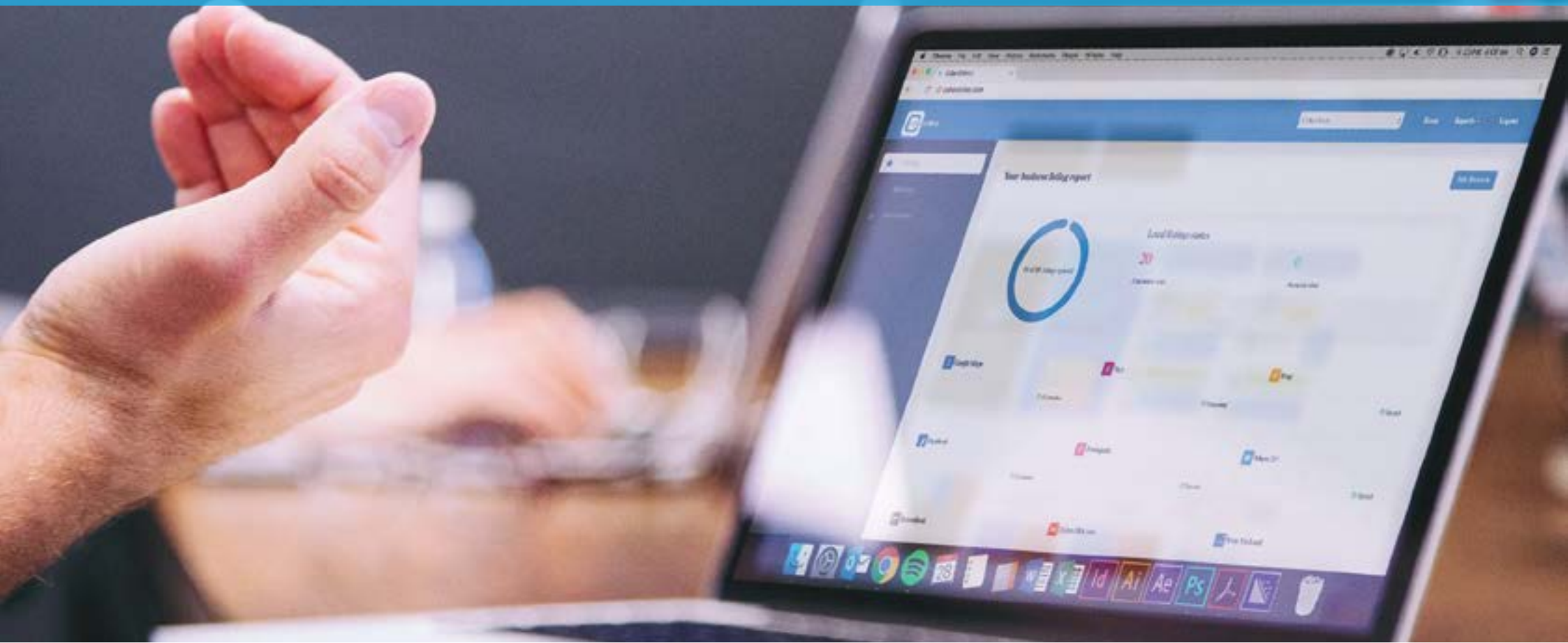




Business Proposal

Making online easy



Google Street View
✓ trusted

10,000+ Happy Customers

Locally Based Team

Contents

Who is Cube Online?	3
Why Cube Online Australia?	4
What is SWAS?	5
Facts to consider about Google Local search	6
How consumers search & businesses are prioritised	7
The Cube Engine	8
Getting you found	10
Reputation Management	12
Saving you time	13
Measuring your return on investment	14
Brands we have worked with and case studies	15
On-boarding process	19
Pricing & referrals	20
Other services	21



Who Is Cube Online?

Cube Online Australia is no ordinary digital marketing and software company – we're pioneering a new online industry offering customers Software With Amazing Service (SWAS).

We're changing the way businesses access software as a service (SaaS) for the better. Most SaaS providers simply subscribe their customers to a platform – it's then up to the customer to figure out the rest. We're different, because we believe software should come with amazing service, access to our digital expertise, and ongoing training and support without the hefty price tag.

Through software with amazing service (SWAS), we can provide businesses with powerful online marketing tools that help them grow their brands and gain the best possible returns – this is our mission.



10,000+ happy customers



Google Trusted Agency



Locally based customer service & tech team



Why Cube Online Australia?



Growth focused:

we are determined to help grow your business by converting online searches into real-life customers.



No lock-in contracts:

our customers stick with us because they see amazing results not because there's a contract in place.



Data-driven:

we provide the facts to our clients, helping them to easily measure their R.O.I.



Amazing customer service:

we provide amazing customer service – something other digital marketing or software companies don't do well .



Digital experts:

we live and breathe all things digital, every single day. We ensure that you are kept up to date with the latest digital trends or industry changes that may impact your business.

So what is SWAS

Our customers have told us that they need inexpensive software with all the bells and whistles to market their businesses, but they also need the expertise of a digital marketing agency – something which is out of reach for many companies due to the high costs and low ROI. So, we've created SWAS.

Cube Online Australia is offering its customers affordable and innovative software plus ongoing training and support and access to our team of digital experts – we believe this is an absolute first in our industry and we're proud to be pioneering a new digital industry helping businesses to succeed.



One on one training sessions with your business to discuss the best practices around requesting reviews including role play. This session will be tailored based on your industry and volume of clients



Access our customer success team at anytime free of charge to review your account, discuss your digital marketing strategy or train any new staff.



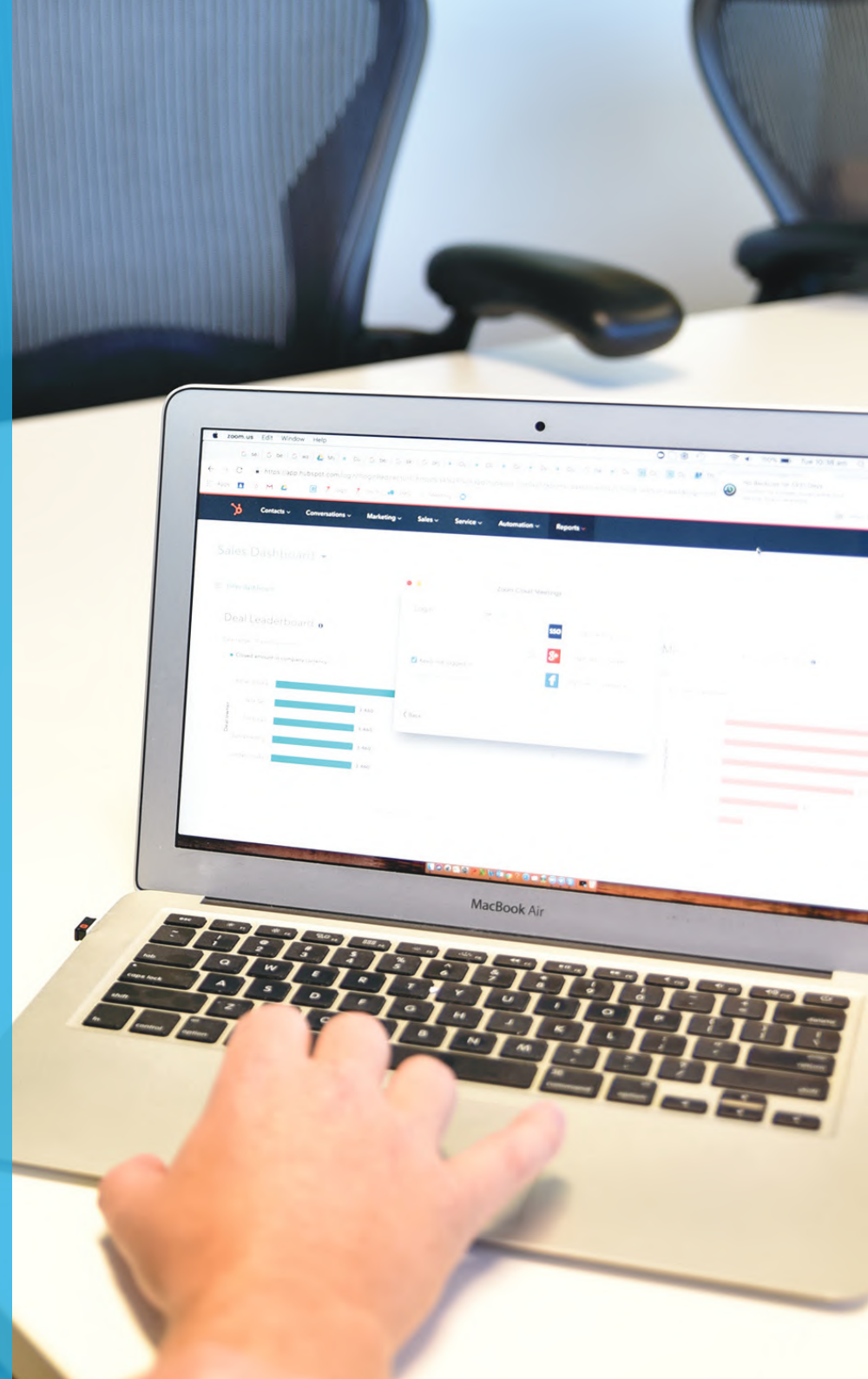
Access to online tools and ongoing content with tips to help you succeed in the new online world



Proactive outbound customer service strategy focused on ensuring all of our clients are creating the best possible return for their business



Monthly reporting that is simple to understand and clearly demonstrates ROI



Fact to consider about Google Local Search

We have helped thousands of clients increase their visibility and conversion rates across Google local search



88% of Google Local searches on a mobile device result in either call or visit to the business within 24 hours.



Google Local Search beats social media by more than 300% as a traffic source.

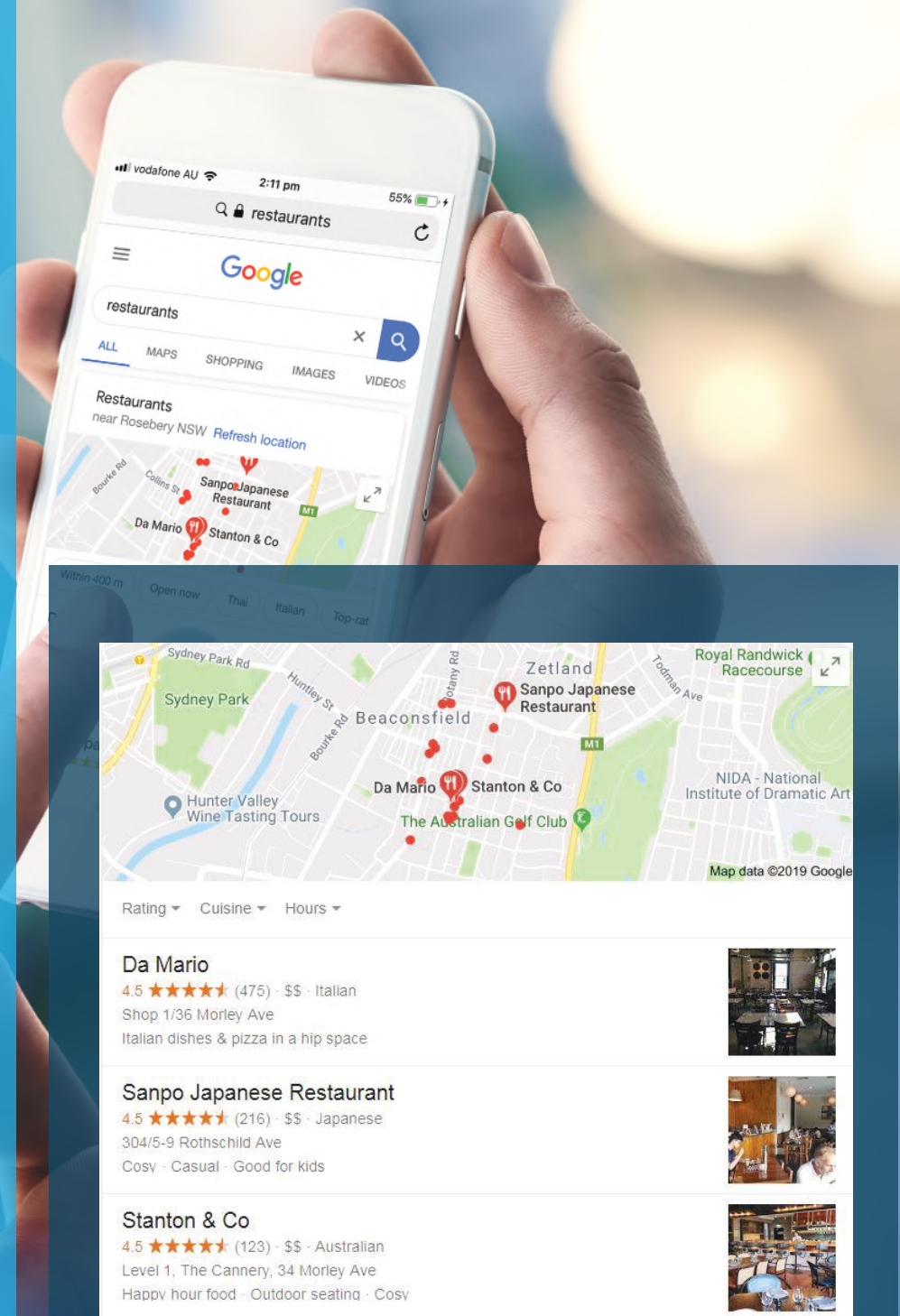


78% of local-mobile searches result in offline purchases.



A consumer is 500% more likely to see your Google Business listing then your website.

The services we provide are focused on putting you in front of as many people as possible that are looking for the service you offer and giving them every reason to choose you instead of your competition.



How Consumers Search

Step One: Consumers search for a product or service online.

50%
Mobile

30%
Desktop

20%
Voice

How Businesses are Prioritised

Step Two: Businesses are prioritised based on four key markers:

- 1 Relevance to the searcher (keywords)
- 2 Trust score based around online reviews
- 3 Prominence and consistency of business information
- 4 Location of business in relation to the searcher.

The Cube Engine



Is a business and reputation management software that is designed to help increase online traffic, convert searchers into customers and save time.



Get you found for all the services you offer in all the suburbs you service.



Manage your entire online presence from one central place.



Generate large volumes and online reviews.



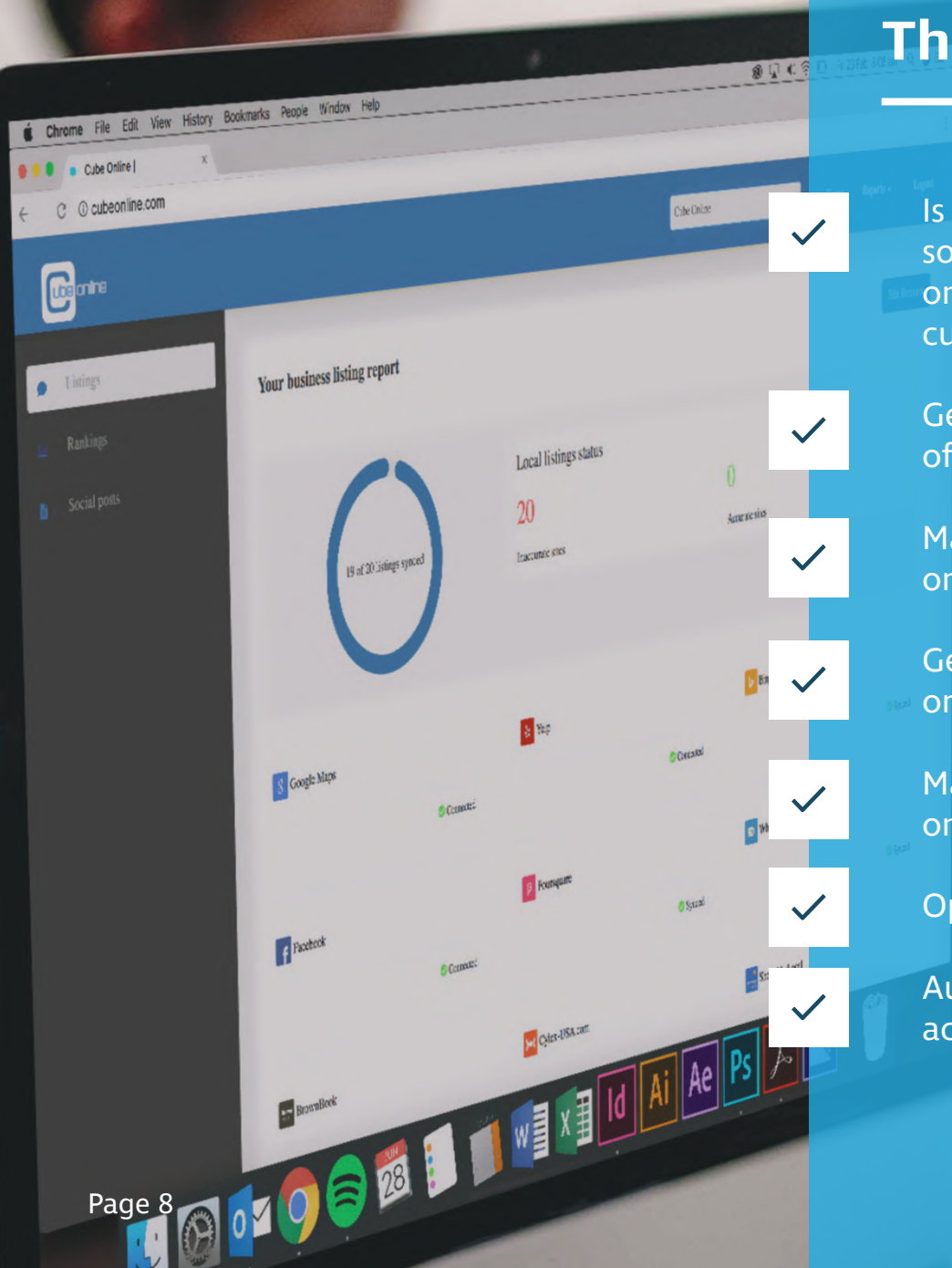
Manage negative feedback online.



Optimise your business for Voice Search.



Automatically share positive reviews across multiple platforms.



The Software Overview



Your Business



Cube Engine



Search Engines



Google
Yahoo
Bing



Social



Facebook
Google+
Instagram



Review sites



Yelp
Foursquare
Tripadvisor



Directories



True Local
Yelp



Voice search



Alexa
Cordona
Hey Siri
OK Google
Apple Pod



Maps



Apple Maps
TomTom



Getting you found

The Set up

You tell us everything you want to get found for.

1

Services

2

Sub categories e.g. Property Management or Teeth Whitening

3

Locations/Service areas

One of our online experts will then write 1,000 character keyword rich description that describes everything you do and the areas you service.

This info is then imported into the Cube engine then your info will be submitted to 20+ major online directories.

The goal of doing this is to start to create the strongest possible association between your brand and those specific keywords.

Getting you found

Ongoing

Search engines use business directories to gauge a business prominence score. So the more quality directories you are listed in the better chance you have of appearing in more searches.

The Challenge

There are over 150,000 online directories.

You can not add yourself into too many directories quickly as you may get penalised for 'gaming'.

Different directories are good for different businesses.

The Solution

We have access to large data to know what directories are important and which are not.

We add you to directories overtime:

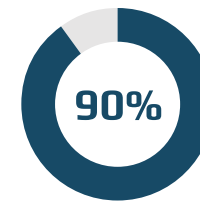


The directories we choose are based on location and industry.

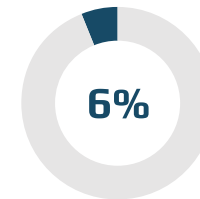
Reputation Management

- ✓ Request reviews on the go via SMS or email through an app.
- ✓ Request reviews individually or upload a data base.
- ✓ Capture negative feedback and manage it offline.
- ✓ Automatically share your positive reviews across social media and onto your website.
- ✓ Access live reporting on your reviews and drive business decisions based on customer feedback.
- ✓ Make people choose you based on reviews.

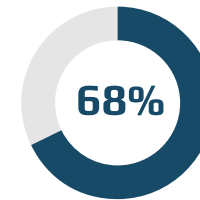
The Facts



of people read online reviews before making a purchase, although only...



of consumers write reviews. The good news is...

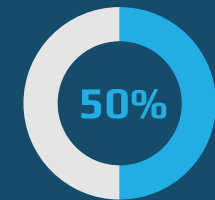


will write a review if prompted and it's easy.



4 out of 5

people reverse their purchasing decision on negative reviews.



If your Google Reviews drop below 4 star you can be automatically filtered out of 50% of searches.

Saving you time

The Cube Engine will allow you to manage your online presence from one place.



Update business information and opening and closing hours across every linked business directory and reviews site with one click.



Respond and monitor social media interactions and online reviews.



Post new images or videos to business directories.



Respond and monitor SMS/email marketing campaigns.



Access monthly reports that show your business' online performance.



Track your ranking across 50 keywords.

Measuring your return on investment (ROI)

The reporting we provide your business is designed to make it easy for you to clearly measure your return on investment.

We ask our clients to judge us based on our ability to increase their visibility and conversion rates.

So what is visibility?

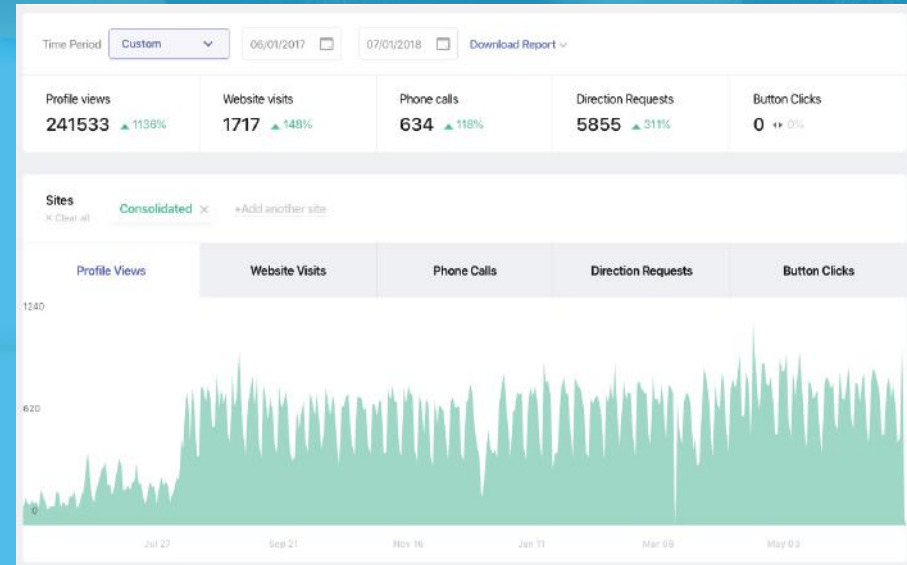
✓ We judge visibility based on a % increase of the following

✓ Total Google Profile views

✓ Visits to your website

✓ Phone calls to your business

✓ Request for directions to your business



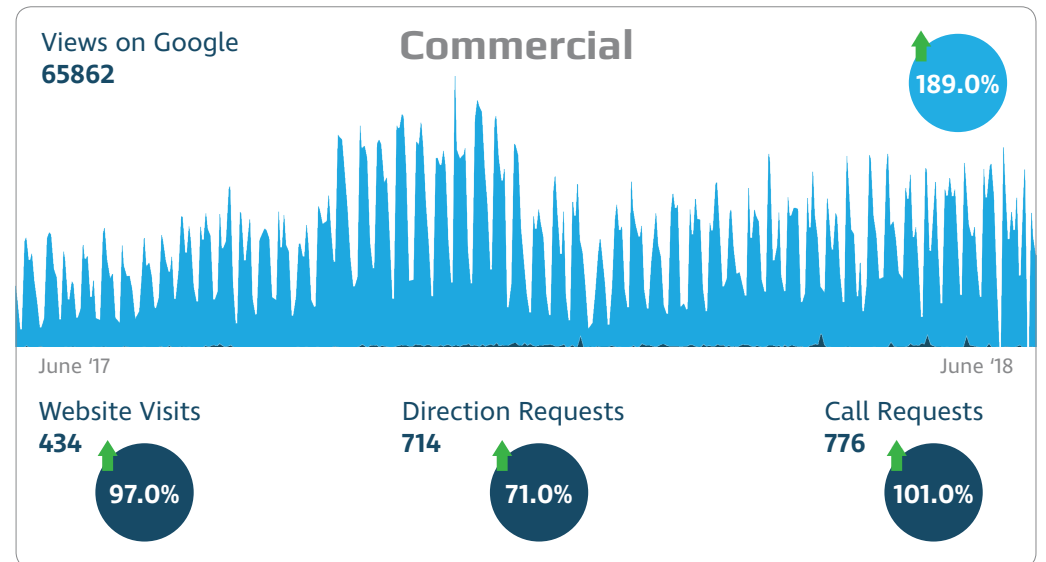
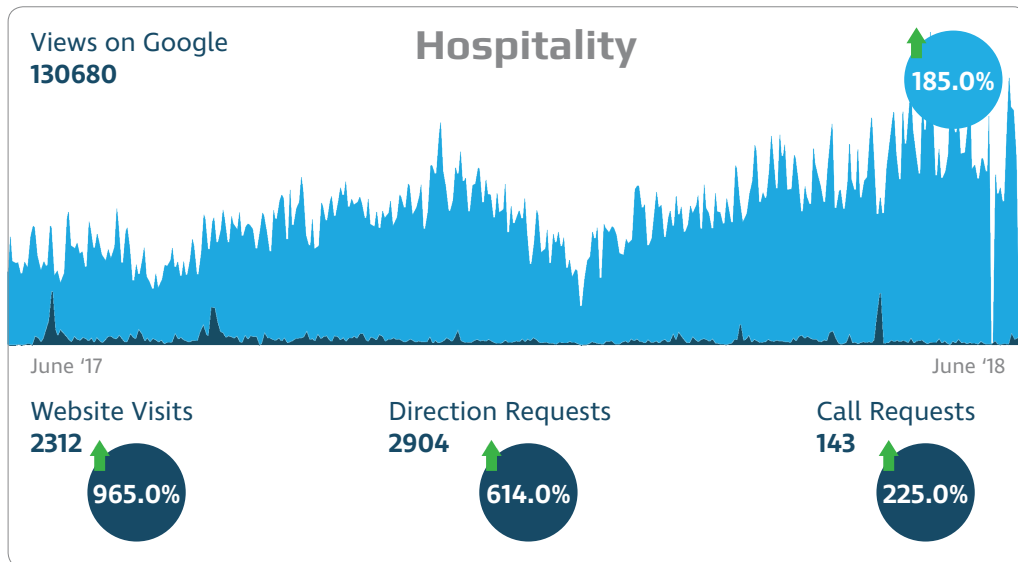
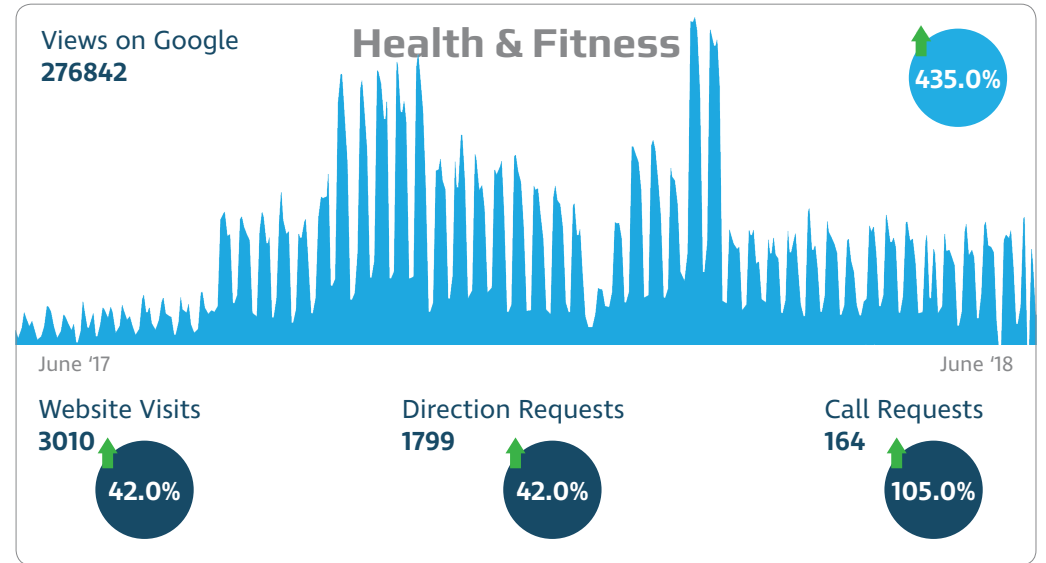
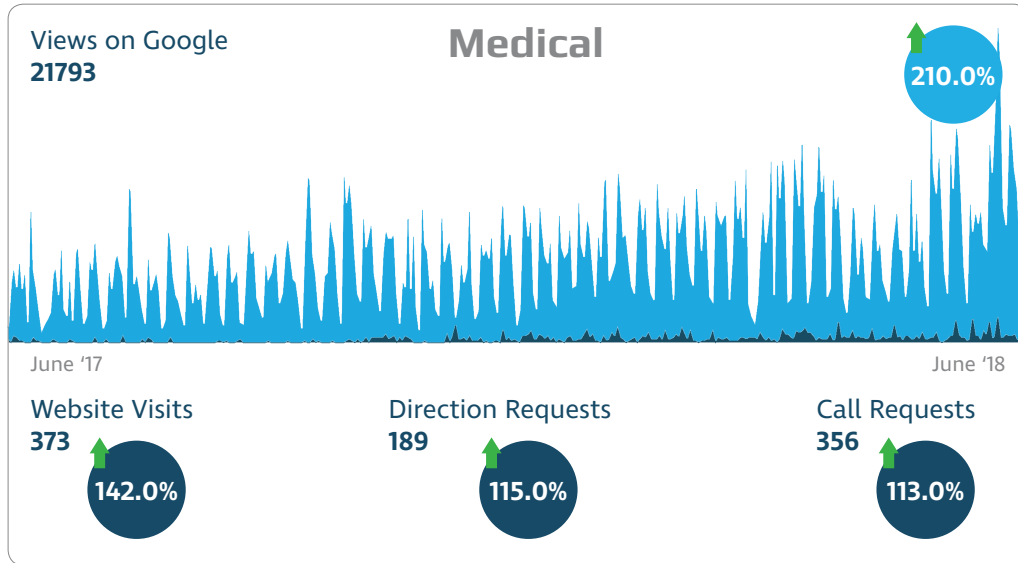
Through Google my business you can only access reporting to a maximum of 90 days. Although through our API into Google my business we can access historical data up to 2 years which allows us to provide your business with year on year reporting. These reports are automatically sent to you or you can log in and see them live at anytime.

Brands we have been lucky enough to work with



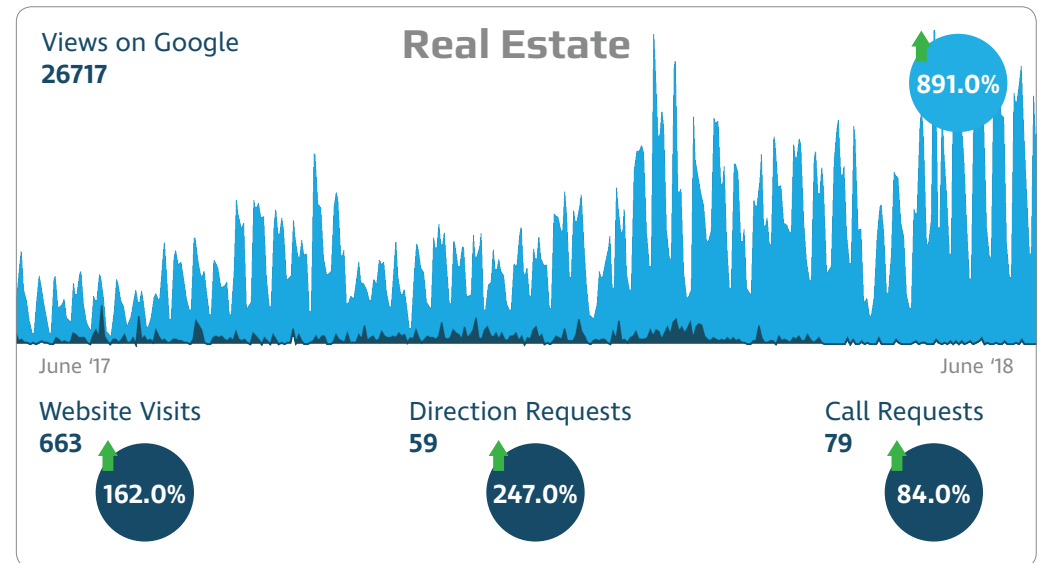
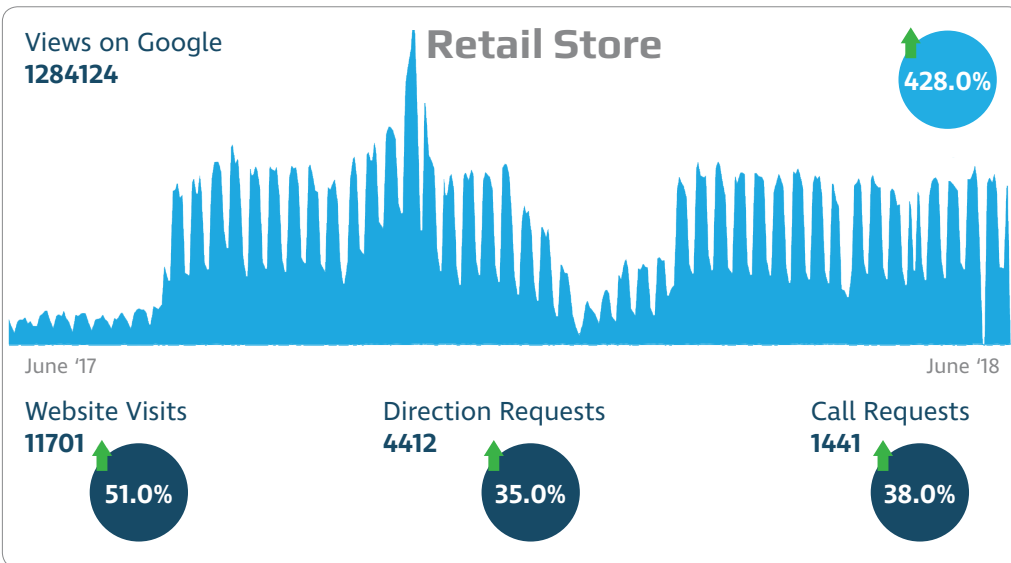
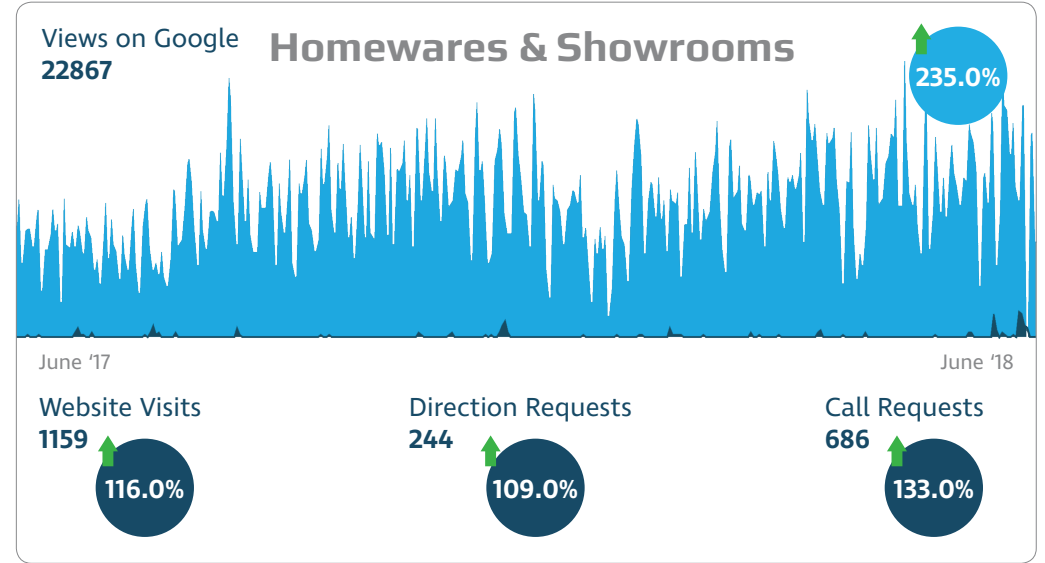
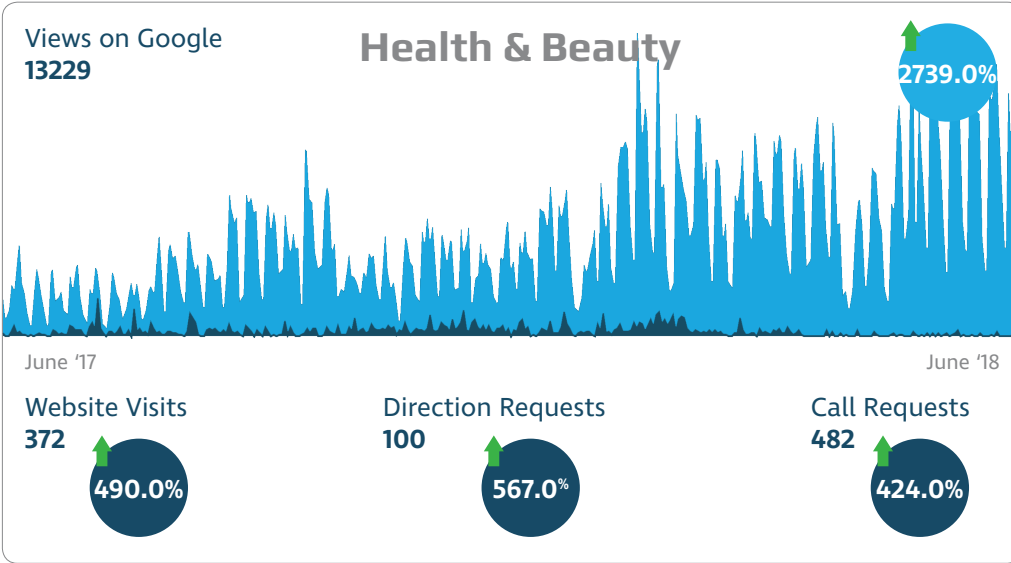
Case Studies

Each of these studies is one of our customer's year on year comparison. For privacy reasons, we cannot disclose the business names.



Case Studies

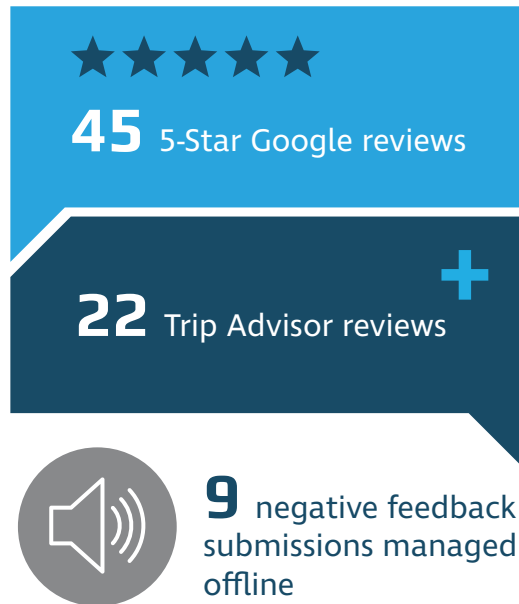
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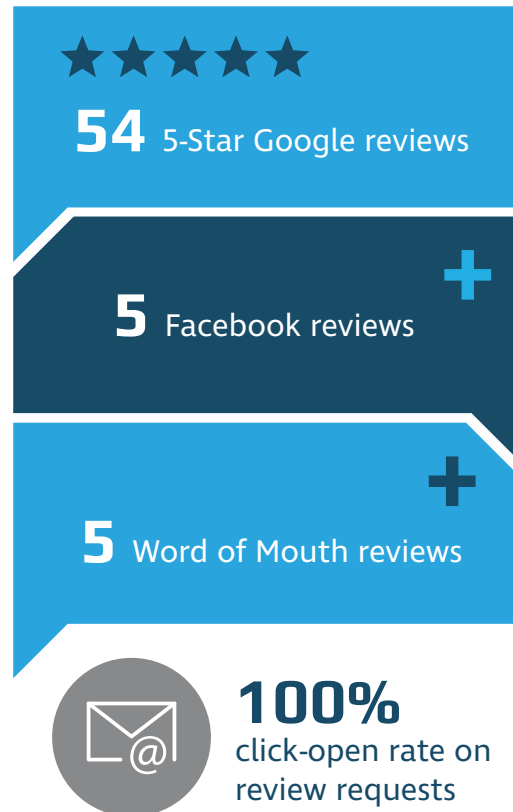
Case Studies

Each of these studies is from one of our customer's initial three month period using the platform. For privacy reasons, we cannot disclose the business names.

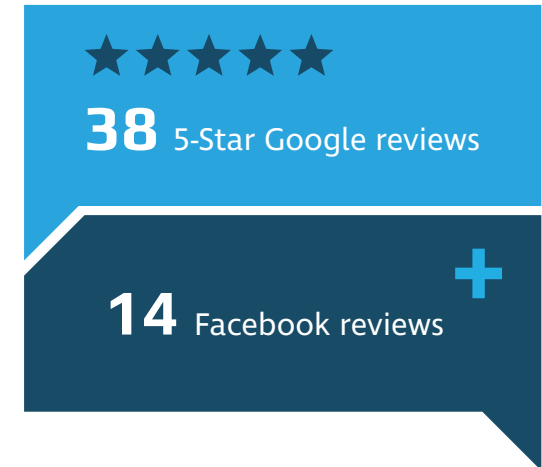
Hospitality



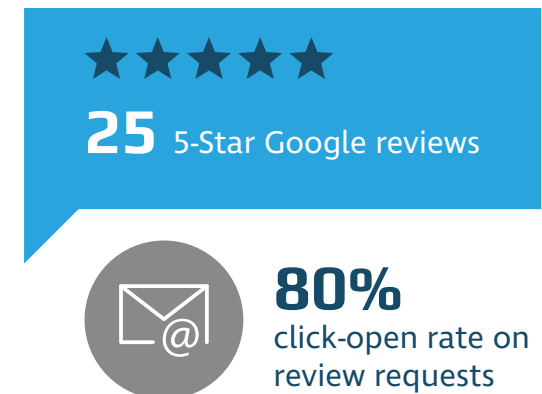
Medical



Real Estate



Commercial



Onboarding Process - what happens

The on-boarding process is a critical part of the service and something our clients take a great deal of value from.

1

We review your keyword rich business description to ensure you are happy with all of your keywords and surrounding suburbs.



2

Connect all relevant profiles (Google, Facebook, Yelp).



3

Set up all relevant automations for your business including social media sharing and website integration.



4

Discuss your strategy around requesting reviews & explain best business practices and role play with you and your staff.



5

Clearly outline the work we planned on your account and type of results your business should expect.



6

Set clear goals for your business to work towards and confirm ongoing communication plan.



Pricing & referrals

Special offer for Ranking Australia



Free Setup, design & training

Normal price: \$600 + GST setup, design & training fee



Discounted monthly rate \$260+GST

Normal price: \$320 + GST per month



200 free texts per month



No lock-in contract



No minimum term

Referrals

We have been lucky enough to receive hundreds of referrals from our clients. Our referral program is our way to say thankyou for any new clients you introduce to us.

How it works is really simple: you provide us with the details of a business you believe could benefit from our services and we will provide you \$100 off your next bill after they join.



Other services

We also provide a wide range of additional services that allows our clients to have all of their digital marketing needs looked after by one company.



Cube Enhance

The ultimate once off SEO solution designed to ensure your business gets the best possible return from its website.



Cube Websites

Custom built High impact Google optimised mobile friendly websites charged at a small monthly cost.



Cube Social

Manage and post to all your social media profiles from one central dashboard.



Cube 360 Google Virtual tours

HD Fully interactive 360 degree virtual of your business.



Cube Chatbot

AI program designed to communicate directly with your customers.



Have a question?

We're here to make online easy.

Get in touch with our
Customer Service Team.

Call **1300 423 618** or email
customerservice@cubeonline.com.au