



BLACKCITRUS IS A
BUSINESS COMPRISED OF
HIGHLY EXPERIENCED DIGITAL
PROFESSIONALS WHO HAVE NOT
ONLY WORKED ON THE CLIENT
AND SERVICE SIDE, BUT HAVE
ALSO RUN THEIR OWN
BUSINESSES.

WE OFFER HIGHLY SPECIALISED
EXPERTISE IN THE AREAS OF
DIGITAL STRATEGY, DIGITAL
OPERATIONS, PROMOTIONS AND
COMMERCIAL SOCIAL MEDIA
PLATFORMS.



Marketing Services

What we do

Blackcitrus delivers “marketing as a service” to startups and small businesses with a specialization in “agile” digital business models. We facilitate your business and revenue growth, help you mitigate risk, deliver marketing strategy and help manage your brand.

How we work

Leverage our expertise in an outsourced capacity for short and long term engagements depending on the strategic needs or skill gaps. We also offer performance-based models for customer acquisition and operational change management. We provide free consultation to assess your needs and tailor our recommendations and services based on your business needs.

How we can help you

Increasing revenue

- Media spend
- Promotions and related tactical activity
- Partnerships
- Customer lifecycle programs
(Based around “customer journey”)

Cost efficiencies/savings

- Operational yield audits
- Business process modeling and change management
- Agile marketing frameworks
- Test and learn environments
- Management dashboards
- Marketing optimisation
- Risk mitigation
- Competitive analysis
- Partnerships vs. do it alone or first
- Guidance on where to enter and not enter

Brand Management

- Brand strategy with positioning, messaging, sales training, etc.
- Social Media
- Partnerships
- Trade marketing
- Above/below line media spend
- PR

www.blackcitrus.com.au/ms

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