

Softnoesis.

Marketing
Package

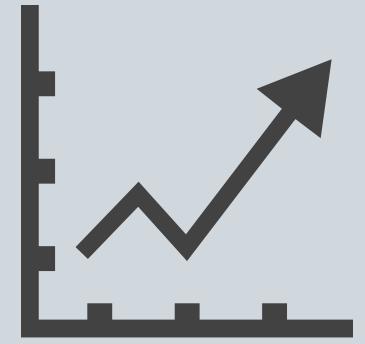


Introduction

Softnoesis Australia is a leading technology and digital solutions company based in Australia, delivering end-to-end software development, digital marketing, and growth systems for established businesses and fast-growing brands.

We specialise in building custom software, platforms, and digital ecosystems that help businesses operate smarter, scale faster, and deliver better customer experiences.

Our unique advantage lies in combining technology, marketing, and strategy under one roof — allowing us to support brands like La Porchetta beyond marketing execution and into long-term digital transformation.



Industries we Support

**We have
Specialised Team
for Every Industry!**

Softnoesis works with businesses **across a wide range of industries**, including hospitality, early childhood education, construction, real estate, healthcare, retail, and professional services.

We focus on building **scalable digital systems and visibility strategies** that work regardless of industry, while tailoring execution to sector-specific requirements.

Supported services

MARKETING & BRAND

- Social Media Strategy & Management
- Content Creation (Posts, Reels, Graphics)
- Influencer & Collab Deal Management
- Brand Identity & Visual Consistency
- Logo & Social Profile Customisation
- Campaign Planning & Execution
- Community Engagement & Growth

**SEO & DIGITAL
VISIBILITY**

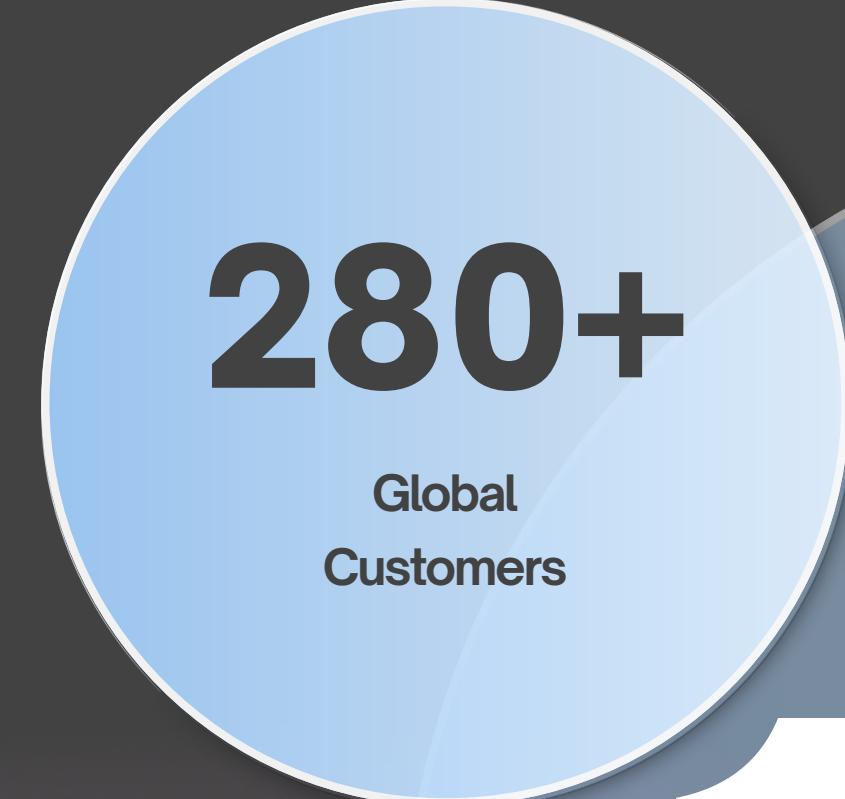
- Keyword Research & Optimisation
- Technical & On-Page SEO
- Blog & Content Writing
- Google Business Profile Management
- Website Content Updates & Optimisation
- Analytics, Tracking & Reporting

**TECH & DIGITAL
SOLUTIONS**

- Custom Website Development
- Web & Mobile Application Development
- Cloud-Based Solutions
- Automation & System Integrations
- Secure, Scalable Digital Infrastructure

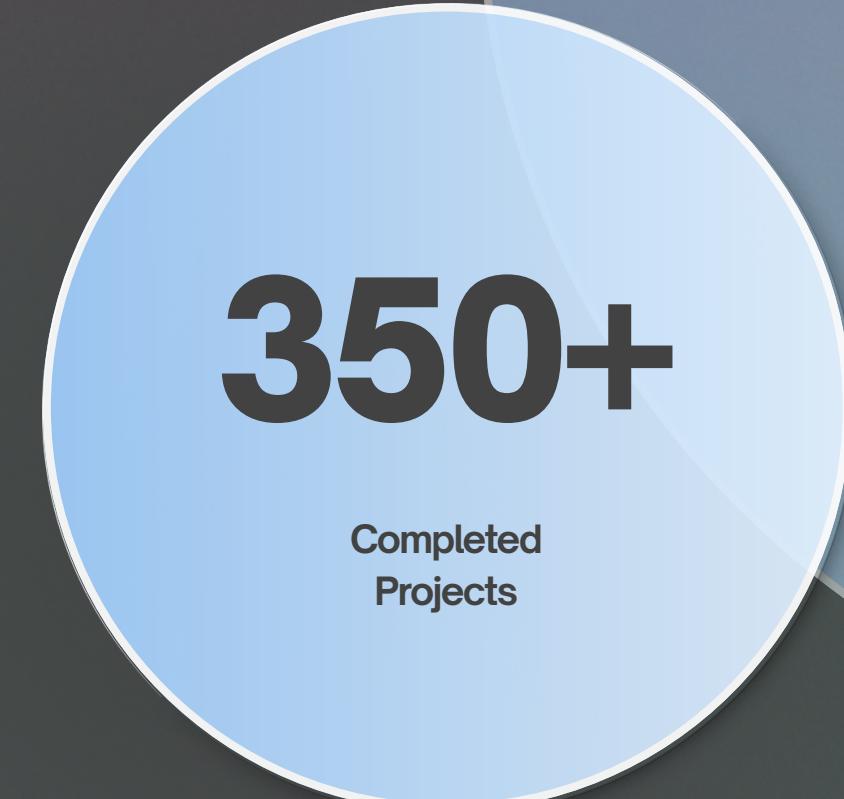
Size of Market

We understand the complexities of franchise ecosystems — from brand governance and compliance to local-level execution — and build systems that scale without losing control.



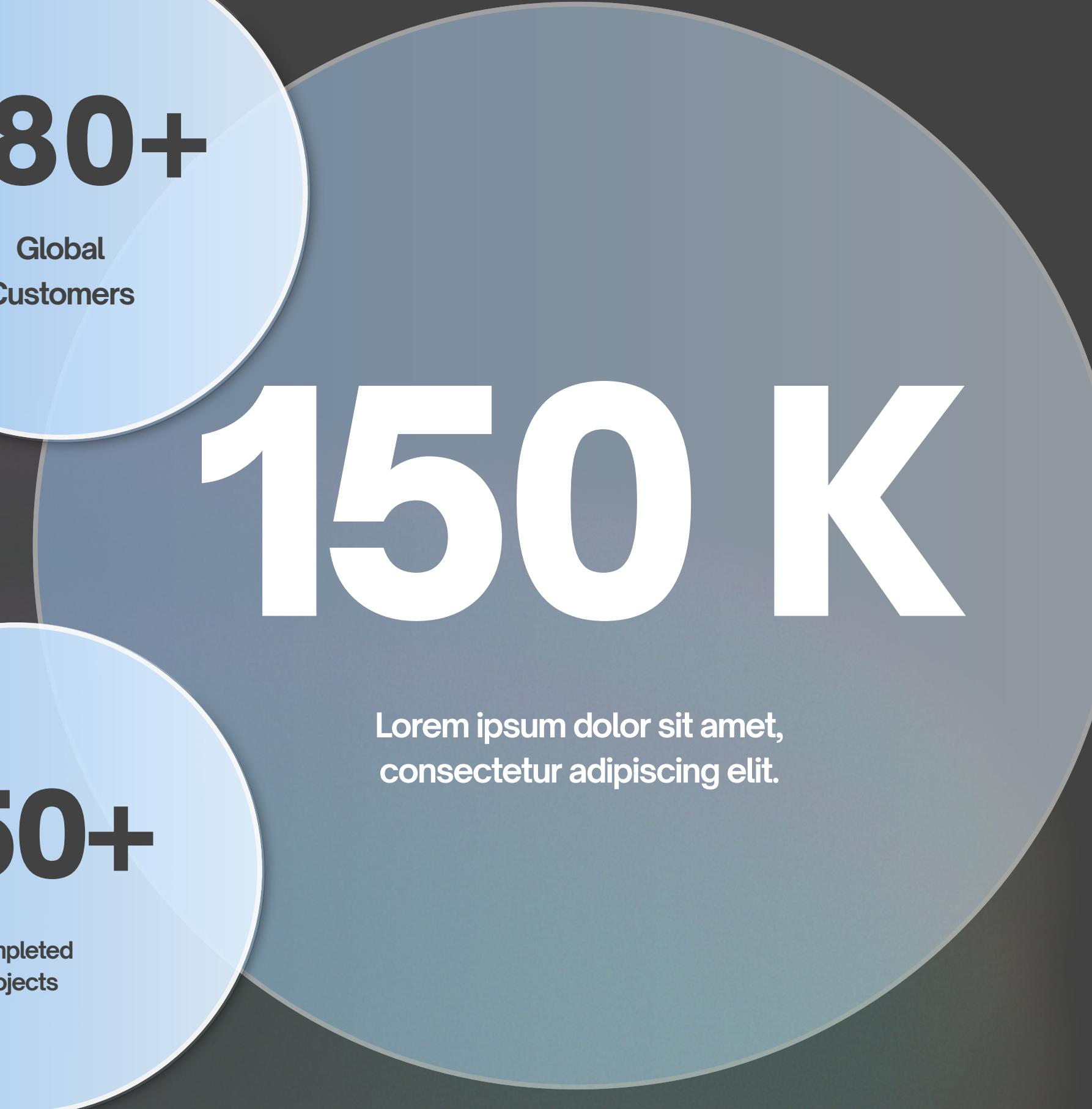
280+

Global
Customers



350+

Completed
Projects



150 K

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Some of our Australian Clients



What We Will Deliver to **La Porchetta**

A focused marketing and SEO delivery framework designed to improve La Porchetta's online visibility, brand consistency, and customer engagement. (Check Next Page for Details)

Reporting & Performance Tracking

Monthly Reporting Includes:

- SEO performance insights
- Website traffic & visibility trends
- Social engagement summary
- Actionable recommendations for the following month

Clear, transparent, and easy-to-understand reporting. (Face to Face / On Call upon request)

Price

TBA



SEO & Website Optimisation Deliverables

- **Keyword Optimisation:** Refine and expand 10 targeted search terms.
- **Meta Tags:** Optimize 10 engaging titles and relevant descriptions.
- **SEO Enhancements:** Improve all images and internal/external links.
- **Blog Writing:** Create 3 original SEO-friendly blog posts monthly. Canonicalisation: Prevent duplicate content and indexing issues.
- **Internal Links:** Optimise link structure and page-to-page navigation.
- **Page Updates:** Revise and refresh key on-site content regularly.
- **Google My Business:** Manage/Enhance business profile and respond to reviews

Social Media Deliverables

- **10-12 Creative Posts/Month:** Deliver engaging social media content.
- **2-3 Reels/Month:** Produce short, creative videos.
- **Influencer Marketing:** Collaborate with influencers for brand promotion.
- **Monthly Report:** Share a detailed performance summary.
- **1 Custom Image:** As per store's requirement
- **1 Customer Image:** Craft a branded image that showcases customer experiences.
- **Logo Customisation:** Update logos and social profiles to maintain brand consistency

Thank you

for your time and
attention

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