



WEB &
DIGITAL

TAKE ADVANTAGE
OF ALL THE INTERNET
HAS TO OFFER.

WE'RE HERE FOR YOU.

GRAPHIC
DESIGN

BUSINESS
PRINTING

LARGE
FORMAT

MARKETING
SERVICES

DIRECT
MAIL

WEB &
DIGITAL



Corporate Design
& Print Solutions

kwikkopy.com.au



**CONNECT WITH
YOUR CUSTOMERS
WHEN THEY'RE
READY FOR BUSINESS.**

WE'RE HERE FOR YOU.

We can provide a professional and effective website that's built around attracting and retaining customers for your business.



CONTENTS

1. Why Kwik Kopy for web & digital?
3. Why you need to build your business online?
5. eCommerce or info sites?
7. Mobile & tablet websites.
9. The advantages of working with Kwik Kopy.
11. The Kwik Kopy process.
13. The Kwik Kopy difference.
15. Client Testimonial.

Why **Kwik Kopy** for web & digital?

At Kwik Kopy, we understand the importance of your website as a marketing tool. So whether you're in the market for a brand new website or you want to revamp your existing one, we can work with you to create a website that improves your business performance and helps you achieve your goals.

Kwik Kopy is focused on developing websites that are designed to deliver real business outcomes.

We understand that the secret behind every successful website is not just the technology used, but whether it is able to effectively reach and engage its target audience.

We're not just about building websites. When you work with Kwik Kopy you're partnering with business owners who understand that a website must also perform, convert site visitors to customers and achieve a return on investment!

FACT: Only 14% of small to medium businesses feel they are taking advantage of everything the Internet has to offer, and yet 65% agree that conducting business online is vital for growth.

*Source: PayPal SME Digital Literacy Research, 2014.



Quality results at an affordable price.

"Kwik Kopy helped us create a website that not only looked good but has really made a connection with our customers. Business is great and we couldn't be happier with the end result."

– Anthony, Owner of Amazon Plant Growers



Why you need to **build your business** online.

In Australia, more and more consumers are searching for what they want online. In fact, 96% have a mobile phone, read their emails every day and research online before making a purchase. Are you realising all the potential benefits the Internet has to offer for your business?

A well designed website helps generate interest in your business and is a great way to engage with your existing customers, as well as attract new ones. In fact, it is the face of your business 24/7.

Make a powerful impression with your website.

At Kwik Kopy, we pride ourselves on building websites that are centred around your objectives and adhere to best practices in lead generation and lead capture.

We understand the power of search engines and the importance of employing techniques throughout the design and build process to maximise your chances of being indexed by popular search engines such as Google and Yahoo.

FACT: 94% of online shoppers surveyed in Australia & New Zealand conduct some form of online research before making a purchase.

*Source: PWC / Frost & Sullivan, Online Shopping Survey 2011 & 2012.



vocalartstudios.com

Victorian Winner and recipient of the \$10,000 Win a Website Competition.

Attract new customers and grow your business.

5 reasons why you need your business to be online.

1. Protect your market share.

Your website adds credibility to your business, allowing you to simultaneously communicate with current customers, new prospects and those who've found you via search engines.

2. Strengthen your brand.

Having an online presence lets you build your brand with customers and prospects and gives them a chance to find out more about your business, your people, products and services.

3. 24/7 business opportunity.

Your website is the face of your business 24 hours a day, 7 days a week. Customers and prospects review your products or service after hours and in the comfort of their own home. Your website is also available to answer your customer's questions when they're unable to reach you.

4. Increase your customer reach.

A website goes a long way to level the playing field between big and small businesses. Whether you're communicating with someone in the same state, or someone in another country, you can be sure they have a consistent representation of your business brand.

5. Tighten up your performance.

By measuring and analysing your website performance, you can adjust your website instantly to capitalise on market trends or combat competitive activity.

Are you missing sales?

- 55% of businesses purchase online.
- 61% of consumers purchase online.
- Only 27% of businesses accept online purchases.

*Source: Australian Bureau of Statistics and the Australian Communications and Media Authority (ACMA).

eCommerce or info site?

The two most common types of websites for businesses are an eCommerce or info site.

eCommerce (shop).

We have website design experts who work with you to deliver a great looking website that makes it easy for your customers to buy from you within a few easy clicks. Our eCommerce Payment gateway makes it simple and secure for customers to complete their purchase as well as seamless backend management for record keeping and reconciliation.

Info.

If you want to compete online you'll need a smart professional website that makes a great first impression and is able to adapt to meet your business needs. A Kwik Kopy website design helps to build your brand, set the standard for your business and engage with prospects and existing customers.

The Content Management System (CMS).

All Kwik Kopy websites include a simple to use, yet powerful, content management system (CMS) for clients to update their website. The content management system is mature, proven and fully supported. With Kwik Kopy every function you could possibly need is built from scratch to work on our platform. This means all elements (such as the shopping cart or email marketing system) are fully integrated and designed to work together. Doing business online with a Kwik Kopy website is both user-friendly and easy. If you're unsure, talk to us about your specific situation and we will find a solution that fits your needs.



thegreyduckling.com.au

New South Wales Winner and recipient of the \$10,000 Win a Website Competition.

Big budget look at a small business price.



A standard info site includes:

- Easy-to-use Content Management System
- Unlimited pages and products
- Blog
- Event calendar
- Newsfeed
- Photo galleries
- Contact page with enquiry form
- Product catalogues (available without shop)
- Banner gallery slideshow
- YouTube and Vimeo video integration
- Google Maps integration
- Social media integration
- Business directory (if required)
- Email marketing and opt-in forms
- Advanced statistics
- Google Analytics and AdSense integration
- Email account set up and email hosting
- Support material
- Free software upgrades
- Unlimited tech support 9am - 5pm Mon-Fri



A standard eCommerce (shop) site includes:

Includes all of the standard features of an INFO SITE plus:

- Simple, safe and secure shopping cart
- Streamlined single page checkout
- Export to Quickbooks and MYOB
- No need for shoppers to register
- Sell items online
- Inventory management
- Full range of product options
- Full range of pricing options
- Multiple payment methods
- Multiple shipping methods
- Easy online refunds and adjustments
- Promotional and voucher codes
- Get smart with your special offers! Our system lets you use a percentage or a fixed dollar discount to products and/or shipping charges.
- Customers can send enquiries directly from each product page straight to your inbox.

Mobile & tablet websites.

The future is mobile and if you truly want to be competitive in today's marketplace then a mobile optimised website is a must. Smartphones have transformed consumer behaviour with a recent Australian survey by Ipsos revealing that 94% of smartphone users have researched a product or service using their device.

This means that if you're not providing a mobile friendly experience for your customers then chances are they'll bounce off your website and head straight to your competitors. Working with Kwik Kopy you'll get an optimised experience that manipulates the presentation of the content based on the visitor's screen size.

Good mobile websites are more than just reformatted versions of a traditional desktop website. It's important that you consider the arrangement and presentation of content, including finger size buttons and links, so the user does not have to type, pull or zoom as well as positioning commonly used content and forms so they are 1 or 2 clicks away.

People expect fast results and businesses with mobile friendly content are favoured because you're giving consumers what they want, according to where and how they are wanting it.

Kwik Kopy can work with you to ensure your website is successfully optimised for mobile so that you are capturing the attention of busy customers on the move.

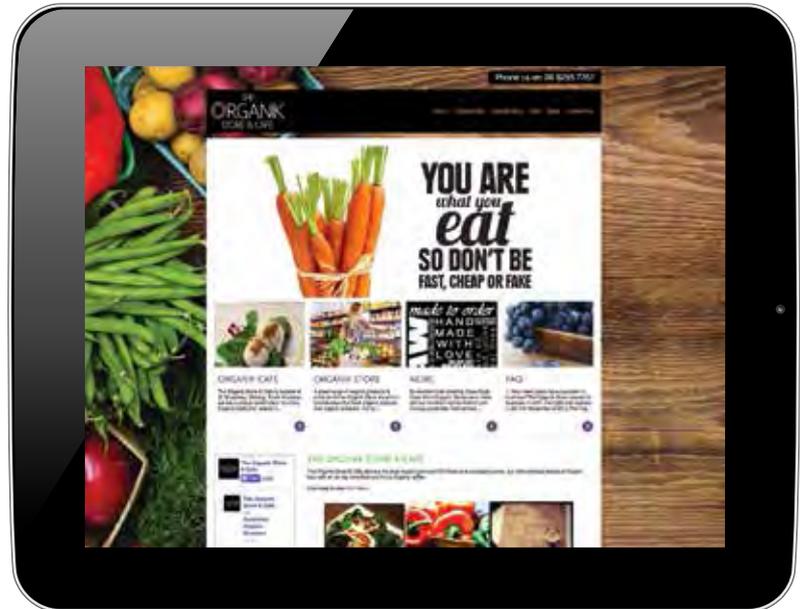
FACT: During 2013, 27% of Australian adults conducted one or more buying, selling or shopping activity online via their mobile phone.

Source: Commonwealth of Australia (Australian Communications and Media Authority) 2014.



Reach customers on the go.

By 2018 estimated smartphone penetration will be 93% and estimated tablet penetration will be 80%.



Source: www.digitalpulse.pwc.com

Advantages of working with Kwik Kopy.

At Kwik Kopy, we understand business and have been servicing organisations of all sizes for more than 30 years. Business customers need a supplier that is:

Multi-skilled and resourced.

From simple to comprehensive website solutions, we have the tools, knowledge and a network of more than 100 Centres throughout Australia behind us.

Scaled solution.

If you're just starting out, but like us you've got bright plans for the future, we can provide you with a scalable solution that can grow with you.

You are in control.

A Kwik Kopy website also includes a Content Management System (CMS) so you can make changes to your site without the need for a designer or IT person. Whether you're in the office, at home or travelling abroad, you can securely access, edit and analyse your website from any desktop computer with an internet connection.

Tech knowledge not required.

Technical skills are not necessary for you to get great results from your website. At the end of the day a website only works if it delivers on your objectives; let us worry about the technical aspects whilst you get on with your business.

Ongoing support.

From rapid response to simple questions, If you need advice or support, we're here for you anytime on a weekday between 9am and 5pm at an Australian call centre.

Service is everything.

We've built a solid reputation on great relationships with our clients. We make sure we live up to that reputation every day.



parkinsonssa.org.au

South Australia Winner and recipient of the \$10,000 Win a Website Competition.

Professional, reliable business partners.



"What I liked about dealing with Kwik Kopy is that they listened to me, understood me and gave me a website I couldn't be happier with. The whole process took two weeks.

If I knew then what I know now, I'd say talk to Kwik Kopy, they have something for everyone."

Charlie Simson
Business Owner

ampliarcoaching

ampliarcoaching.com.au

The Kwik Kopy Process.



At Kwik Kopy, we work with you to design and create a website suited to your exact business needs. The entire process is consultative where we take time to fully understand your goals and challenges to design a website that delivers a ROI for your business.

The three main areas SMEs wish to improve their online knowledge are:

- Developing a web presence (30%).
- Utilising cloud based solutions (25%).
- Accepting payments through websites (19%).

Source: Commonwealth of Australia (Australian Communications and Media Authority) 2014.

Planning for success.

STEP
1

Brief & Consultation

We get a feel for what you need and your objectives, working with you to compose the online design brief.

STEP
2

Site Structure & Project Plan

We prepare a site structure so you can see how the elements are organised and an indicative timing plan for you to agree on the length of the project before we get started.

STEP
3

Website Design

Once you're happy with the structure and timings we'll get into designing the homepage, the front door of your online business.

STEP
4

Website Build

Upon approval of the design we will build each page of the site structure ready for the content.

STEP
5

Content Creation & Upload

We can brief our copywriters on the content for the entire site, or if you prefer you can write it yourself and upload it via the CMS in your own time.

STEP
6

Proofing, Testing & Go Live

This is the final stage, proofing each page for accuracy and testing that the functionality of the site works as it is intended. Then you can go LIVE!

What makes Kwik Kopy different?

We're real people who care about improving your business and helping you increase your exposure, leads and profits through your website.

We are committed to helping you:

- Increase your inbound leads.
- Generate interest in your products and services.
- Get more quality, targeted traffic.
- Tap into new markets, and
- Stay ahead of the competition.



Ongoing support.

At Kwik Kopy, we want to make sure we support you every step of the way. So for a monthly ongoing fee you can have peace of mind knowing you're covered for:

- Software upgrades.
- Secure hosting (to keep your business safe from hacking and data being exposed).
- Keeping in trend - the online world moves quickly and websites tend to age with time, every 12 months we can optimise your site to ensure that it keeps in line with the changing pace of technology.
- Technical support - we have a dedicated team of technical professionals to answer any questions or work with you on customised solutions.
- 24 hour server (monitored and hosted in Australia).

We work towards your objectives of success.

Added value.

With our expert design team and marketing expertise, your website will be in good hands and as your business grows, we are here for you with extra features available to help take your website to the next level. Add-ons may include, for example:

- Email marketing
- Shopping carts
- Social media
- Online videos
- Newsletters and newsfeeds
- Customer database
- Analytics

Next steps...

Once your new website goes live, the journey doesn't stop there. The best way to attract site visitors is to actively promote your website and brand. Kwik Kopy is a complete marketing services provider and can help you start planning before your launch to help maximise your return on investment. We have a range of print and online marketing and promotional solutions that can help you get the traffic you need to your website fast!

- Email marketing
- Database marketing
- Email signature
- Build a social media presence
- Google AdWords campaign
- Business logo
- Stickers
- Banners and signage
- Bulk mailers
- Business cards and stationery
- Brochures

FACT: 67% of online searches are driven by printed marketing.

Source: Ipsos.

Client Testimonial.



amazon **plant** growers



"I looked to Kwik Kopy when I needed to update my website. They have a good understanding of what our business needs and where our business can go."

Anthony, Owner of Amazon Plant Growers.



Anthony's story...

Situation: Amazon Plant Growers needed to update and grow their online business.

Task: Amazon Plant Growers approached Kwik Kopy to redesign and build their new website. Not only did they need a more engaging website, they wanted the flexibility to update their site regularly and also the ability to create a database they could market to.

Action: Kwik Kopy designed Amazon Plant Growers' new website, with the inclusion of an easy to manage CMS as well as touchpoints allowing potential customers the ability to sign up for a newsletter and/or to contact them for more information. The process took 6 weeks for the new site to go live!

Results: "Kwik Kopy looked after the whole process and has always delivered on time and within budget. We're now attracting the audience (and profits) we wanted!" – Anthony, Owner of Amazon Plant Growers.

Kwik Kopy has a long and thorough track record of successfully meeting the needs of small to medium businesses. If you like what we did for Anthony's business and are keen to get online for the first time or improve your existing website, contact us today for a free website consultation.



Corporate Design
& Print Solutions

GRAPHIC
DESIGN

BUSINESS
PRINTING

LARGE
FORMAT

MARKETING
SERVICES

DIRECT
MAIL

WEB &
DIGITAL