

Cyberkite Services

Marketing & Website Support

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- This guide outlines in detail the reasons when and why it's time to improve your Marketing IT setups for your marketing tools and websites.
- **Note:** This live guide is best viewed on a computer but ok on mobile devices. If you are viewing it on the phone and need to zoom in install the free Google Docs app on: [Apple store](#) or [Android Store](#)
- **Learn more** about our Marketing & Website Support services here: cyberkite.com.au/#marketing

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Introduction

What are common issues that small businesses experience when setting up or improving their marketing tools and website?

Small businesses often face challenges when setting up or improving their marketing tools and website. Here are some common issues:

- **Limited budget and resources:** Small businesses may not have the financial resources to hire professional marketers or web developers. This can make it difficult to create a high-quality website and marketing campaigns.
- **Lack of marketing expertise:** Even if they have the budget, small businesses may not have the in-house expertise to develop and execute a successful marketing strategy.
- **Not knowing their target audience:** It's crucial for small businesses to understand their target audience in order to create marketing materials that resonate. Without a clear understanding of their ideal customer, it can be difficult to attract new leads and convert them into paying customers.
- **Keeping the website up-to-date:** Websites need to be regularly updated with fresh content and new information. This can be time-consuming for small businesses that are already strapped for resources.
- **Measuring marketing results:** It's important to track the results of marketing campaigns in order to see what's working and what's not. However, small businesses may not have the time or expertise to properly track and analyse their marketing data.

Common Issues with marketing tools configurations:

- **Your Google Maps business listing(s)** - you're struggling getting the setup properly or are unable to access it. It's important to optimise this, as it's useless without optimising it.
- **Bing Search Business listing(s)** - you're struggling getting the setup properly or are unable to access it. It's important to optimise this, as it's useless without optimising it.
- You not sure how to setup Google Search Console or Bing Search Console and submit your URL to major search engines.
- You need to configure Google ads
- You may need to configure Google AdSense
- You may need to configure Google Analytics
- If I need to configure Google Merchant Center
- You may need to configure Google Marketing Tools
-

Common issues with social media configurations:

1. **LinkedIn** - you are unsure how to set up a Company profile or spruce up your LinkedIn profile to look professional and relevant. Or you're struggling with all the unnecessary notifications and other annoying aspects of LinkedIn. You need help getting setup on Sales Navigator.
2. **Facebook** - you aren't sure how to set up Facebook personal & company profiles and set it up to be usable. You're trying to get specific things sorted but Facebook Support is useless. There are useful tools on Facebook but you are lost.
3. **Instagram or TikTok** - you aren't sure how to get set up on these social platforms to represent yourself and the company and get it setup properly. You may also need help on how to use it for business.
4. **X / Twitter** - you need assistance in creating a company Twitter account and get that properly configured. You need training on how to use it for business.
5. **YouTube** - you need help getting that setup for business use and the best way to manage your personal and business presence. Settings are confusing.
6. **Choosing & setting up the right apps for marketing & sales** - you need help selecting and setting up basically a CRM (Customer Relationship Management) software or Social Media manager to manage all your social media posts in one place. You need guidance on selection and basic setup of all sorts of marketing & sales software.
7. **Devices for Marketing** - you have slow or inoperative computers and mobile devices that keep freezing, getting infected with viruses and don't have the right software to get your marketing accessible and usable. You need help selecting the right marketing hardware for video conferencing, live streaming, etc.

Common Issues with Website setup and improvements

- Your own website - you want your own website but don't have the budget for a professional website created and maintained. Cost of using marketing companies could range from \$1000 AUD or higher.
- You aren't sure which website design platform service to use. There are many and they have their flavours and positives and negatives.
- You're not sure what visual design will work for your website
- You need to setup a blog either on the website or in a choice of external blogging platform that best suits your budget and needs.
- You need to workout tools and setups for ecommerce (selling products)
- You need to workout how to have booking center or other appointment booking related settings and choice of booking platform that best suits your budget and features required.
- You need to create a company logo but unsure how to.
- It's difficult to workout how to set it up the core website settings including: Domain Name (for website address and office suite), SSL, DNS Zone Entries, and other setups required to make it work.

- You not sure how to setup or link Email to the website (on Google Workspace or Microsoft 365).

Suffice it to say setting up marketing tools, social media and website is a pretty hard process that isn't easy when you're planning to learn to self manage.

Why use Cyberkite to help with your marketing & website?

Enhance your small business's online presence with Cyberkite's IT Support for Marketing & Website setups.

Here's why we're the preferred choice for those managing their own marketing and social media:

- **Cost-Effective Solutions:** Opt for budget-friendly IT consulting & support from Cyberkite, saving you from the high costs of traditional marketing companies that typically charge \$1000 to \$3000 and beyond!
- **Online Presence is Vital:** Even with a limited budget, having an online presence is crucial. Cyberkite offers an affordable way to get help to set up your website, marketing tools, and social media, ensuring you don't miss out on potential customers, especially considering that 82% of Aussies shop online ([2023 Shop Assoc Stats](#))
- **Retain Control:** Unlike other marketing companies, we empower you with control over your marketing. We assist in the setup, and you remain in charge, ensuring you always have access to your marketing and social media.
- **Flexible Payment:** Pay for support time as needed. We assist in purchasing or setting up your marketing and social media, providing documentation for future reference. Invoicing can be done per session or weekly based on our service rates.
- **Technical Support Bridge:** Cyberkite serves as a technical support liaison between you and marketing companies. When you're ready to hire a marketing company, we facilitate the process by gathering technical details and assisting on the back end, simplifying the creation of your marketing and website.
- **Save thousands** by opting for Cyberkite IT Support for marketing & website setups. We handle the IT aspects, empowering you to self-manage the marketing end.

Ready to enhance your online presence? Book Marketing & Website support here:
cyberkite.com.au/marketing

Service: Marketing IT Support

Types of Marketing IT Support

1. Google My Business (GMB) and Bing setup and support
2. LinkedIn setup and support for profiles & settings
3. LinkedIn Sales Navigator setup, support & advice.
4. Facebook setup & support of personal and company or brand profiles.
5. Instagram or TikTok setup & support
6. Twitter setup & support
7. YouTube setup & support.
8. XERO or Quickbooks IT support (because it can take very long to get support from XERO)
9. Most other marketing & sales apps setup & support. Where we can't help we will refer you to a specialist.
10. Google Ads and other ads platforms such as Facebook setup and support

Book Marketing & Website support here: cyberkite.com.au/marketing

Why will IT Marketing Support be useful?

Save thousands of dollars on Marketing companies and book one of our IT professionals to setup apps and hardware to help you get setup with marketing and social media apps & services. Request a quote if you need something specific.

Book Marketing & Website support here: cyberkite.com.au/marketing

Limitations of our Marketing IT Support

- We do not manage your day-to-day marketing. We just set up & support.
- We do not provide extensive marketing strategies to get the best results. We provide basic marketing advice and we focus on helping you in the IT side of things to make sure it's working as it should.
- If we cannot fix or set up something we'll refer you to a specialist.

Service: Website IT Support

Website domain name registrar:

We offer IT support and work with our partner domain name registrar to assist you to connect the domain name to your website and link it with your office suite of choice such as Microsoft 365 or Google Workspace (formerly G Suite).

Types of website IT Support

1. Wix setup and support
2. Weebly (by Square) setup & support & Square Free e-Commerce Site
3. Shopify setup & support
4. Google Sites setup & support
5. Squarespace setup & support
6. Appointment Apps setup & support and linking with your Microsoft 365 or Google Workspace calendar.
7. Basic assistance in linking app marketplace apps within those website design platforms as mentioned above.
8. Visual apps and services advice and setup so you can create your own content including how to use Canva.
9. Domain Name, SSL and other IT tasks such as setting up email server on Microsoft 365 & Google Workspace.

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Why will website IT support be useful?

- Often Website hosting companies are difficult to deal with and have their support teams based overseas.
- Often Website design companies charge a lot of money to provide ongoing support when you just need a short help session on the IT side and you can look after the rest.

- The only thing we can't help is website design and webpage coding / SEO such as in WordPress. But if you ask us we may be able to provide tips and hints and assist you to add SEO words in SEO settings after a website developer provides them to you. It depends on the website design app - we specialise in Wix and Shopify.
- Other providers often charge a lot of money to provide the basic IT support on a website.

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Limitations to Website IT Support

- We don't support WordPress as the platform is mostly used by professional digital marketing companies and requires their expertise.
- We also aren't programmers or web developers so we don't support offline web design software eg: Adobe Dreamweaver as these require the expertise of specialists and is not designed to manage it on one's own.
- Our digital marketing IT support services aim to support your own website creation & management or assist you in liaising with digital marketing companies on the IT side.
- We provide IT support for you to get basic things setup (except content & artwork creation) for web design platforms that are designed for self service such as Wix, Shopify, Weebly (by Square), Free Square e-Commerce Site, Google Sites, Squarespace.

Why upgrade IT for Marketing & Websites?

- You're wasting less time trying to fiddle with something you're not that experienced in while you could be focusing on your own business. Let Cyberkite do it for you or at least do the difficult bits
- You could tap into the knowledge resource of Cyberkite in how to make your marketing and website more effective to your customers.
- Lack of effective and simple marketing can be difficult to communicate to clients. Although we do not cover the strategy and wording as such, but we can provide you with a lot of tips on how to make it more effective.
- Over 60% of Australians use a mobile phone, so why not tap into that power of digital marketing and website to reach your customers better and speed up your processes.

Contact Cyberkite

- **Contact** us for to request a quote or questions: cyberkite.com.au/#contact
- **Learn** more about our solutions: cyberkite.com.au/#solutions
- **Book** a complementary **Discovery Call** to discuss your needs: cyberkite.com.au/#book

Our Services

- Learn more about IT Support: cyberkite.com.au/#support

- Learn more about **Cybersecurity Services**: cyberkite.com.au/#cybersecurity
- Learn more about **Marketing & Website Support**: cyberkite.com.au/#marketing
- Learn more about **Innovation Consulting**: cyberkite.com.au/#consulting

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