

What We Do And How

We are a digital management business. What does that mean? It means we help you manage your digital processes so that your business can function effectively in an increasingly digital environment.

You could be mistaken for assuming we are a web design business. After all that is how many view 'digital' – however we are much, much more than that.

In a digital environment there are many different aspects to 'digital' and your business should be looking at how it uses them all – or not. Yes, there are websites, however there is also social media, mobile apps, email, collaboration and communication tools, specialised channels such as YouTube and LinkedIn and blogs. All of this needs to be bought together in a cohesive and integrated manner that enables your people to achieve your desired outcomes.

The single biggest challenge facing any small business within a digital environment is the sheer volume of often conflicting information, along with a lack of time to learn all there is to learn and implement processes.

Through my digital management process I provide you with unbiased advice, I oversee and manage your digital process, I collaborate and align with your information technology and marketing people and I collect the data and provide analysis to inform your decision making. Where I have the capability in areas of content management, training and marketing I provide those services and where I need to bring in external expertise to ensure your needs are met, then I do that also, on your behalf.

Our Process

1. You enquire about my services
2. We meet and obtain an overview of your current digital processes, the issues you observe and the future that you envisage
3. I provide a written summary along with a proposal on how I can help you
4. We agree on my future involvement and set out a plan, with outcomes, timeframes and costs
5. I provide a presentation to your key people, outlining the process, how we all work together and setting out key actions and milestones.
6. I work with your key people to implement the actions agreed upon
7. Together with your key people I collect data as evidence of success
8. I provide feedback to yourself as agreed
9. You use the data collected and analysis to inform future decisions
10. Process is complete when agreed outcomes have been achieved

What Does It Cost?

That does depend upon what it is we agree upon. Different services incur different costs. We do provide a price list guide on our website. This can be viewed at <http://johncoxon.com.au/belowthefold/prices.html>. These prices should be considered as an indication only. Every contract we enter into is fully priced and provided to you as a written proposal. When we bring in third party expertise, this is done only with your knowledge and approval. Third party costs are provided in writing at all times. I don't provide an hourly rate. Each contract is priced with a fixed price and I keep working on that project until the outcomes have been achieved. You will not receive continuous ongoing invoices from me. In this way you always operate within your budget. Third party costs are also priced on a contract by contract basis. Any changes to specification that may alter the costs are agreed upon and approved by yourself prior to invoicing.

Our Guarantee of Success

I guarantee the success of my work or you can ask for a refund any deposits or pre-paid amounts. I offer this because I want to minimise the risk to you. Also I believe in what I am offering. I know that you will receive value greater than the price paid.