



Odessi Group

March 2022

Our Services



About Us

Odessi Group is a tech-enabled Communications, IT and Digital Marketing solutions provider that empowers Australians to transform their businesses with new IoT (Internet of Things) applications.

Founded in 2006, Odessi Group has become one of the most respected companies in the ICT and digital space.

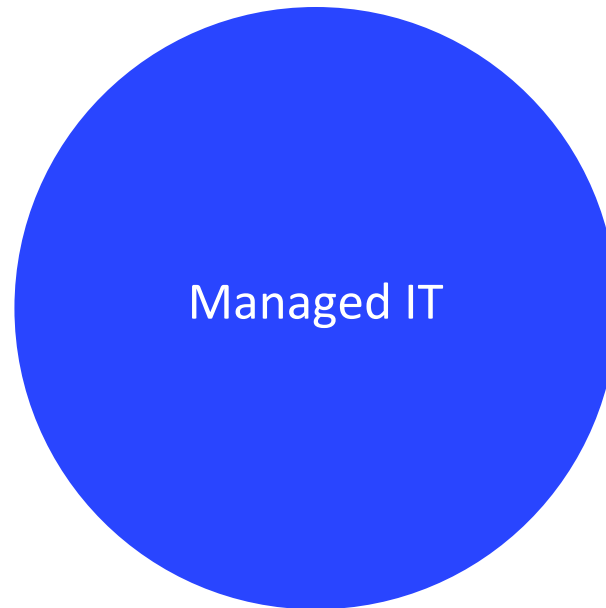
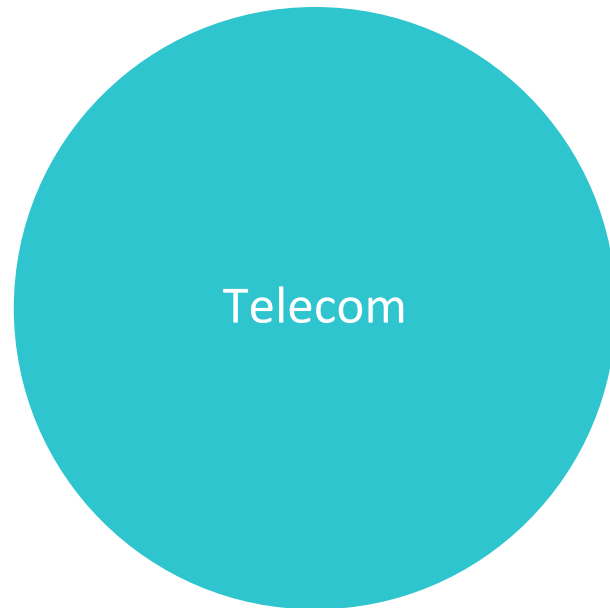
We believe that our competitive advantage is our in-house teams made up of highly qualified and experienced digital and business consultants who know what it takes to achieve genuine business outcomes.

We are committed to achieving tangible and measurable outcomes through digital transformation for our clients. We do this through deep engagement with our clients at the leadership level and design, implement, and manage entire ecosystems that are purpose-built to achieve the desired outcome for the initial budget.





What We Do





What We Do

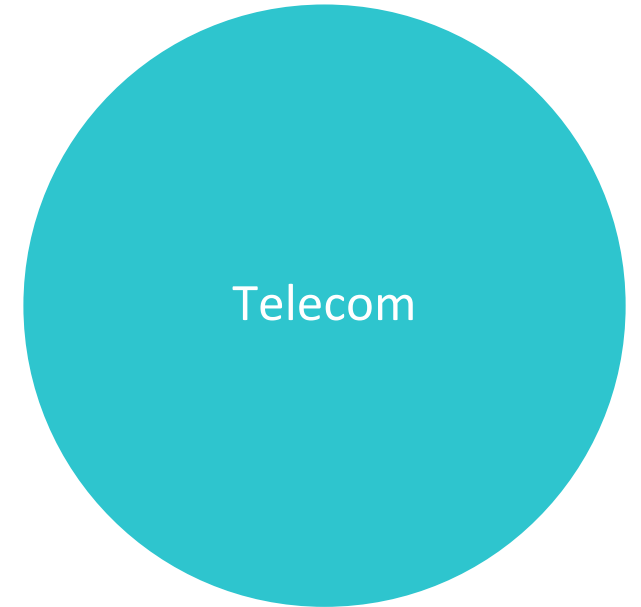
When it comes to telecom services, we realise you have a vast number of options to choose from: Cloud-based services, VoIP communication systems, PBX options including on-premise and hosting options and an endless number of complicated terms. Having so many choices can be intimidating and confusing particularly for business owners who are not familiar with the nuances and benefits of a comprehensive telecom solution.

Our telecommunications service team meet the dynamically changing requirements of the Australian market. We serve businesses by fully understand all the nuances, the complex interactions, risks, and opportunities that can be achieved by a well-designed, implemented and managed solution and pride ourselves with achieving those outcomes for our customers.

Our experience as an aggregator of best in class providers, allows us to integrate the latest platforms and technologies into our suite of

offerings.

We communicate with our clients to understand which services work best for their business and ensure they are always working at the highest service levels available for their budget. We acknowledge that your communications solution is the lifeblood of any business and its reliability, security and functionality is key to your success.





What We Do

Did you know that most of the issues you experience with your IT and network can be fixed quite easily and are preventable?

Nowadays, every business has concerns about protecting their confidential and sensitive data or maintaining compliance in accordance to regulatory requirements.

At Odessi Group, we can help secure your IT environment from any threat using industry best practice and standards. Our experienced Team will audit your environment and provide meaningful solutions and recommendations on how to protect your business from disruptions and threats of any kind, giving you peace of mind that your IT and network infrastructure is always on and functioning against its said objectives.

Our Managed IT Services includes proactive monitoring, fault prevention, troubleshooting and managing your entire IT ecosystem at an

exceptional level. Our IT specialists are here to reduce costs, increase productivity, allowing you to concentrate on your business and not on the reliability of your technology.

The Best IT solution is one you never hear about.





What We Do

As a professional Website, SEO, Social Media agency in Sydney, Odessi Group extend their full stack one stop shop ecosystems to the online arena.

Odessi Group's team of experts includes specialised in website design and development services. We offer end-to-end services that include UI/UX design, web development, testing, website launch and post-launch support.

Our SEO and Social Media experts are high-performing, feature-packed and digitally transformative, including Pay Per Click campaign management, SEO at any scale, Facebook, Instagram, LinkedIn, Twitter, Pinterest, YouTube and IOS and Android marketing that is all encompassing including conversion rate optimisation, retargeting/ remarketing, Social Ads, Video production and editing, and regular posting to engage your audience with your brand and drive more sales to your door.

The advantage of engaging a full production

Digital Marketing agency located in Chatswood, Sydney, is that we are first and foremost local and understand the nuances of the Australian markets including all its unique pockets, and by delivering a full stack solution across website, Google and Social ensures that there is a single voice to your target audience capitalising on every aspect to the marketing ecosystem to deliver a powerful common goal.

Our team are experienced in driving growth to your business.





Websites

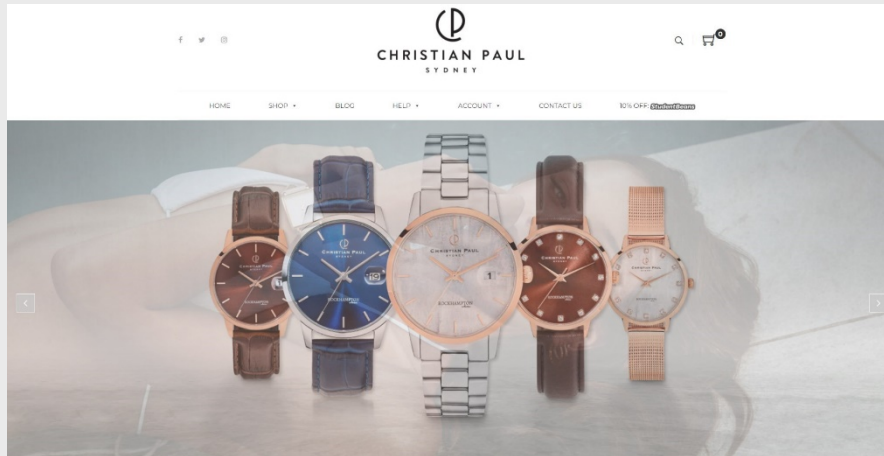
- Products Setup
- Theme Design
- Content Writing
- Manage Store from App
- E-commerce Tracking
- Credit Card / Paypal
- After Pay
- Shipping Options
- Discount Codes
- Digital Downloads
- Google Shopping
- Instagram / Facebook Set Up
- Product Filtering
- Product Variation
- Invoice Customisation





References

Christian Paul Watches



Network Infinity



Quinn Homes





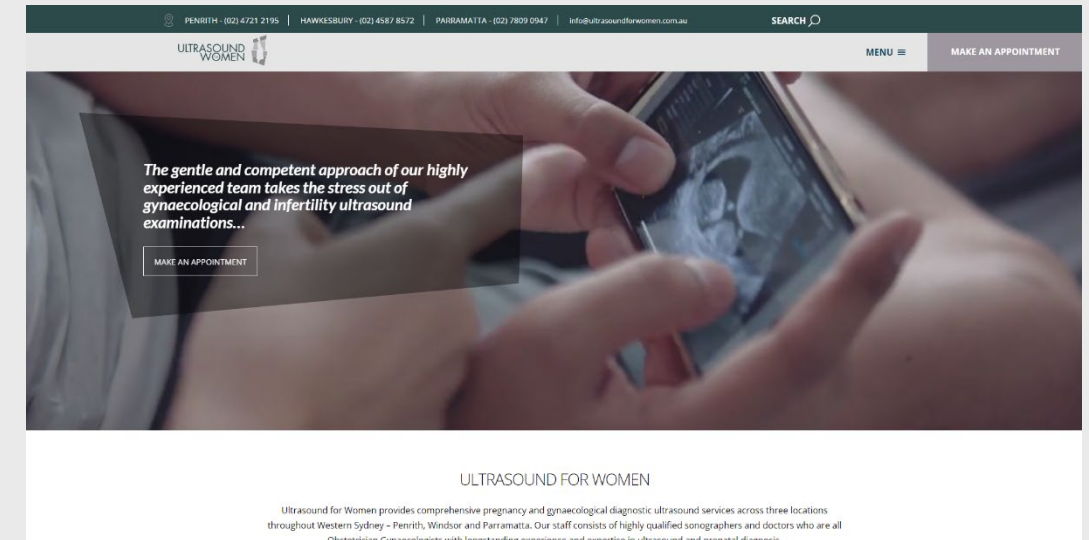
SEO

- Technical Website Analysis & Opportunity Report
- Competitor Research
- Keyword Research & Selection
- Keyword Mapping to Target Pages
- Keyword Optimisation (Up to 80)
- Content Optimisation (Headings, Title Tags, Meta Descriptions, etc.)
- Google Analytics Setup
- Google Search Console Setup
- Google My Business Setup & Optimisation
- Regular Posting on Google My Business
- Niche Citation Built
- Link Building (8-10 per month)
- Conversion Rate Optimisation of the Content
- Call-to-Action Buttons
- Conversion Forms
- Feedback Monitoring
- Monthly Reporting
- Dedicated Campaign Manager

References

Ultrasound for Women

Grew it from 0 to **1000 visits** in just 3 months.





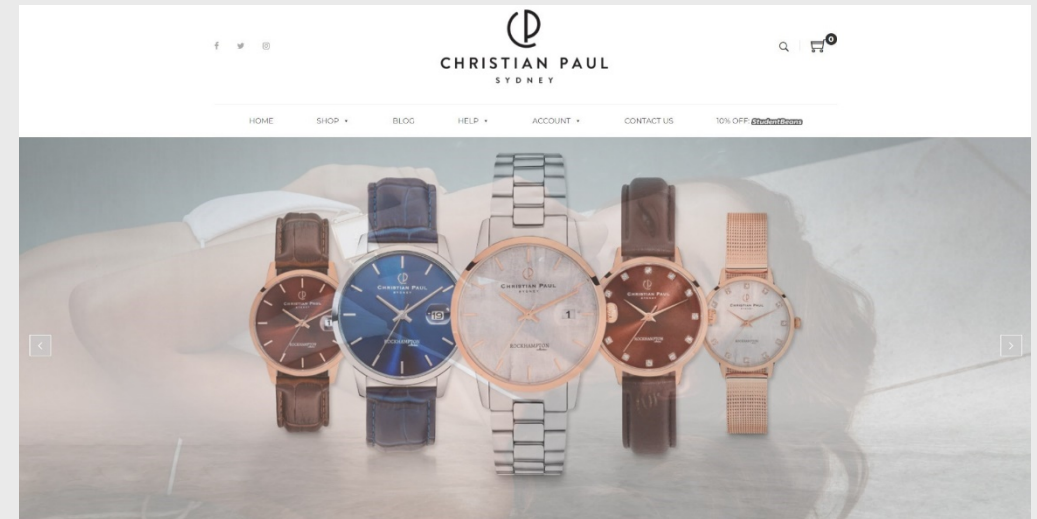
Google Adwords Management

- Products Setup
- Theme Design
- Content Writing
- Manage Store from App
- E-commerce Tracking
- Credit Card / Paypal
- After Pay
- Shipping Options
- Discount Codes
- Digital Downloads
- Google Shopping
- Instagram / Facebook Set Up
- Product Filtering
- Product Variation
- Invoice Customisation

References

Christian Paul Watches

Christian Paul Watches ran a 3 month PPC campaign, increased conversions from 82% Reduced conversion CPC by 34% from the owners running it previously.



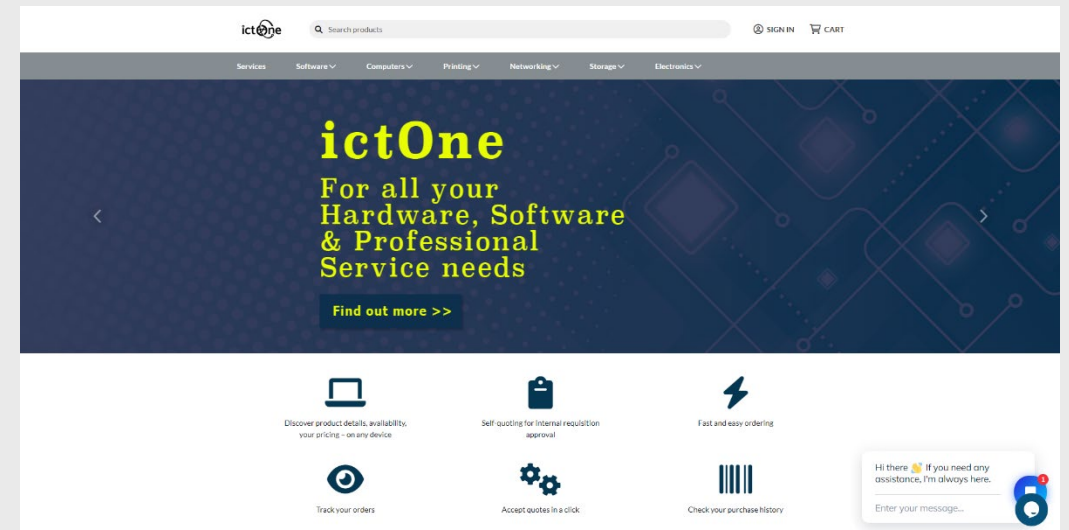


Google Shopping

- Search and Shopping Networks
- Setup by Google Professionals
- Dedicated Campaign Manager
- Multiple Location Campaign Targeting
- Ongoing Data Feed Optimisation
- Season Strategy Consultation
- Full Mobile Strategy
- Description Writing & Revision
- Remarketing List Development
- Sector Specific Keyword List
- Ad Groups
- Keyword Variations
- Sales and Leads Tracking
- Competitor Watch and Research
- Analytics and Goals Setup
- Advanced optimisation
- Personalised Web Marketing Advice
- Monthly Reports

References

ictOne Shop





Google Maps

- Setup of Google online presence
- Location management – By suburb
- Online Management and Correction
- Automatic Updates and changes
- Google Maps Optimisation
- Reputation management and Reviews
- Store locator and Direction
- Radius Search





Google Ads

- AdGroups
- Trade Specific Keywords
- Ongoing Optimisation
- Full Ad Copy Writing & Revision
- Multiple Targeting Options
- Keyword Analysis
- Keyword Variations
- Competitor Watch & Research
- Sales & Lead Tracking
- GEO Targeted Campaign Options
- Monthly Reports
- Bing Ads Management
- Mobile Ads Targeting
- Re-Marketing
- Re-Targeting





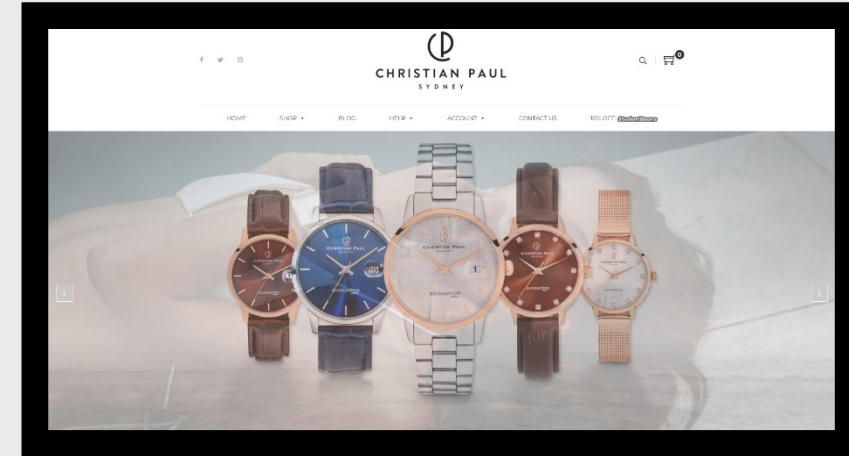
Social

- Social Platforms Setup and Optimisation
- Marketing Strategy for Social
- Ads Manager Setup
- Scheduling & Monitoring
- Weekly/Monthly Reporting

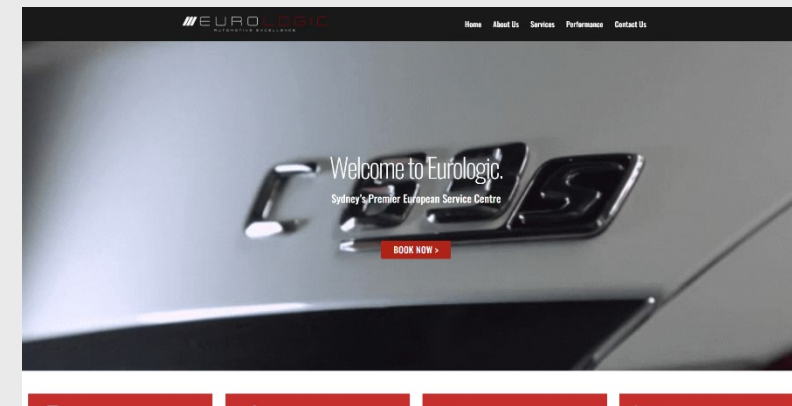
Click to add text

References

Christian Paul Watches



Eurologic





Services

Telecommunications

Internet
VPN Solutions
Voice Solutions
Emergency Lift Phones
Call Centre Solutions
Video Conferencing

Digital Marketing

SEO
SMM
PPC
CRO
Web Analytics
Email Marketing
Content Creation

IT Solutions

Managed IT Services
IT Consultancy Services
Cybersecurity
Cloud-Based Solutions
Data & Managed Network Services

Graphic Design

UI/UX Design
Development
Hosting
Support

Web Development

Brand Book
Logo
Social Media
Banner

[Motion](#)

Video production & editing
2D & 3D animation
Virtual tours
Drone, video and still imaging



Our Brands



Building bespoke digital ecosystems that provide an unfair advantage for you to outperform your competitors.



Vertical based to understand your business and deliver more sales, more leads and more traffic.



A results orientated professional Digital Agency that delivers exceptional marketing strategies.

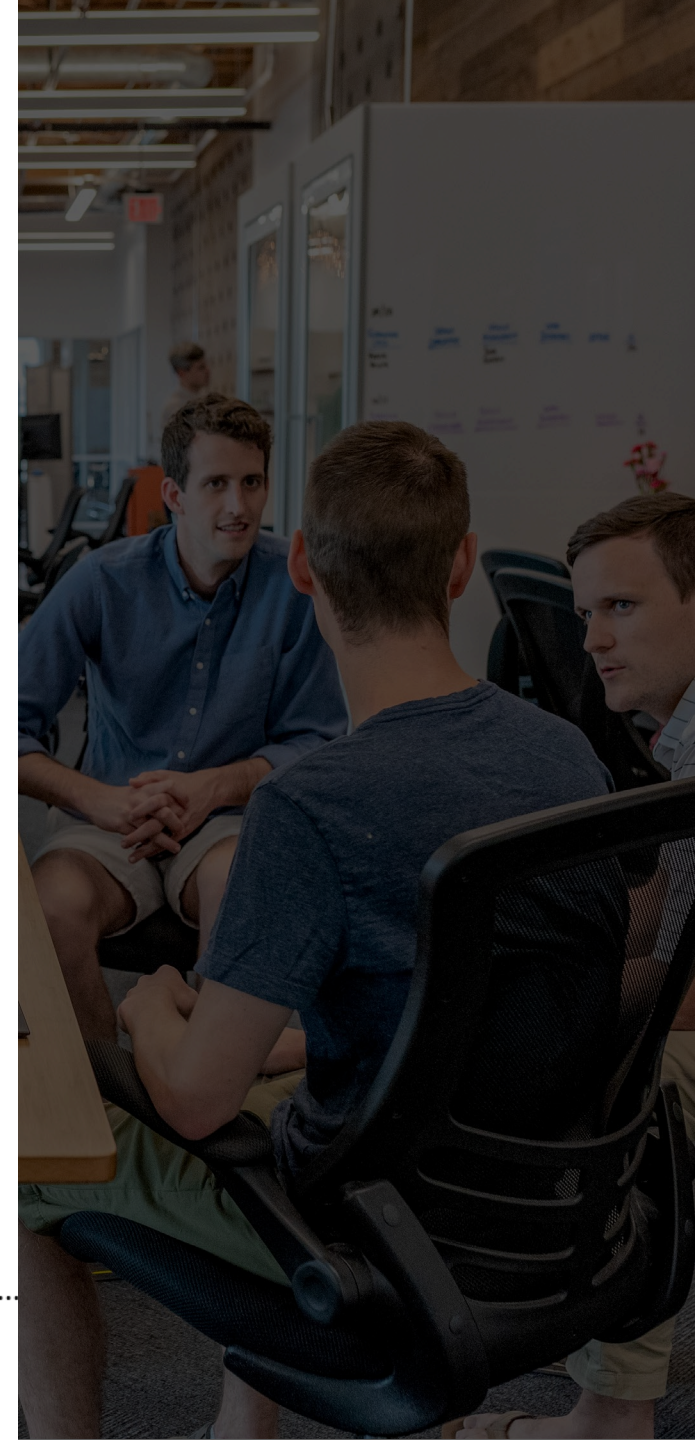


Rates

Whilst these are the effective rates for each of our specialist, we also provide fixed price contracts for specific work.

Junior Graphic Designer	\$50 - \$65/Hr, \$375 - \$495/ Day
Senior Graphic Designer	\$75 - \$90/Hr, \$595 - \$675/ Day
Motion Video Creator/ Editor	\$75 - \$90/Hr, \$595 - \$675/ Day
Animation Creator	\$90 - \$100/Hr, \$675 - \$750/ Day
Junior SMM Specialist	\$75 - \$90/Hr, \$595 - \$675/ Day
Snr SMM Strategist	\$90 - \$100/Hr, \$675 - \$750/ Day
Junior SEO Specialist	\$75 - \$90/Hr, \$595 - \$675/ Day
Snr PPC/ SEO Strategist	\$90 - \$100/Hr, \$675 - \$750/ Day
UI/UX Specialist	\$110 - \$125/Hr, \$825 - \$940/ Day
Senior Developer	\$90 - \$115/Hr, \$675 - \$865/ Day
Mid Developer	\$65 - \$85/Hr, \$495 - \$640/ Day
Information Architect/ Creative Technologist	\$130-\$150/ Hr, \$975 - \$1150/ Day
Account/ Project Manager	\$110-\$150/Hr, \$825 - \$1150/ Day

All prices Exclude GST





Contact Us

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