

# 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