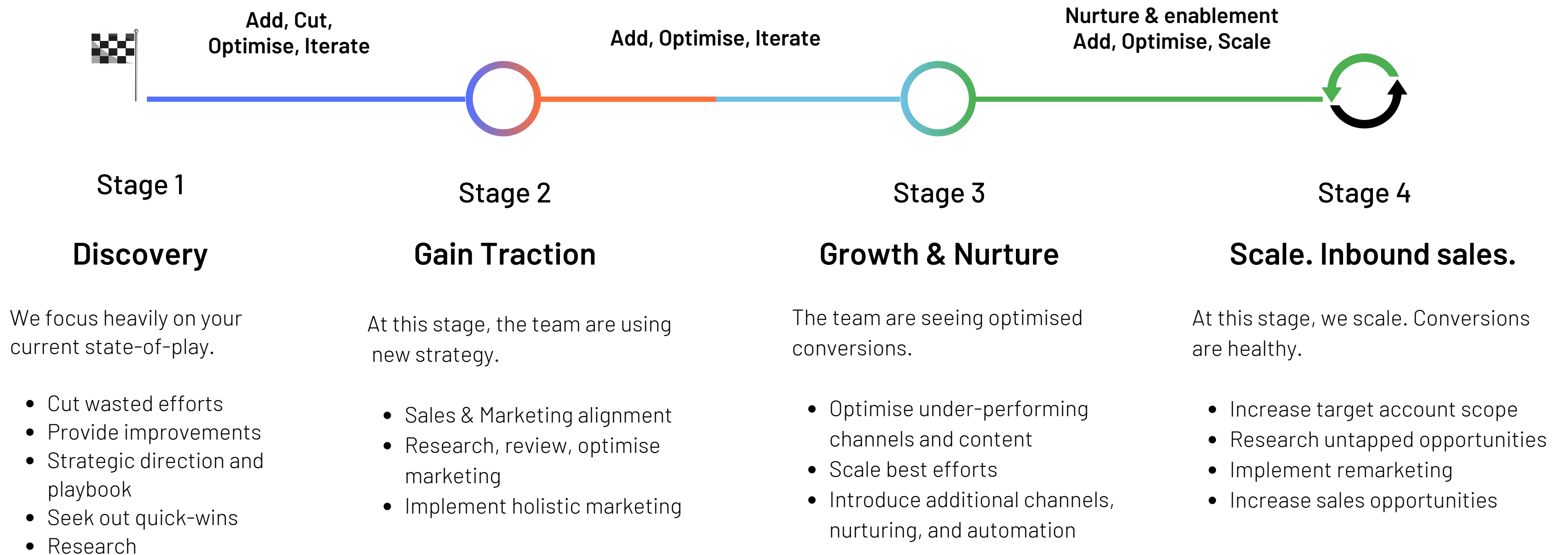
We love a diverse workplace. We welcome all neurodivergent individuals to apply for our upcoming roles. These gifts are something we treasure.



MONTHLY TEAM TIME

Every month we engage in team activities. Whether it's a team lunch, pedicures, or bowling. Work can be fun!

Our strategy



Our clients



Bringing Collaborative Work to a Global Stage with Proven Success

Working with a workplace collaboration startup funded by one of the world's biggest tech companies, Rovert Digital were tasked with supporting their marketing growth in Australia & New Zealand. With little market penetration in 3 years and competing with platforms like Slack, Google, and Microsoft, we took on the challenge and within 12 months supported with:

- Streamlining the onboarding process for new and existing customers in APAC
- Built and expanded the first APAC user groups for existing customers and new prospects. This opportunity supported the internal sales team to close deals and invite prospects.
- Managed and hosted events and conferences in Australia and New Zealand to support brand exposure and target account closures
- End-to-end digital marketing management supporting website, social media, and email marketing channels
- Complete sales enablement to empower the sales and success teams' to close deals
- Understood and responded to the challenges of being a mid-size startup within a global organization

Today, our client is now one of the biggest team collaboration platforms in the market.

Mobile Workforce Management platform brings Efficient Scheduling to APAC

A successful Australian Salesforce partner was looking to expand marketing efforts in APAC to scale growth in the Healthcare and Not-for-Profit sector. With marketing and sales headquartered in San Francisco, they needed on-the-ground support to execute global campaigns and build demand.

We supported with brand expansion along with strengthening the Salesforce partnership through conference, user groups, and event attendance. Over a 12 month period, our team:

- Conducted ongoing regional research to support local sales & marketing
- Implement North American marketing strategies and brand identity to new markets
- Configured Salesforce AppExchange profile to be top in product and industry (SEO campaigns)
- Regional PR campaign and roadshow to build thought leadership and brand recognition
- Market penetration in the Healthcare and Not-for-Profit industry
- Website retargeting campaigns to reduce deal time-to-close
- Sales enablement through sales copy, content, and proposal decks
- LinkedIn social media management
- Ongoing digital reporting and auditing

Through these efforts, our client successfully secured series B funding and is now one of the top mobile workforce management platforms available in the market.

From Disparate Products to Unified EduTech Experiences

Our client provides a range of EdTech products and solutions to their customers, but was struggling to define the collective brand. This led to stagnant sales conversion rates, lacking website traffic and falling behind the competition. We commenced a complete brand overhaul, separating the brand from its parent company and targeting its specific audience of Educators.

Our team worked for over three months to deliver:

- Complete brand style guide and asset designs to align with client expectations
- Content creation and SEO optimised landing pages
- Complete website design and development (end-to-end)
- Website tracking and integrations to chat, CRM, email marketing tools, and more
- Lead conversion analysis
- New domain and traffic redirection
- Team onboarding and support

After the new brand launched, we supported the client by managing a partner conference in North America to increase brand exposure. This was a huge success and led to ongoing nurturing email campaigns to support deal closures.

What We Do (by service)

Account-Based Marketing

System customizations
Linkedin Advertising
Sales enablement

Content Marketing

eBooks & White papers
Customer Case studies
Interviews
Newsletters
Presentations & Q&A's

Website Design & Development

Website design
Website development
Website lead conversion optimisation
Landing page creation
Website migrations/integrations
Search Engine Optimisation (SEO)

Social Media

Social media management
Facebook & Instagram Ads
Twitter Advertising
Linkedin Advertising

Paid Search

Campaign audits and refine
Google Ads
Bing Ads (Microsoft)

Referral Marketing

Launch campaign
Ongoing promotion

Event Marketing

Event management/support
Conferences & expos
Webinars / Virtual
Networking and user groups

Public Relations

Strategy & campaign
Press writing
Speaking opportunities
Thought leadership
Presentation development

Email Marketing

Email campaign management
Sales outreach management
Sponsored EDMs

Technical

Integrations
Software setup and onboarding
Training and additional support

Project Management

Digital execution
Project delivery and support

Analysis

Reporting setup and analysis
Audits and reviews
Data analysis
Data hygiene checks





Rovert Digital is a startup marketing agency. We help companies grow with effective marketing strategies. We focus on aligning sales and marketing through lead generation and nurturing to decision makers.

We're a full-service digital agency driving growth. We use content marketing, paid & organic search, and website design to drive results.

Our mission is to manage your present marketing efforts, so you can focus on your company's future. Consider us as an extension of your team.

Let's Chat



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