# XEN

# **Capability** Overview

www.xen.com.au

**Setting Your Strategic Direction**

# Digital Strategy

XEN works with sales and marketing teams in IT Services and B2B technology companies to deliver strategy, implement marketing technology and drive business growth through digital marketing and lead generation campaigns.

# Building better marketing

## Strategy

Working with you to review, formulate and plan your digital marketing strategy.

## Implementation

Executing your digital marketing plan with efficient, effective and experienced digital specialists.

# Digital Strategy & Discovery

XEN works with you to prepare your digital strategy.

At the start of our engagement we work with your key stakeholders to formulate your complete digital strategy.

Based on years of experience with hundreds of businesses we guide you through setting realistic goals, performing research and mapping out your campaigns for the year ahead.

Includes:

- Business goals analysis and KPIs
- Audiences, personas and targeting
- Research (competitors and keywords)
- Campaign and content strategy
- Digital and social channels plan
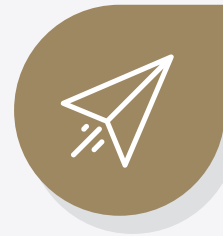- Paid advertising strategy

# Digital Ecosystem

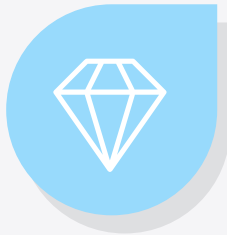End-to-End Delivery of Digital Marketing

## Strategic Direction

Understanding and agreeing on digital goals for your business, including KPIs, audiences, differentiation and targeting
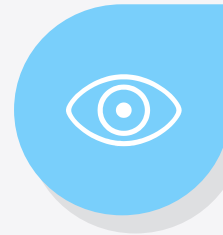
## Technical Implementation

Expert implementation of your marketing technology stack including HubSpot, Google, website, social and paid advertising platforms

## Content Strategy

Detailed research, content planning and campaign implementation

## Realtime Reporting

Reporting and insights for stakeholders and practitioners, including management dashboards, analytics reports and insights reviews

# **Growth** Model

The XEN Business Growth System

Each engagement is tailored
(and regularly reviewed) to
provide you with the right mix of
**Strategy**, **Implementation** and
**Training** to drive maximum
business growth.

Watch a video overview of the
XEN Growth Model.
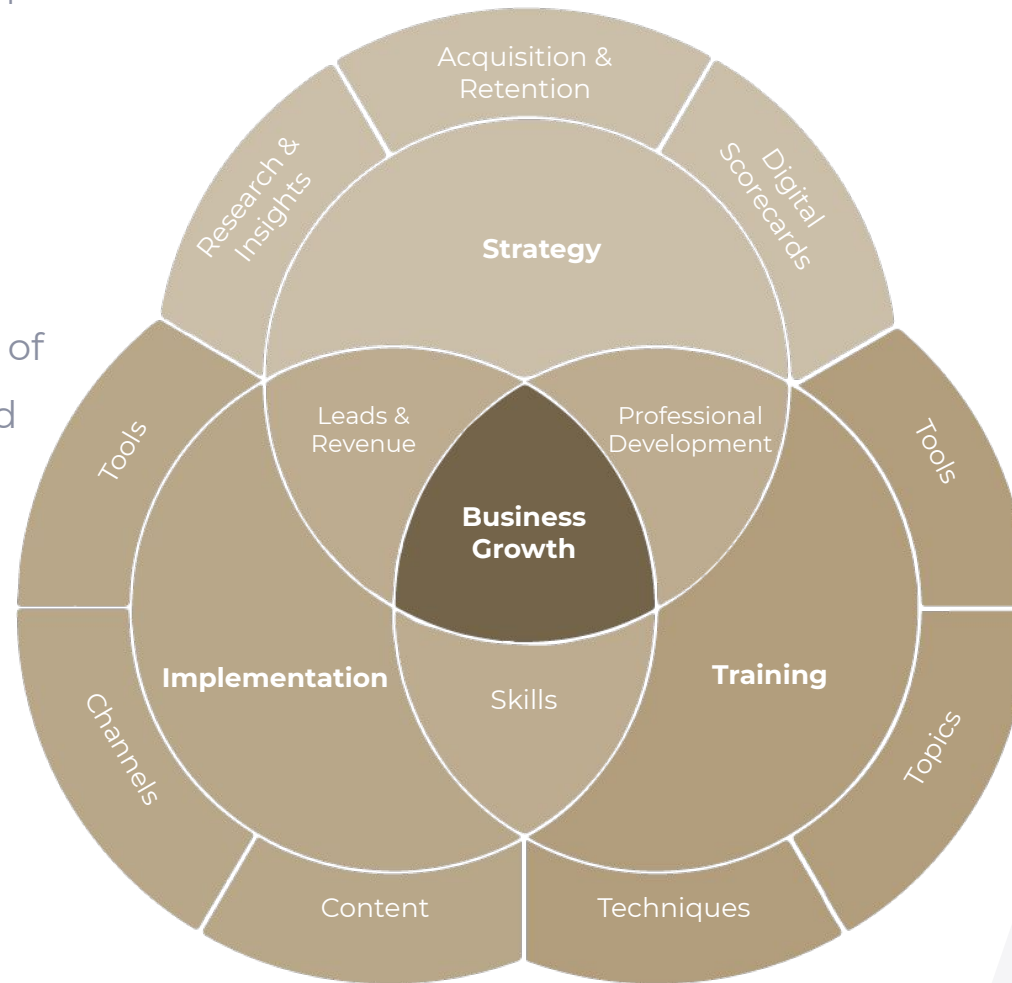
# The XEN System

Overview of the **XEN System** for **Driving Business Growth**

| Strategy and Insights | | | | |
|---|---|---|---|---|
| **Training and Consulting** | | | | |
| **Web Site** | **Reporting** | **Traffic** | **Leads** | **Nurture** |
| ❑ Design | ❑ Tracking | ❑ Content | ❑ CTAs | ❑ Lists and Segmentation |
| ❑ Develop | ❑ CRM + HubSpot | ❑ SEO (incl Outreach) | ❑ Landing Pages | ❑ Workflows |
| ❑ Implement | ❑ GTM + GA + GSC* | ❑ Google Ads & Bing Ads | ❑ Ebooks | ❑ Emails |
| ❑ Optimise (SEO) | ❑ GMB | ❑ Facebook & Instagram | ❑ Lead Flows | ❑ Remarketing |
| ❑ Redirects | ❑ Dashboards + GDS | ❑ Twitter | ❑ Bots and chatbots | ❑ Customer Onboarding |
| ❑ Management | ❑ SEO Audit | ❑ LinkedIn | | |
| | ❑ Social Audit | ❑ Pinterest | | |
| FIXED PRICE | MONTHLY RECURRING | | | |

*Google (**GTM** = Google Tag Manager, **GA**= Google Analytics, **GSC** = Google Search Console, **GMB** = Google My Business, **GDS** = Google Data Studio)
Advertising platforms (Google Ads, BingAds, Facebook & Instagram, LinkedIn, Twitter, Pinterest)

# Annual **Marketing Review**

Strategic and Tactical Planning for the Year Ahead

### Business Goals

Review your overall business and marketing goals for the year

### Audiences

Review audiences (personas) and general targeting
Are there new audiences you wish to reach?

### Channels

Which channels will we increase focus on?
Which will we reduce?
Which will we test and measure?

### Funnel Analysis

Review your contact lifecycle stages
Which stages need help?
Where is your marketing problem?

### Content Strategy

Are there new topics to research and target?
Are there new formats to create and test?

### Campaigns

What are the high level campaigns you have earmarked for the year?

Read more online

# **Core** Services

XEN is Your Digital Marketing Partner

**Strategy**
Set your digital strategic direction

**Personas**
Audience research and targeting

**Lead Generation**
Business growth campaigns

**Lead Nurturing**
Segmenting, scoring & expanding

**Reporting & Insights**
Dashboards & Management ROI

**Websites**
Design and development

**Implementation**
HubSpot Strategy and Execution

**SEO**
Content Strategy and Optimisation

**Paid advertising**
Google Ads & Paid Social

**Social**
Social media management

# Premium Offerings

Trusted Advisory

## Digital Advisor

Consider us your digital marketing advisor. We're on call when you have questions about strategy, implementation and reporting.

## Training

XEN provides training across all areas of the digital marketing journey including Strategy, SEO, Analytics, HubSpot, Google Ads, LinkedIn & Facebook advertising.

## Consulting

XEN provides tailored consulting services to larger corporates. Typical examples include in-depth analysis projects and management board reports.

# Client Results: **LG Energy**

Global Technology Leader

**Markus Lambert**

National Manager, Solar Sales
**LG**

https://lgenergy.com.au/

## Strategy + Lead Generation

*"We initially engaged XEN to assist LG Solar & Energy to improve our lgenergy website SEO, however the project quickly grew to include strategy across paid and social channels as well, with a focus on driving leads.*

*With the site now providing more than 1200 new leads per month, the project has been a great success. **It has been a vital part of our 35% sales growth , compared to last year**.*

*We've been impressed with XEN's combination of strategic, technical and implementation skills, and have now introduced them into other divisions across LG."*

# **Our** Clients

Trusted by Leading Australian Companies

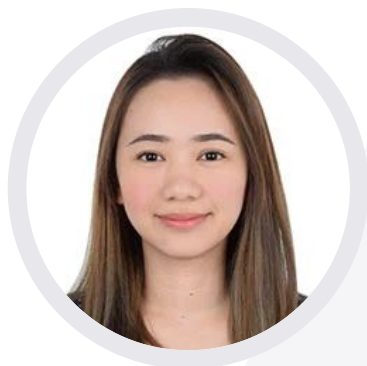# **Our** Clients

Trusted by Leading Australian Technology Companies

**BULLETPROOF**
MISSION CRITICAL CLOUD

*Wardy it* solutions™

cornerstone

elcom

brother
at your side

maestrano

it integrity

avanade

LG
Life's Good

# XEN

Key People

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# Certified Expertise

Demonstrated Technical Experience

## HubSpot Gold Partner

XEN has been a HubSpot Partner since 2012 and a Gold Partner since 2016. XEN is one of the most HubSpot exam certified agencies in Asia Pacific.

## Google Partner

XEN has been a Google Partner since 2010, working with the full suite of Google tools including certification in Google Ads.

## Databox Premier Partner

XEN has attained the highest level of the Databox partner program, demonstrating expertise in all aspects of their reporting and dashboarding platform.

# **Technical** Specialists

An End to Buyer's Remorse

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- **Since 2009**

- **Founder is a Software Engineer and former corporate CTO**

- **Australia's Most Certified HubSpot Agency**

- **Asia-Pacific's Leading HubSpot Podcast**

- **End-to-end Marketing Technology Experience**

- **2000+ leads generated for our clients every month**

**39**
HubSpot Certifications

**12**
Years of Leads

# HubShots Podcast
## APAC's #1 HubSpot focussed podcast

# HubShots

**APAC's #1 HubSpot Focussed podcast**

Recommended by **Brian Halligan** (CEO of HubSpot)
More than **200 episodes** over the last 4 years

**Industry** Trends

A look at the trends, challenges and tactics that leading marketing managers and sales professionals are encountering.

**Growth** Tactics

We share our real-world experiences using HubSpot and Inbound Marketing strategies. Complete with our mistakes and learnings!

**HubSpot** Tips & Tricks

Tips for using key HubSpot functionality, covering Marketing Hub, Sales Hub and Service Hub.

**HubSpot** Features

We dive into the latest HubSpot features, highlighting what we like, plus gotchas to avoid.

# Client Results: **Maestrano**

Global B2B Technology Leader

**Malcolm Macnaughtan**

Global VP Sales

**Maestrano**

https://maestrano.com/

## Strategy + HubSpot

*"We selected XEN from a collection of agencies when we were redesigning the Maestrano.com site and scaling up our digital marketing efforts. **XEN provided great advice on strategy and also managed the site redesign plus HubSpot rollout.**"*

*"The project was a big success and we continue to rely on XEN for expert advice and assistance. Aside from strength at strategy, we've been impressed with XEN's comprehensive knowledge of the HubSpot product, even to the most detailed technical points."*

# Client Results: **Xakia**

### Global Legal Technology Leader

**Jodie Baker**

Founder and CEO

**Xakia**

https://xakiatech.com/

## Strategy + Website + HubSpot

*"XEN were initially engaged to provide Xakia with website design, build and release in a very tight timeframe, to provide the Xakia website with a much-needed facelift and customer journey.*

*From the outset, XEN were focused on strategy and branding, without compromising the timetable. Xakia uses HubSpot for its marketing, and XEN provided guidance and training on maintenance of the website for blogs, landing pages, lead flow and website text changes.*

*XEN were professional, efficient and an absolute delight to work with, leading to an ongoing engagement on other aspects of Xakia's marketing strategy."*

# Contact XEN

Your Digital Marketing Partners

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  **Chatswood NSW 2067**

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Years of
Digital Marketing