

gina.digital is a strategic communications agency delivering premium design, brand strategy, websites and online marketing.

gina.digital
strategic communications



We have over **20 years of experience** in design and marketing. Our commitment is to **deliver communications** that are **strategically focused** and **visually powerful** for the **success of your company** and campaign.

strategy

brand strategy (brand **positioning**, brand **naming and differentiation**, brand **architecture**, brand **messaging** and targeting)
business growth
digital strategy
email marketing strategy
customer **engagement**
online selling strategies
emotional-trigger selling
buyer behaviour
media and advertising advice
networking and **sponsorship advice**

online marketing

online marketing strategy
online marketing **campaigns**
ecommerce and online selling
online **listings, directories and digital channels**
online advertising
affiliate marketing
marketing **measurement, review and analysis**

writing

copywriting and editing
websites and blog writing
video **scripts**
newsletters, ebooks and articles
print **advertisements**
brochures, flyers and magazines
newspapers and **newsletters**
campaigns and promotions

design

strategic design
concept design
graphic design and illustration
logo design
corporate identity
brochures and flyers
magazine design
posters and banners
media and **advertising**
books and publications
newsletters and magazines
enewsletters and **ebooks**
direct mail and promotions
tenders and annual reports
strategic plans

photography

staff portraits
head shots
corporate groups
events
interiors and exteriors
work premises
architectural and property
hotels and **hospitality**
products
objects and stock
urban and street
people and **lifestyle**
nature and environment
buildings and infrastructure
corporate **videos**

websites

responsive websites
website design and development
content strategy
content **mapping**
wordpress websites
theme **customisations**
content creation and blogging
ecommerce websites
social media **integration**
google analytics
sitemaps
search engine **optimisation**
management, review and measurement

social media

social media marketing
social media **management**
scheduling and automation
facebook and marketplace
linkedin and twitter
pinterest and **instagram**
google+ and **youtube**
social media **advertising**
measurement, review and analysis

management

project management
campaign management
process **improvement**
project and campaign support
website management
social media **management**
art direction
print management

To book a **consultation** or make an **enquiry**, get in touch today.

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