



CONSULT. DESIGN. CONNECT.

A blurred city street scene with pedestrians and a car. In the foreground, a woman in a white shirt and maroon pants is walking, carrying a large black bag and pulling a light blue shopping bag. To her right, another woman in a grey top and beige pants is walking, carrying a bright green shopping bag. In the background, a man in a light blue shirt and a woman in a pink top and green skirt are walking. A dark car is visible in the background, also blurred. A white box with the text "THINKING OUTSIDE THE BOX" is overlaid on the left side of the image.

THINKING
OUTSIDE THE
BOX

TACKLE DIGITAL HEAD ON

The digital environment is constantly evolving. Being clued up on the variety of channels and tools available is increasingly difficult. And the pace of change doesn't let up. The advances in digital technology and the opportunities they bring are at once exciting, seemingly endless, difficult to evaluate and challenging to harness.



In this fast paced environment is your organisation looking to track and maximise customer conversion, increase brand and product awareness, facilitate interaction between you and your customers in the online space and create lifelong customer engagement? These are the four pillars we work across when devising and implementing a digital strategy for our clients. These are the areas that drive real business results.



THE DIGITAL ENVIRONMENT IS CONSTANTLY EVOLVING.

SOLUTIONS

Everything Digital

One point of contact for everything "digital strategy". That's what we do. At Blue Platypus our team of strategists and creatives will help enliven your brand, engage your market, snag your ideal customer. We help businesses with on-going digital consultation and design digital campaigns that meet their goals. From digital strategy to website design, online advertising to content strategy, allow us to be your one stop for every digital question you have ever wanted answered.

Advice in Plain Language

Having a digital agency that tells you like it is, has become imperative. Our advice is pragmatic, direct and based on an understanding of business and in plain or technical language depending on your needs. Modern organisations are made up of individuals with varying levels of expertise in the digital space. We understand this and can break down the tech speak when necessary like helping decision makers evaluate technical documents and third party proposals. We also work with your in-house digital or IT resources when required, and with decades of tech experience, you know that we will be up to speed on your more complex requirements.

Ongoing or Project Based Engagements

Project based work or ongoing consultancy? It's your call because it depends on your needs.

Discrete projects such as a new website or managing a bespoke system development is where many of our clients start, but if you need ongoing support in the form of digital strategy implementation or online marketing, our services can be tailored to your requirements and budget.

Because we offer a suite of digital capabilities, you have the flexibility to utilise our consultancy services as an extension to your in-house team in an on-going capacity.

Bespoke advice, tailored to you

Custom solutions tailored to your business to meet your goals. It makes sense to leverage off past experience, but apply it in a different way each time. No two companies are identical, so neither are our solutions. We use expertise and critical thinking to apply a unique solution to the unique challenges your organisation faces.



AT BLUE PLATYPUS
WE HELP YOU
CREATE DIGITAL
ASSETS THAT
DRIVE BUSINESS
GROWTH





CUSTOM
SOLUTIONS
TAILORED
TO YOUR
BUSINESS

PROCESS

IMMERSION

STRATEGY AND PLANNING

EXECUTION

ANALYSE AND REPORT

CAPABILITIES

Our services are your digital tools to connect with your market, your customers.

Creative Services

- Brand creation or evolution
- Print design / marketing collateral
- Content writing

Digital Strategy

- Digital strategy
- Consulting and agency management
- Analytics and reporting

Digital Marketing

- Online advertising management
- Search engine optimisation
- Social media marketing
- Email marketing

Production

- Web design and development
- Custom applications
- Ecommerce
- App and mobile development
- Digital project management
- Hosting, domain names and cloud solutions



ABOUT US

Since 2008

Blue Platypus Digital was created by experienced marketing and digital experts to provide unique, practical digital consulting to businesses. We understand that digital is more than just a web presence and that succeeding in the digital channel is critical to harness the growth potential.

Your digital partner

When you engage with Blue Platypus, you are extending your team. We become part of your digital team, your marketing team and also your technical resource. We provide an account manager as your first point of contact, but direct access to the technical lead on your project. Simply put, you are accessing global corporate experience backed up by post-graduate qualifications without the cost and time of hiring expert staff.

Collaboration

Your vision, goals and challenges are as important to us as they should be to your own team. Knowledge of your business is the difference that makes or breaks a digital strategy or project. We need to know your business to do our job. In return, we will help you thrive in today's digital economy.

Let's talk

If you like what you see, we are here to listen. Let's discuss your challenges and turn them into opportunities today.



SHARE YOUR DIGITAL
CHALLENGES WITH
BLUE PLATYPUS TODAY!

For more information about how
Blue Platypus can add value to your
digital projects talk to us today.

PO Box 5476
Gold Coast MC QLD 9726

07 5597 6618

info@blueplatypus.com.au

www.blueplatypus.com.au

