

EMMOTEE





Transform your brand with a digital-first approach with an award-winning Melbourne agency. From strategy to implementation and on-going technical and marketing support, leveraging our 20 years of proven experience in delivering beautiful results.

Embrace Digital With Us



Digital-First Approach

Tap into your full potential by examining your goals through an expert digital lens



Crystal Clear Strategy

Having a solid plan of action that centres the customer is essential to achieving success



Brand Identity

Everything we deliver is synonymous with your brand's personality and all you stand for



Endlessly Optimise for Success

We never stop refining and improving your website or services, so you never stop seeing the results



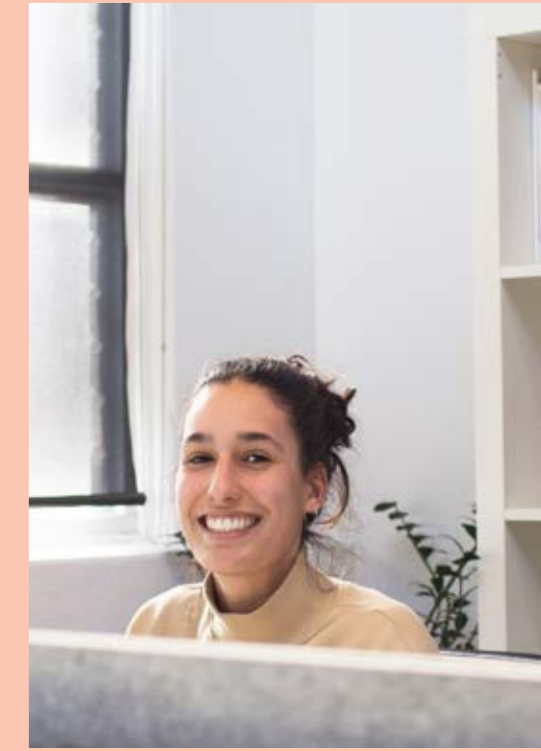
Fully Integrated Services

We offer an integrated model, with everything you need under one roof



Beautiful Results for Business Growth

With a heavy focus on conversions, your business will finally see the outcomes you've been after



An enthusiastic team delivering beautiful results

Our team is our driving force. We're a close-knit bunch of talented individuals with a strong passion for our specialties and a dedication to delivering exceptional results.

EMOTE

Each of us brings our unique skill set and love for what we do. Because ultimately, our difference lies in how much we care.

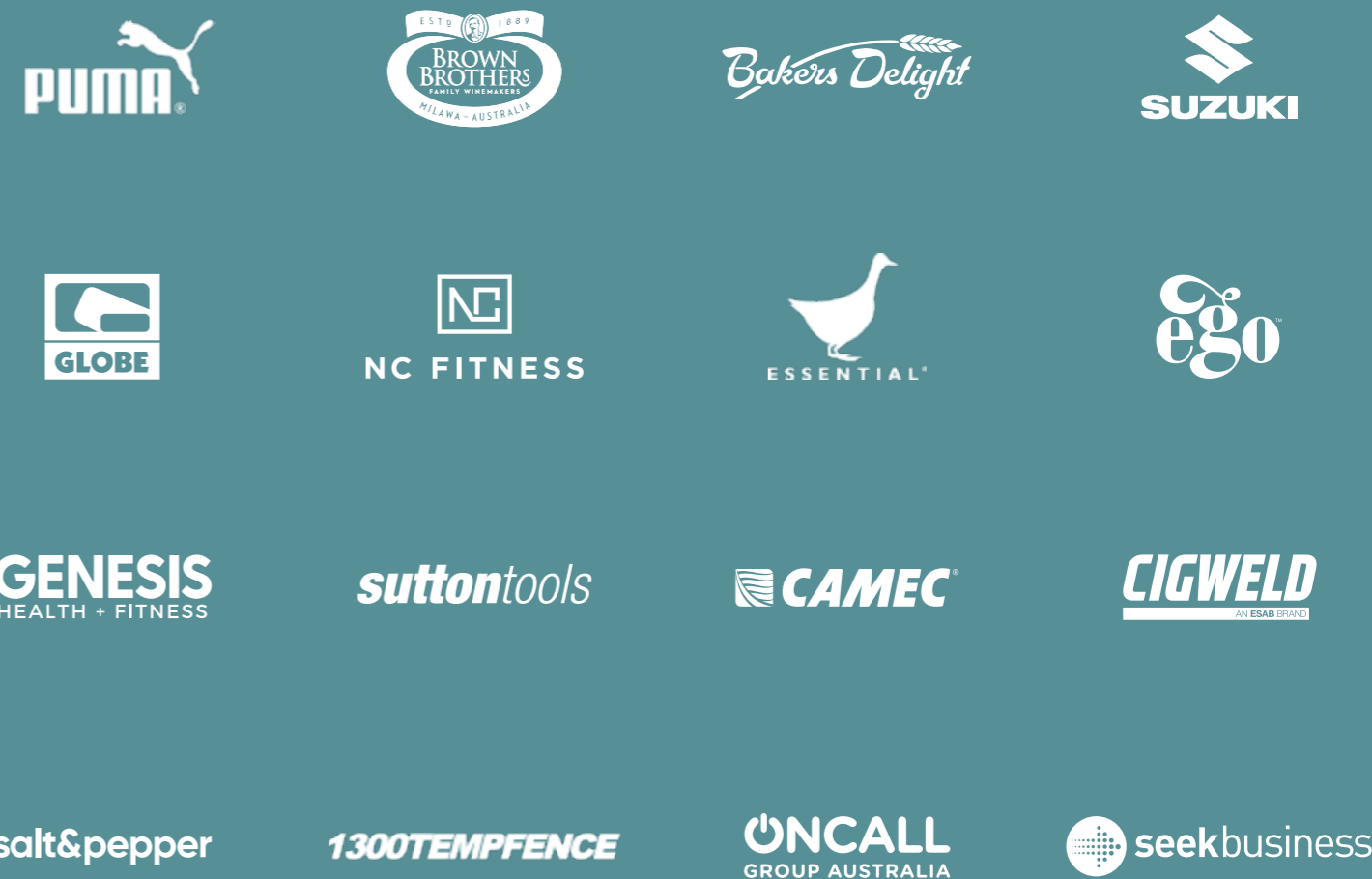
To emote is to express. Everything we do elicits a profound response from our clients. Excitement. Joy. Passion. Wonder. Pride. Satisfaction.

The results aren't just numerical. They're emotional. It's these responses that make our clients remember us and choose to work with us again and again.

Because embracing digital means making magic.

Trusted by trusted brands

We pride ourselves on the relationships we nurture and the consistent results we deliver.



20+
years of experience



30+
industry awards

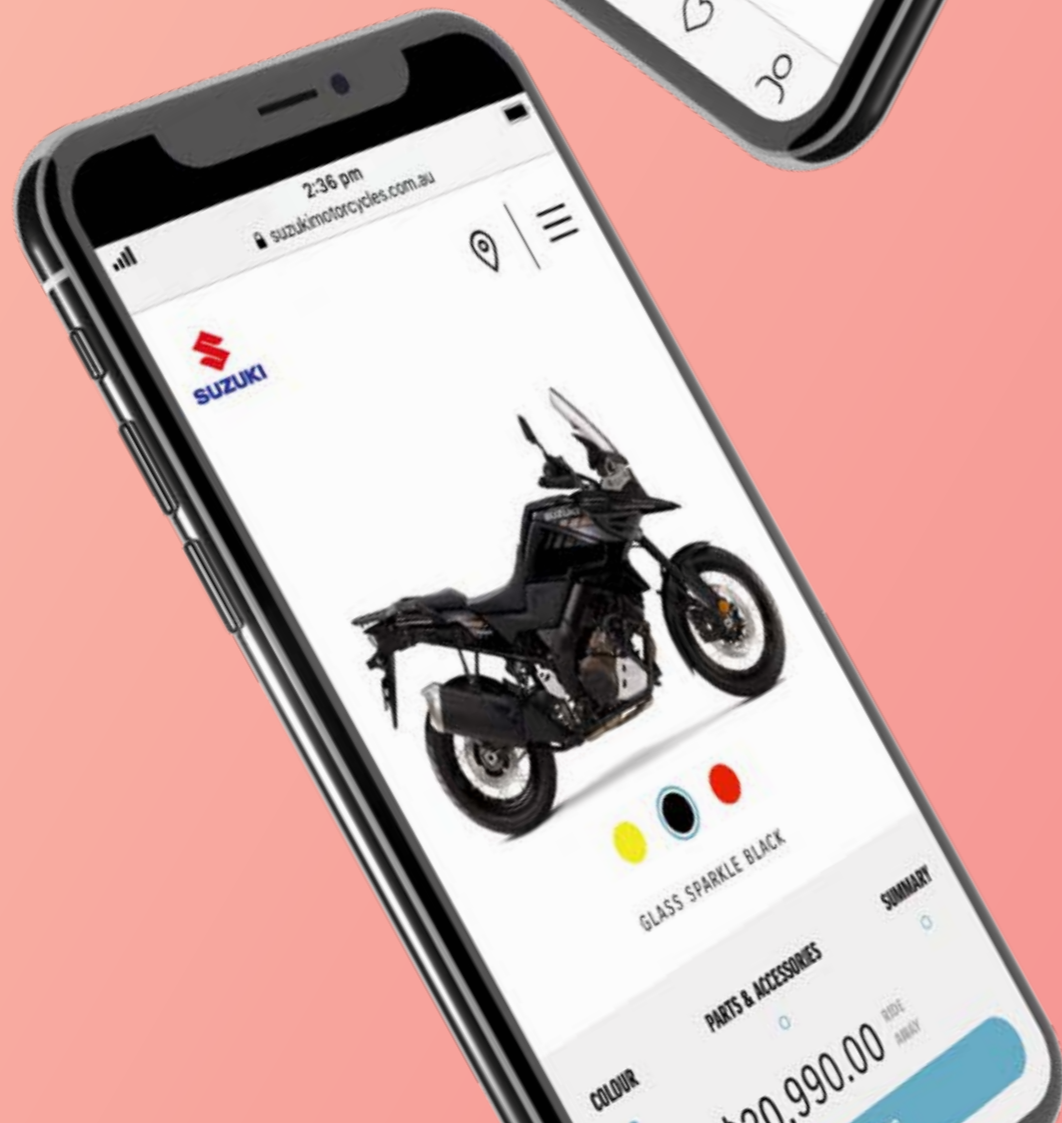


3000+
projects and services delivered



25+
industry experts

Embracing digital means embracing an integrated approach.



That's why our three service pillars live under the one roof. We're a full-service agency with experts in-house who can transform your business into a digital success. Our three core offerings and consistently strong focus on conversions are how we achieve our beautiful results.



Digital Transformation

Your roadmap to success, with the right approach to your digital architecture and marketing tactics.



eCommerce & Websites

Custom design, development and content for your website from a qualified agency.



Digital Marketing

Full suite of services, including SEO, Social Media, Online Advertising, Copywriting and more.



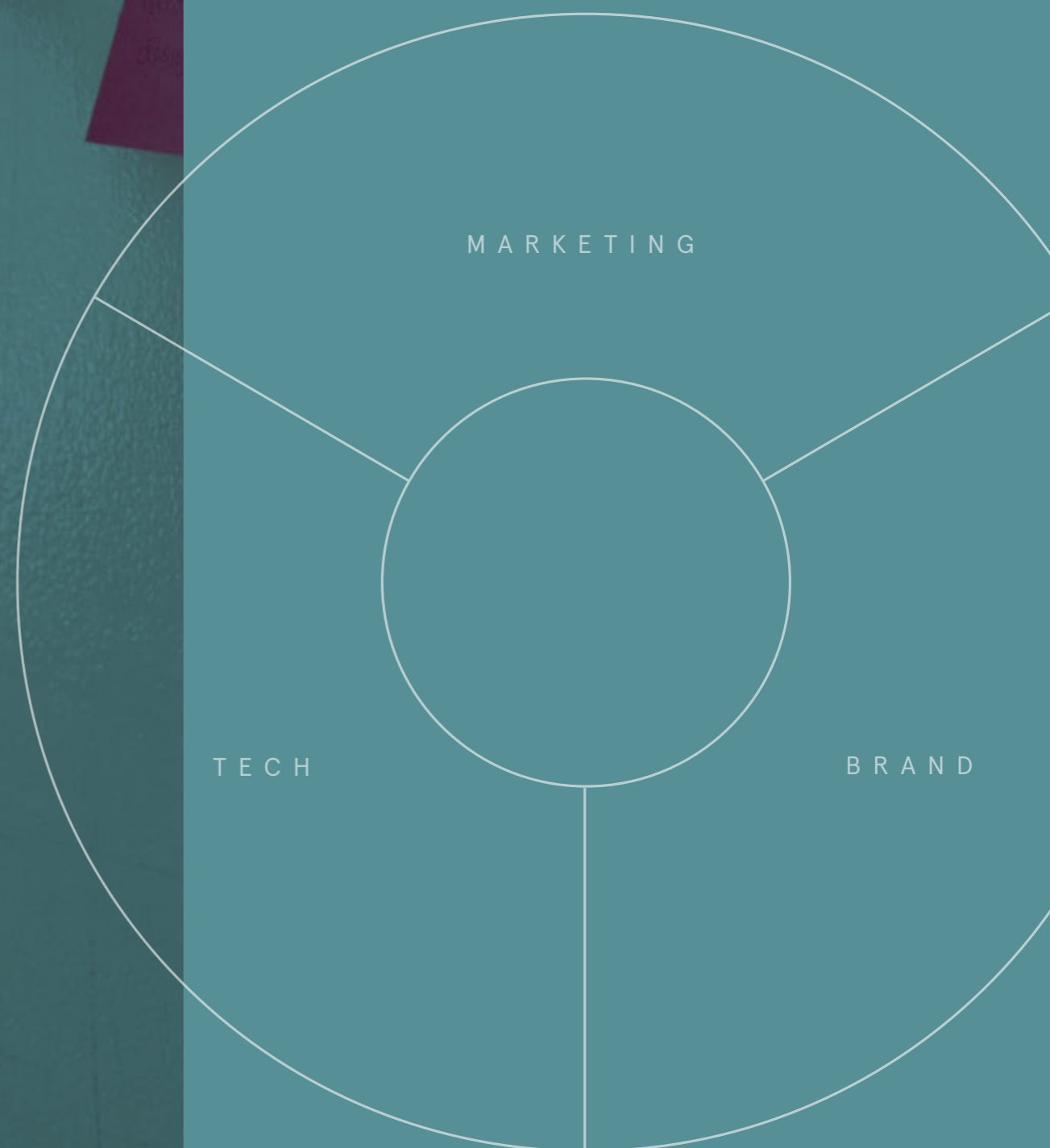
Digital Transformation

Digital transformation is not when a car transforms into a fighting robot. It's far cooler than that. It's the continual process of building a digital strategy centred around the needs of your business and users.

It's more than simply making a website or adding on technology. Instead, it's looking at your business holistically and finding ways to streamline and improve your entire process.

Often it takes an outside expert opinion to understand your business and precisely diagnose how it can be digitally transformed to achieve maximum results and conversion rates.

That's where we come in. We provide insight, adjust mindsets, and implement change to digitally transform your brand.





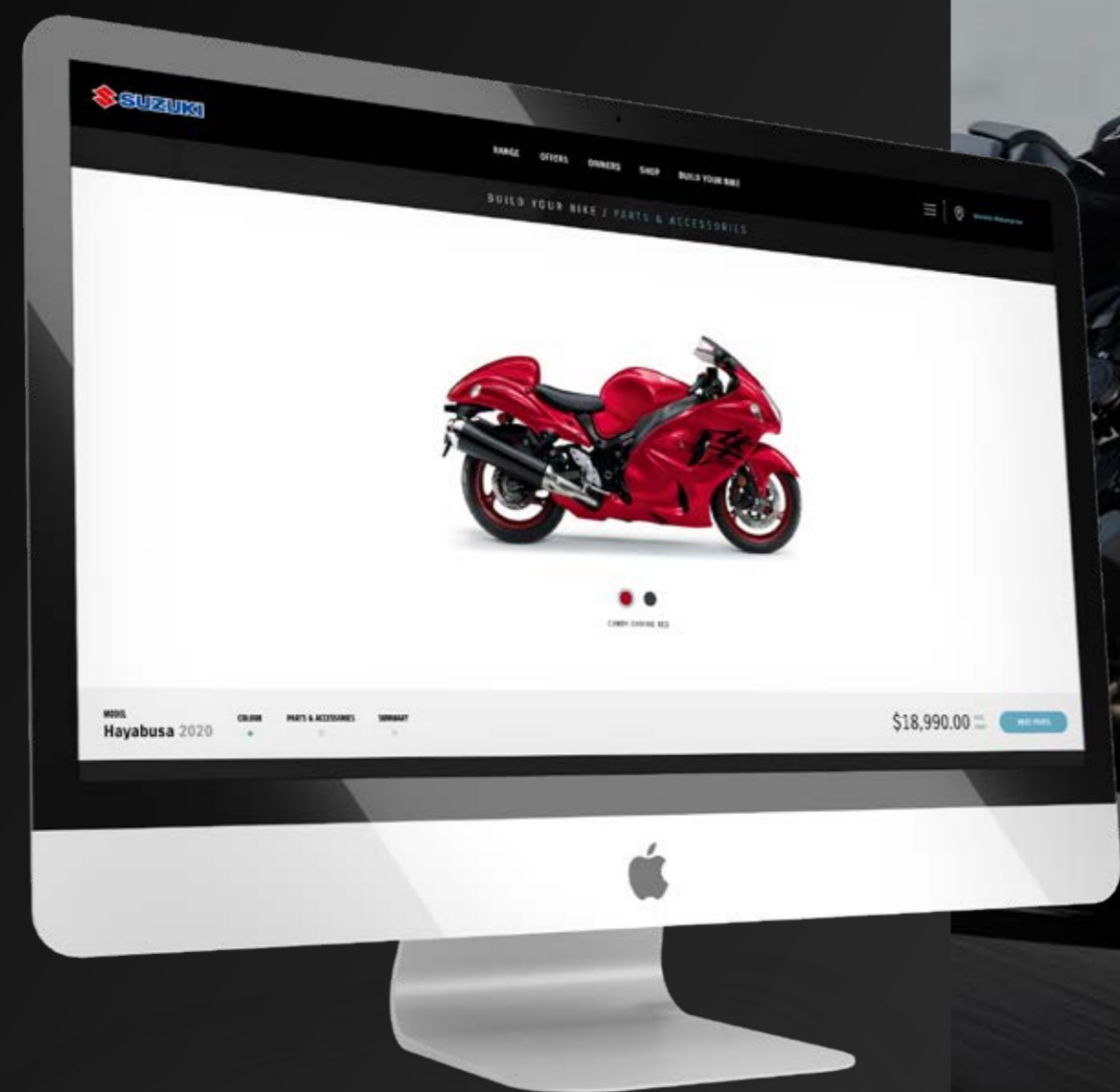
THE RESULTS

▲ 33%

INCREASE IN CONVERSION
RATES FOR LEADS

▼ 14.19%

DROP IN BOUNCE RATE



EMOTE

Suzuki is a legendary motorcycle brand who approached us to not only improve their online presence but undergo a full digital transformation of their brand.

This meant overcoming the challenge that motorcycles are typically sold at dealerships, not online. We utilised sleek website design, created visually impressive pages and integrated sophisticated digital tools to solve for this challenge.

We not only created a new website for Suzuki Motorcycle, we digitally transformed their sales process by prioritising the customer's journey.

OUTCOME 01

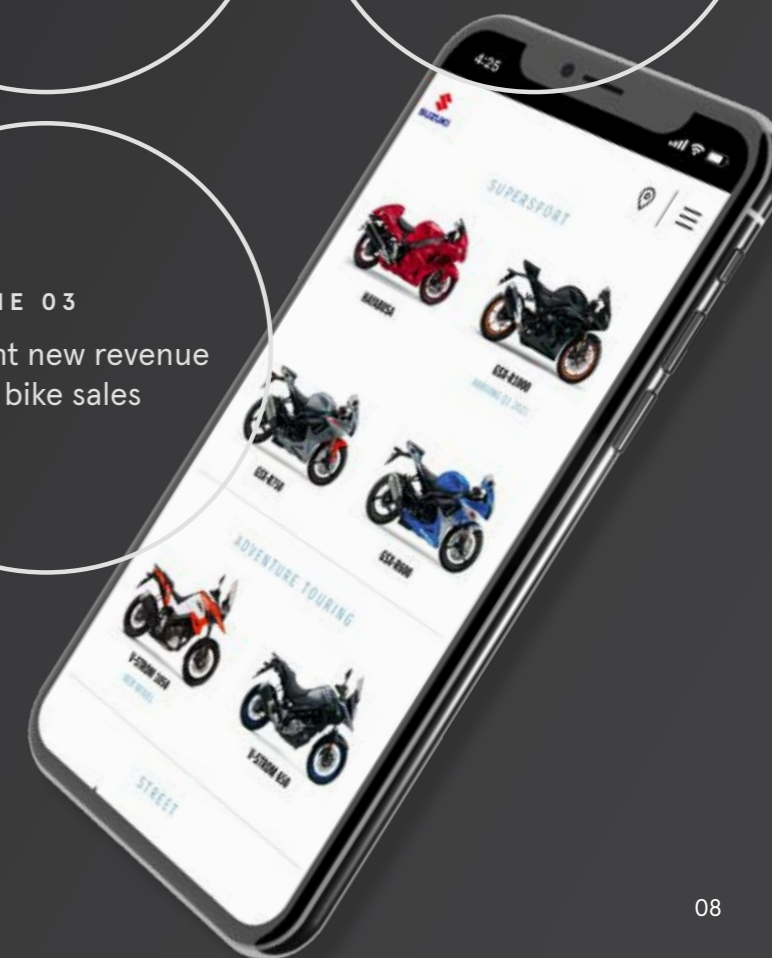
Custom eCommerce
bike builder checkout
process

OUTCOME 02

Complex integration
into manufacturing
process

OUTCOME 03

Significant new revenue
in online bike sales





THE RESULTS

▲ **35.3%**
INCREASE IN TRAFFIC

▲ **135.4%**
INCREASE IN REVENUE



OUTCOME 01

Multisite solution
allowing cross-selling
across 4 brands

OUTCOME 02

Centralised database
to control stock

OUTCOME 03

Modular design across
sites for cohesiveness
and consistency

Brown Family Wine Group have become renowned for not only their vintage wines, but their historic vineyard that hosts countless events for loyal customers. Naturally, the Brown family wanted their company's online wine store to be just as striking.



We created a unified multi-site that runs all four brand sites off the same core. The build included a centralised stock master to monitor and control every bottle sold and stocked across all websites. This not only allowed different brands to be cross-sold across each website, but created a unified shopping experience that maintained each brand's unique character thanks to adaptable design modules.

Brown Brothers didn't just want their new website to be functional, but a pleasure for users to navigate. To improve user experience, we implemented intuitive and interactive sidecart purchasing rules.

After all, it's the little details that encourage appreciative customers to return to an eCommerce website again and again.

Websites & eCommerce

We design beautiful websites that fit your needs now and into the future. Our team of strategists, designers, UX experts and developers have a proven track record of creating functional, visually striking eCommerce and corporate websites that bring your brand's personality to life on a digital platform.



Our Process

Our thorough website process allows us to immerse ourselves in your business and work with you every step of the way to deliver an end product that works for the customer and the business.

When you work with Emote Digital you know what you're going to get – with no surprises.

Platforms

We're platform agnostic. We'll work with you to find a system that best fits your requirements.



Team up with Australia's only Gold Certified WooCommerce partner

A powerful, full-featured eCommerce system, WooCommerce expands on the functionality of WordPress to create a beautiful online experience that is flexible, scalable and easy to use. As Australia's only Gold Certified WooCommerce partner, we are expertly positioned to design and develop beautiful eCommerce websites that deliver big results, with increases in conversions and revenue by as much as 300%.



Partner with the WordPress specialists

The content management system that powers over 30% of the entire internet, WordPress delivers an unforgettable digital experience. With functionality that's highly customisable, powerful and looks beautiful.

That's why we're the specialists when it comes to making WordPress work for your business.



Start or grow your business with everything in one place

Shopify is an all-in-one content management system (CMS). The template is customised specifically for your brand and the functionality you need. A subscription includes content hosting, 24/7 support for troubleshooting and business advice and a deep app store with over 4000 apps that directly integrate with Shopify.



Innovate, adapt and expand with the Magento experts

Magento is an eCommerce platform built on open source technology providing a flexible shopping cart system. It gives you control over the look, content and functionality of your online store. More robust than some other eCommerce platforms, Magento is a licensed offering with plans starting from \$0 and going up to over \$2,000 a year depending on your website revenue.

Integrations

Integrating the right software into your eCommerce website reduces manual work and creates a fully functioning online ecosystem that can save on operational costs and allow your business to grow.



Benefits



Quality Conversions

Not only will your eCommerce website perform better, it will attract quality traffic that converts.



Increased Sales & Enquiries

We have a proven history of increasing sales and enquiries for our clients through the insights and optimisation we put into every eCommerce website design.



Resolve Business Issues

More than just web design, we help you solve business issues and fine-tune your operation.



Enhanced Credibility

A beautiful results-focused eCommerce website improves your brand's value, credibility and online success.



Quality Assurance

We pride ourselves on building quality eCommerce websites that are delivered on time and on budget after undergoing our rigorous testing process.



Automations

Using the integrations that come with WooCommerce, we're able to automate processes and streamline your business' online operations.

Support

We don't simply build a solution and let it go. We can constantly adapt and evolve your website over time to ensure your asset is protected and performing.



Hosting

All of our websites are hosted on dedicated Australian servers to ensure no unnecessary slow downs or outages.



Maintenance

Don't worry about the small things, we can handle updates, fix issues and make improvements.



Conversion Rate Optimisation

Websites are no longer static, they are evolving, changing, developing business assets that need to be continually improved in order to increase performance.



Digital Marketing

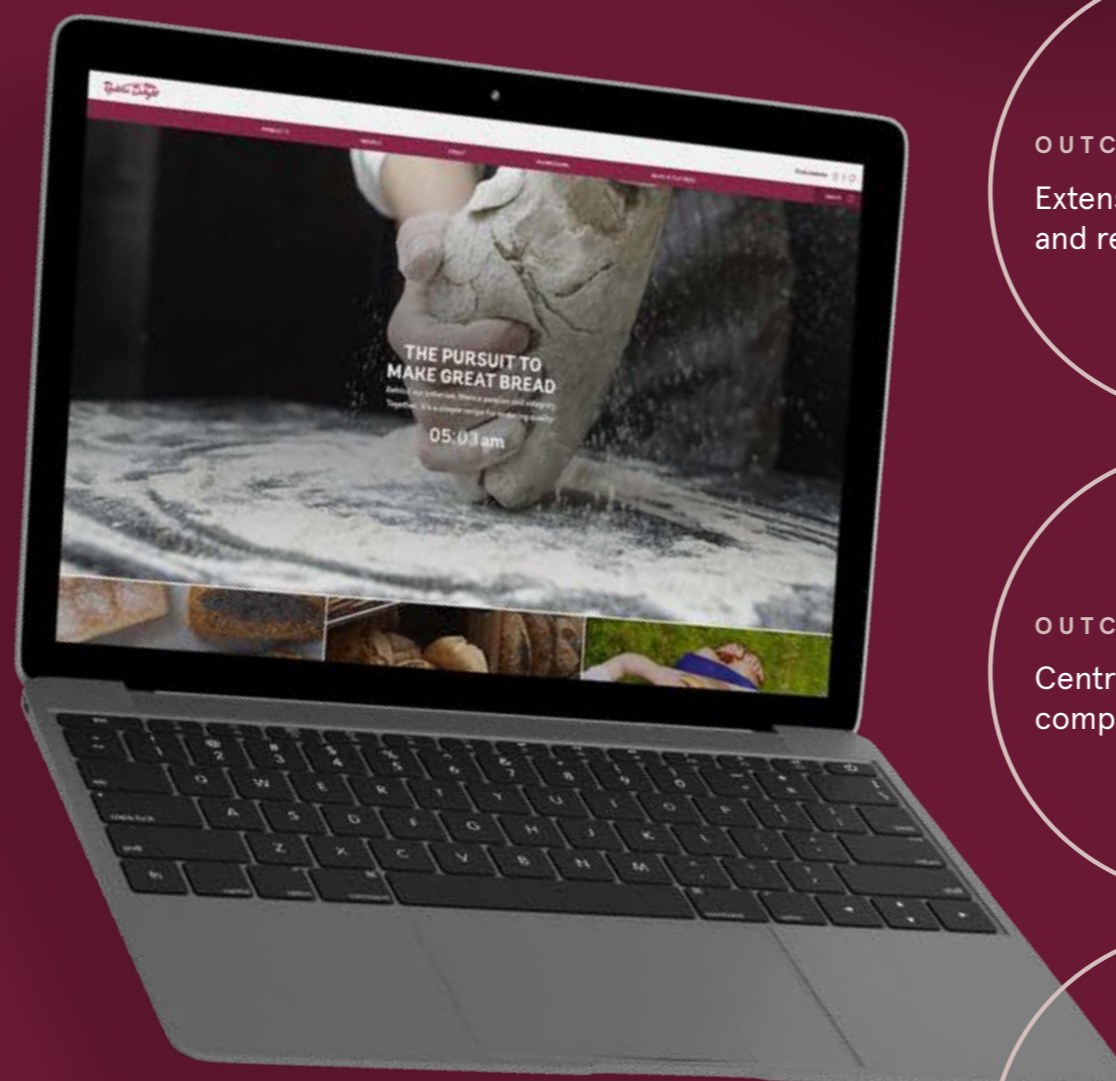
Discover the power of integrated digital marketing. Your website and marketing working cohesively together to get amazing results.

Bakers Delight

THE RESULTS

▲ 10.5%
INCREASE IN TRAFFIC

▲ 22.9%
INCREASE IN MOBILE
TRAFFIC



OUTCOME 01

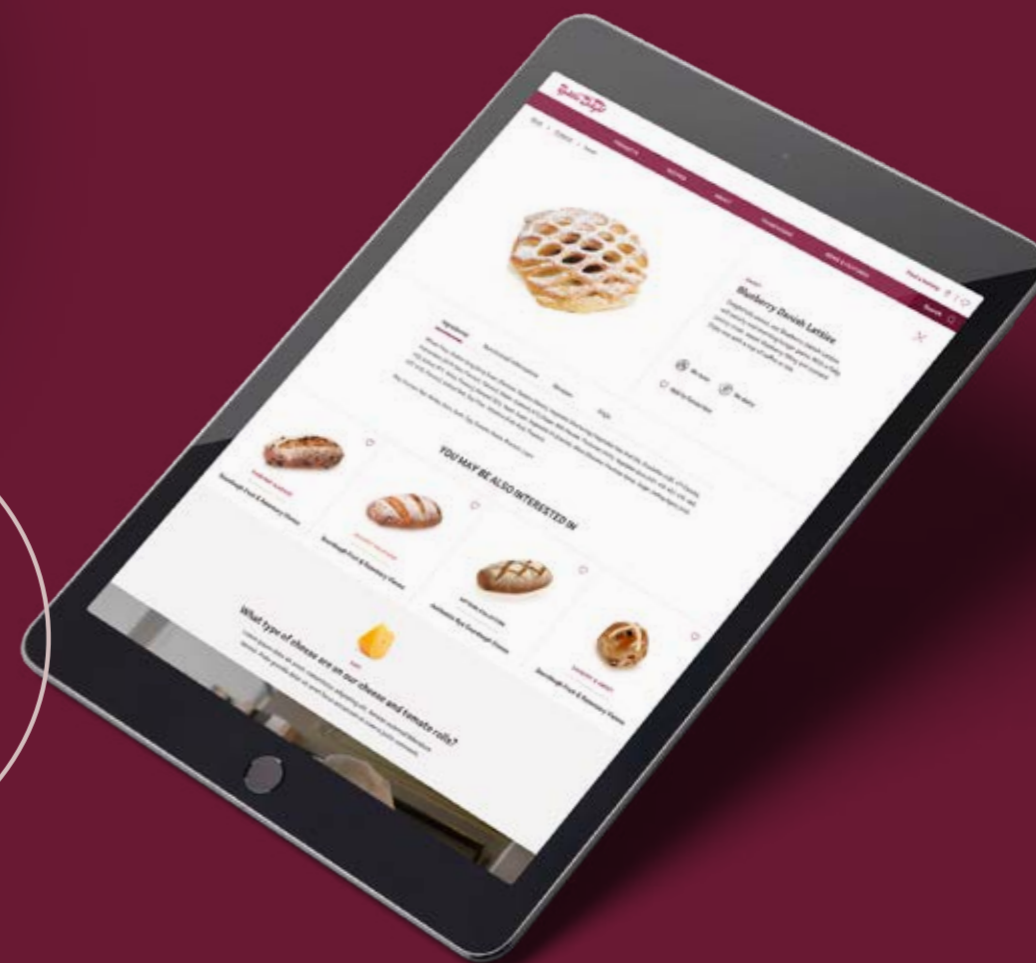
Extensive product index
and recipe library

OUTCOME 02

Centralised CRM for
complete control

OUTCOME 03

Modular design across
any page



Iconic Australian brand Bakers Delight needed to revamp their online presence.

With 38 years' experience and over 2 million customers served each week, it was integral for us to deliver a website that was both reflective of their reputation and would help them to continue to grow as a brand. So many of their online users browse on mobiles, so it was vital that Bakers Delight's website was fully optimised for smaller screens and devices.

Bakers Delight also wanted to make sure the data processing was automated. We worked with them to integrate their CRM and build custom data importers to make it as easy for the internal teams to manage the website.

The new Bakers Delight website boasts mobile adaptability, an extensive product index, and customisable, modular design. By prioritising user experience, we've designed a website that users will want to return to again and again.

suttontools

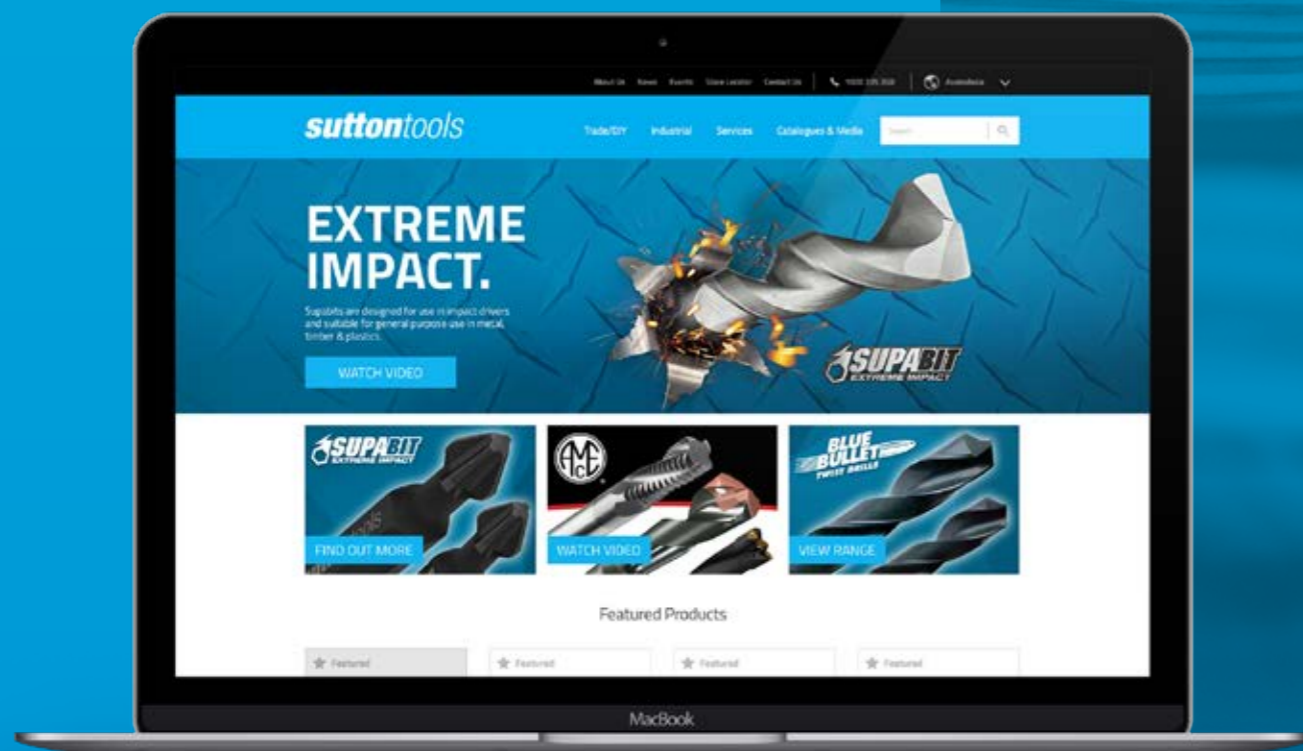
THE RESULTS

▲ 29.9%

INCREASE IN TRAFFIC

▲ 24.2%

INCREASE IN STORE
LOCATOR PAGE VISITS



Sutton Tools wanted more than just a team who could create a new website. They needed an agency who could think outside the box, create an unparalleled experience for their customers, and automate all their data management.

Sutton is an international brand with a range that boasts 80,000 individual SKUs. Their massive database meant both managing product inventory and updating content needed to be as easy as possible. Manual data entry was avoided by connecting multiple databases to a web service and synced to the website every 24 hours.

We developed a plethora of custom tools and features centred around their target audiences' objectives and needs. One example of this is the expert tool selector, an element that completely re-engineered how the user finds the perfect tool for their exact job. The end result? Website content that was not only easy to find and understand, but a pleasure to browse.



OUTCOME 01

Database management
of 80,000 SKUs

OUTCOME 02

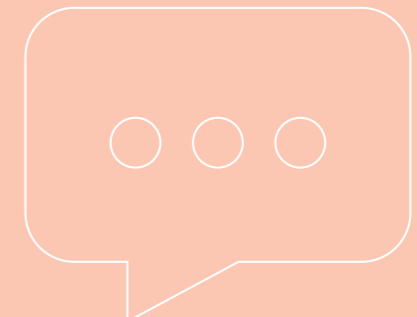
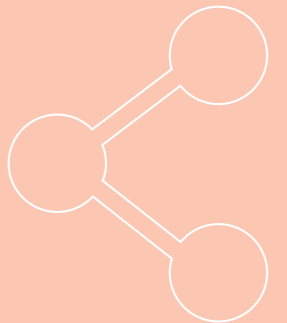
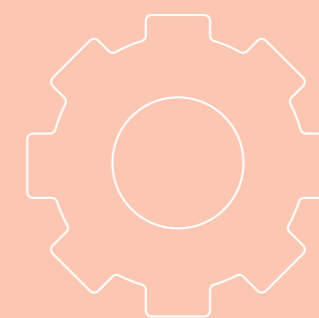
Complex integration
with Oracle ERP

OUTCOME 03

Custom development of
an Expert Tool Selector

Digital Marketing

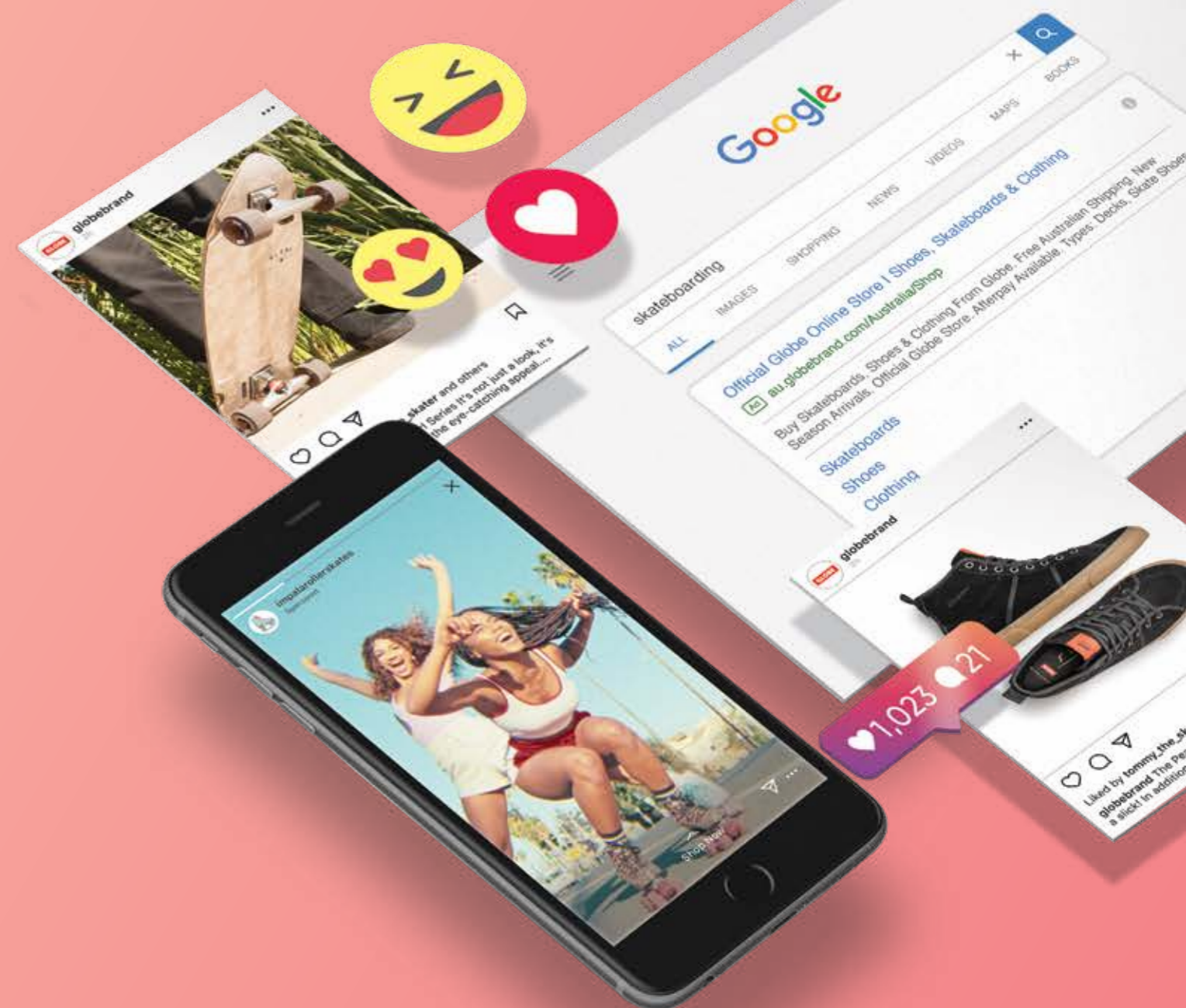
One agency for all your digital marketing services



Streamlining your digital marketing strategies with us takes the stress and hassle out of dealing with multiple digital marketing agencies in Melbourne. Finally, your strategy, keywords, campaigns, messages and imagery can benefit from a cohesive approach across all marketing mediums. Our agency has a focus on eCommerce and prioritising conversions to deliver successful outcomes for our clients.

Services

Quarterly services, fully managed by us with live reporting.



Search Engine Optimisation

Our SEO agency experts live and breathe the world of code – utilising best practices to make your business rank ahead of the competition.



Search Engine Advertising

Deep relationships with our partners and their paid advertising channels ensures we get the best outcomes for your business when advertising online.



Social Advertising

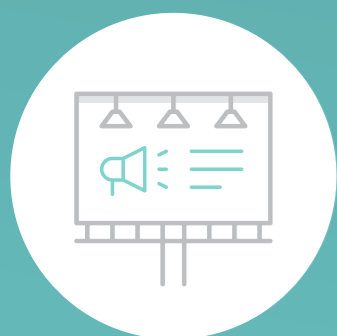
Using leading social media platforms, our experts will create targeted adverts that are purpose built to convert for your business.



Social Media Management

A strong social media presence can help convert a potential customer, bring back old customers or keep existing customers aligned with your brand.

Services



Platform Advertising

An entire network of advertising options exist outside of traditional social and search platforms. From content to native to video and streaming, the possibilities are endless.



Content Writing

Our copywriting specialists will create, curate and construct beautiful copy that is tailor made to drive your business goals.



Email Marketing

With a focus on conversions, our custom-designed emails will make you stand out from the inbox clutter.



Campaigns

Deep relationships with our partners and their paid advertising channels ensures we get the best outcomes for your business when advertising online.



Partnerships


Our partnerships give us access to products, offers, training, support and early insights on the latest developments. We pass these benefits onto our clients to get your marketing strategy ahead of the rest.

 YouTube

Instagram

LinkedIn

Taboola

 snapchat

 Spotify



FACEBOOK
Marketing Partners

AdRoll

 mailchimp

 TikTok

Features

When you engage us for digital marketing, you can expect the highest level of service. These features are included in our offering.



Live Reporting Dashboard

See how your marketing, strategy and results are tracking in real-time — no fluff. We use the power of Google Data Studio's dashboards to provide 24/7 Live Reporting to all of our clients.



Account Management

You are allocated a dedicated account manager who is your day-to-day contact at the agency. They assist with briefing, campaign management, reporting and more.



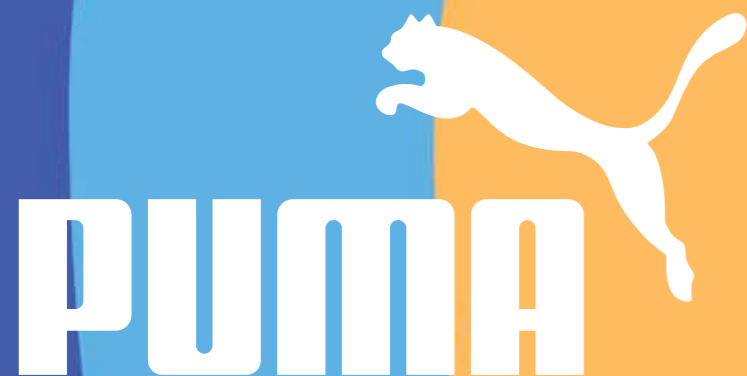
Team Of Experts

We have a talented group of marketing specialists working across our services, ready to help improve your performance.



No Fees on Ad Spend

Your advertising budget is kept completely separate from our management fees, which means we're completely unbiased and agnostic when it comes to your spend.



OUTCOME 01

Simultaneous multi-region management of multiple product campaigns

Puma needed a digital agency to help transform their beautiful creative into digital advertising that could help cut through and push their eCommerce to the next level.

Our team of designers work directly with their marketing and creative teams to develop creative across advertising channels, email campaigns, remarketing and more.

This new creative direction, alongside constant optimisation of campaigns, last minute flash sales, comprehensive Cyber Weekend promotions and celebrity collaborations has meant they've seen a dramatic jump in performance and sales.

OUTCOME 02

Beautifully designed creative to match their global brand direction

CHANNELS USED



facebook

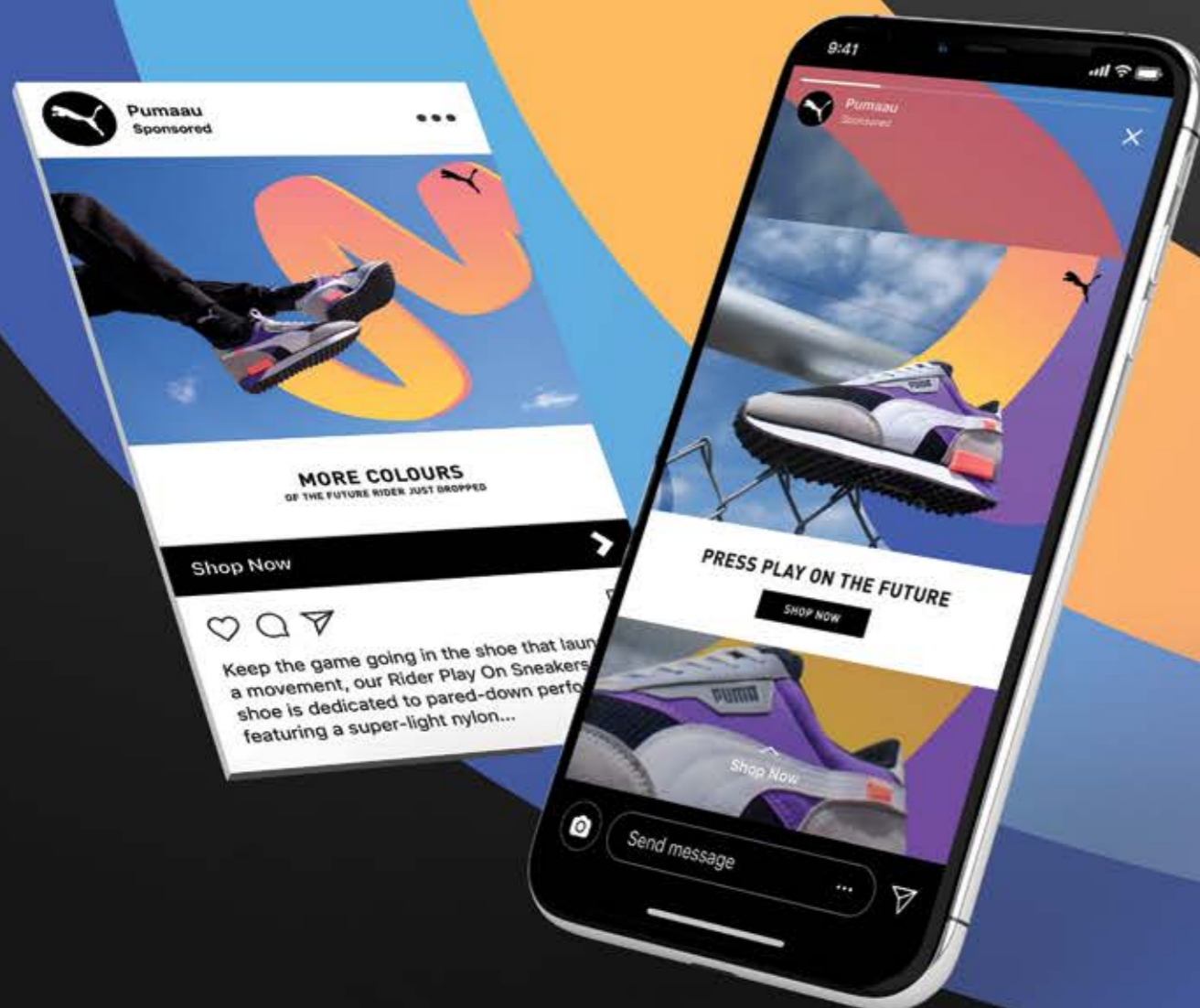
YouTube

emarsys

AdRoll

OUTCOME 03

Huge returns and consistently high performance



GENESIS

HEALTH + FITNESS



EMOTE

OUTCOME 01

Achieved client's growth objectives

As the fitness industry was booming, Genesis engaged us to find the right audiences and demonstrate their unique offering.

OUTCOME 02

Increased gym sign-ups

We ran a series of social media advertising campaigns to attract new members and franchisees and drive sign-ups. We ran targeted ads for each potential franchise area, as well as seasonal campaigns to drive sign-ups for gym specials and challenges.

All ad sets were on-brand and worked in sync with their internal promotional calendar. Our social strategy worked effectively and resulted in a 21% decrease in cost per gym sign up and a 32% increase in conversions from social since working with us.

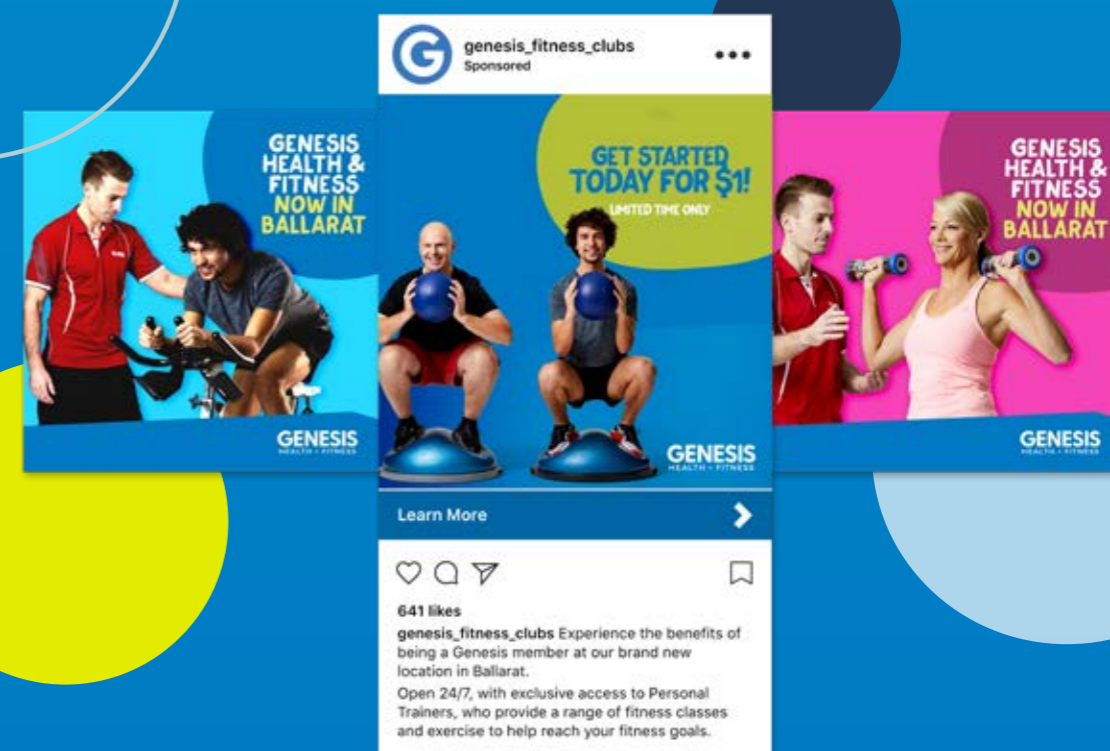
CHANNELS USED



facebook

OUTCOME 03

Effectively ran targeted and seasonal campaigns



For Beautiful Results, Partner with Us

Sometimes you only get one chance to make the right choice. The difference between success and failure in business often comes down to those few key decisions.

Big Picture Group

Two dedicated agencies working together across brand and digital to help you see and achieve the big picture for your brand.

bigpicturegroup.com.au

EMOTE

Emote is an award-winning agency with a digital-first approach. Everything we do elicits a profound response from our clients. Because beautiful results aren't just numerical, they're emotional.

emotedigital.com.au

bellman.

Bellman agency specialises in branding and design that inspires and connects. A beautiful brand is immediately memorable and moving. That's how you can tell it's a brand by Bellman.

bellmanagency.com.au

EMOTE

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