



# Capability Overview

[www.xen.com.au](http://www.xen.com.au)





**Setting Your Strategic Direction**

# Digital Strategy

---

XEN works with sales and marketing teams in IT Services and B2B technology companies to deliver strategy, implement marketing technology and drive business growth through digital marketing and lead generation campaigns.

# Building better marketing



## Strategy

Working with you to review, formulate and plan your digital marketing strategy.



## Implementation

Executing your digital marketing plan with efficient, effective and experienced digital specialists.



# Digital Strategy & Discovery

---

XEN works with you to prepare your digital strategy. Includes:

At the start of our engagement we work with your key stakeholders to formulate your complete digital strategy.

Based on years of experience with hundreds of businesses we guide you through setting realistic goals, performing research and mapping out your campaigns for the year ahead.

- Business goals analysis and KPIs
- Audiences, personas and targeting
- Research (competitors and keywords)
- Campaign and content strategy
- Digital and social channels plan
- Paid advertising strategy



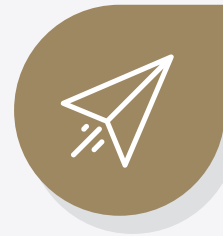
# Digital Ecosystem

End-to-End Delivery of Digital Marketing



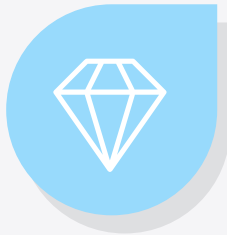
## Strategic Direction

Understanding and agreeing on digital goals for your business, including KPIs, audiences, differentiation and targeting



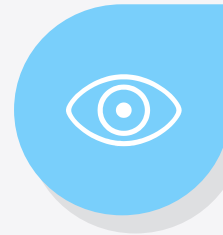
## Technical Implementation

Expert implementation of your marketing technology stack including HubSpot, Google, website, social and paid advertising platforms



## Content Strategy

Detailed research, content planning and campaign implementation



## Realtime Reporting

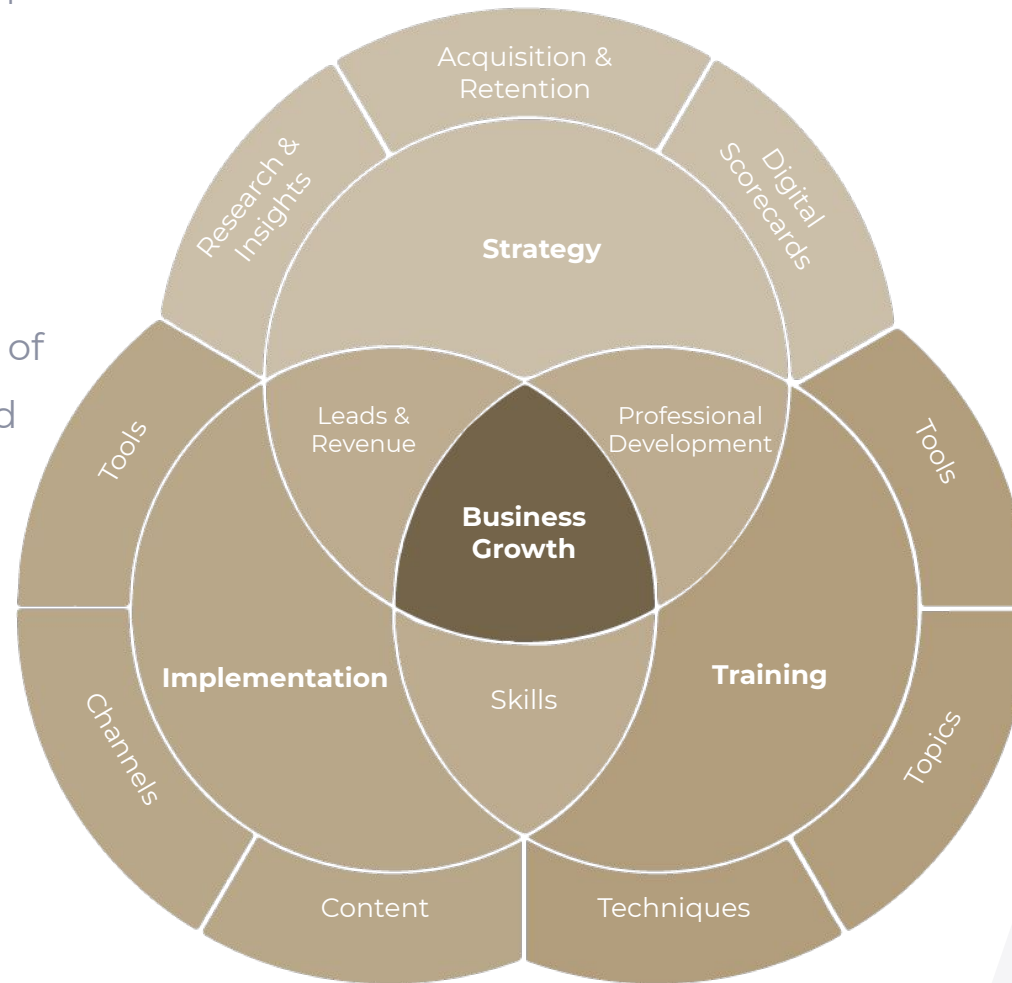
Reporting and insights for stakeholders and practitioners, including management dashboards, analytics reports and insights reviews

# Growth Model

The XEN Business Growth System

Each engagement is tailored (and regularly reviewed) to provide you with the right mix of **Strategy**, **Implementation** and **Training** to drive maximum business growth.

[Watch a video overview](#) of the XEN Growth Model.





# The XEN System

Overview of the XEN System for Driving Business Growth

## Strategy and Insights

## Training and Consulting

Strategy and Insights				
Training and Consulting				
Web Site	Reporting	Traffic	Leads	Nurture
<ul style="list-style-type: none"><li>❑ Design</li><li>❑ Develop</li><li>❑ Implement</li><li>❑ Optimise (SEO)</li><li>❑ Redirects</li><li>❑ Management</li></ul>	<ul style="list-style-type: none"><li>❑ Tracking</li><li>❑ CRM + HubSpot</li><li>❑ GTM + GA + GSC*</li><li>❑ GMB</li><li>❑ Dashboards + GDS</li><li>❑ SEO Audit</li><li>❑ Social Audit</li></ul>	<ul style="list-style-type: none"><li>❑ Content</li><li>❑ SEO (incl Outreach)</li><li>❑ Google Ads &amp; Bing Ads</li><li>❑ Facebook &amp; Instagram</li><li>❑ Twitter</li><li>❑ LinkedIn</li><li>❑ Pinterest</li></ul>	<ul style="list-style-type: none"><li>❑ CTAs</li><li>❑ Landing Pages</li><li>❑ Ebooks</li><li>❑ Lead Flows</li><li>❑ Bots and chatbots</li></ul>	<ul style="list-style-type: none"><li>❑ Lists and Segmentation</li><li>❑ Workflows</li><li>❑ Emails</li><li>❑ Remarketing</li><li>❑ Customer Onboarding</li></ul>
FIXED PRICE	MONTHLY RECURRING			

\*Google (**GTM** = Google Tag Manager, **GA**= Google Analytics, **GSC** = Google Search Console, **GMB** = Google My Business, **GDS** = Google Data Studio)  
Advertising platforms (Google Ads, BingAds, Facebook & Instagram, LinkedIn, Twitter, Pinterest)

# Annual Marketing Review

Strategic and Tactical Planning for the Year Ahead



## Business Goals

Review your overall business and marketing goals for the year



## Audiences

Review audiences (personas) and general targeting  
Are there new audiences you wish to reach?



## Channels

Which channels will we increase focus on?  
Which will we reduce?  
Which will we test and measure?



## Funnel Analysis

Review your contact lifecycle stages  
Which stages need help?  
Where is your marketing problem?



## Content Strategy

Are there new topics to research and target?  
Are there new formats to create and test?



## Campaigns

What are the high level campaigns you have earmarked for the year?

[Read more online](#)



# Core Services

XEN is Your Digital Marketing Partner



## Strategy

Set your digital strategic direction



## Personas

Audience research and targeting



## Lead Generation

Business growth campaigns



## Lead Nurturing

Segmenting, scoring & expanding



## Reporting & Insights

Dashboards & Management ROI



## Websites

Design and development



## Implementation

HubSpot Strategy and Execution



## SEO

Content Strategy and Optimisation



## Paid advertising

Google Ads & Paid Social



## Social

Social media management

# Premium Offerings

Trusted Advisory



## Digital Advisor

Consider us your digital marketing advisor. We're on call when you have questions about strategy, implementation and reporting.



## Training

XEN provides training across all areas of the digital marketing journey including Strategy, SEO, Analytics, HubSpot, Google Ads, LinkedIn & Facebook advertising.



## Consulting

XEN provides tailored consulting services to larger corporates. Typical examples include in-depth analysis projects and management board reports.



# Client Results: LG Energy

Global Technology Leader

## Markus Lambert

National Manager, Solar Sales

LG

<https://lgenergy.com.au/>



## Strategy + Lead Generation

*"We initially engaged XEN to assist LG Solar & Energy to improve our lgenergy website SEO, however the project quickly grew to include strategy across paid and social channels as well, with a focus on driving leads.*

*With the site now providing more than 1200 new leads per month, the project has been a great success. **It has been a vital part of our 35% sales growth , compared to last year.***

*We've been impressed with XEN's combination of strategic, technical and implementation skills, and have now introduced them into other divisions across LG."*



# Our Clients

Trusted by Leading Australian Companies





# Our Clients

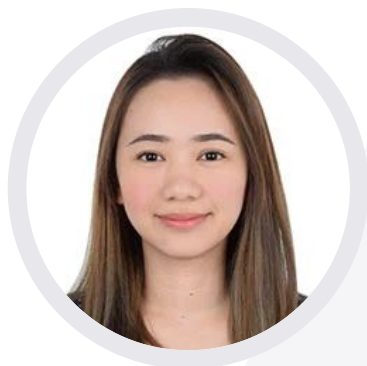
Trusted by Leading Australian Technology Companies



# XEN

## Key People

---



# Certified Expertise

Demonstrated Technical Experience



## HubSpot Gold Partner

XEN has been a HubSpot Partner since 2012 and a Gold Partner since 2016. XEN is one of the most HubSpot exam certified agencies in Asia Pacific.



## Google Partner

XEN has been a Google Partner since 2010, working with the full suite of Google tools including certification in Google Ads.



## Databox Premier Partner

XEN has attained the highest level of the Databox partner program, demonstrating expertise in all aspects of their reporting and dashboarding platform.

# Technical Specialists

An End to Buyer's Remorse

- Since 2009
- Founder is a Software Engineer and former corporate CTO
- Australia's Most Certified HubSpot Agency
- Asia-Pacific's Leading HubSpot Podcast
- End-to-end Marketing Technology Experience
- 2000+ leads generated for our clients every month

39

HubSpot Certifications

10

Years of Leads



# HubShots Podcast

APAC's #1 HubSpot focussed podcast



## HubShots

**APAC's #1 HubSpot Focussed podcast**

Recommended by **Brian Halligan** (CEO of HubSpot)

More than **200 episodes** over the last 4 years



### Industry Trends

A look at the trends, challenges and tactics that leading marketing managers and sales professionals are encountering.



### Growth Tactics

We share our real-world experiences using HubSpot and Inbound Marketing strategies. Complete with our mistakes and learnings!



### HubSpot Tips & Tricks

Tips for using key HubSpot functionality, covering Marketing Hub, Sales Hub and Service Hub.



### HubSpot Features

We dive into the latest HubSpot features, highlighting what we like, plus gotchas to avoid.

# Client Results: Maestrano

Global B2B Technology Leader

## Malcolm Macnaughtan

Global VP Sales

Maestrano

<https://maestrano.com/>



## Strategy + HubSpot

*"We selected XEN from a collection of agencies when we were redesigning the Maestrano.com site and scaling up our digital marketing efforts. **XEN provided great advice on strategy and also managed the site redesign plus HubSpot rollout.**"*

*"The project was a big success and we continue to rely on XEN for expert advice and assistance. Aside from strength at strategy, we've been impressed with XEN's comprehensive knowledge of the HubSpot product, even to the most detailed technical points."*

# Client Results: **Xakia**

Global Legal Technology Leader

## Jodie Baker

Founder and CEO

**Xakia**

<https://xakiatech.com/>



## Strategy + Website + HubSpot

*"XEN were initially engaged to provide Xakia with website design, build and release in a very tight timeframe, to provide the Xakia website with a much-needed facelift and customer journey."*

*From the outset, XEN were focused on strategy and branding, without compromising the timetable. Xakia uses HubSpot for its marketing, and XEN provided guidance and training on maintenance of the website for blogs, landing pages, lead flow and website text changes.*

*XEN were professional, efficient and an absolute delight to work with, leading to an ongoing engagement on other aspects of Xakia's marketing strategy."*



# Contact XEN

Your Digital Marketing Partners

- 02 8006 4428 | 0413 489 388
- [craig@xen.com.au](mailto:craig@xen.com.au)
- <https://www.xen.com.au>
- Level 13  
465 Victoria Avenue  
Chatswood NSW 2067
- [@xensystems](#)
- [LinkedIn](#)

