

One Zero One Services for Marketers & Communicators

Digital education and advice



“While you’re the marketing and communications experts, we bring objective knowledge and understanding of digital technology to support your digital marketing or digital product initiatives.”



Education

If you want to know how to make digital and online technology work better for your marketing and communications initiatives, One Zero One offers a range of education services to support innovation, product development, marketing and communications activities.

For a short, sharp digital introduction, try our Digital Briefings. Pre-prepared or customised, Digital Briefing topics include:

- Social Media
- Cloud Computing
- eCommerce
- Facebook
- Twitter
- LinkedIn
- Search Engine Optimisation
- Augmented Reality

Alternatively, more in-depth training programs can be tailored to cover broader objectives or your specific requirements.



Research

If you want to know about a digital topic in light of a specific situation or problem, we offer research services to provide tailored, in-depth analysis to bring you up to date on a digital technology and its implications.

Examples of research topics include:

- The impact of mobility on consumer habits
- Changes in media consumption triggered by technology
- How location services will change marketing
- Understanding a digital marketplace such as the iphone, google phone or ebook readers
- Identifying changes in digital marketing metrics
- Identifying web-based business models for content distribution
- Demographics and trends for existing and emerging online locations



Consulting

If you need support to get your digital initiatives moving we offer objective consulting services to assist.

Consulting services include:

- Workshops and facilitation for digital initiatives
- Opportunity analysis for new marketing initiatives
- Due diligence for digital service provider selection
- Business case analysis and development for digital or online initiatives
- Auditing your digital activities to identify efficiency improvements
- Supplementing your team with digital technology skills
- Developing digital marketing management processes
- Project management
- Technical analysis and risk management reporting