

Driving Business Growth and Success *through Innovative Digital Marketing Engagement*



New website launch yields **four figure** conversions and **66%** sales cost reduction.

transtage

CLIENT/ TRANSTAGE
KEVIN LIU, MANAGING DIRECTOR

ClickClickMedia

Four figure sales, resulting in a cost per ROAS of 1900% digital transformation of Transtage's online presence.

Website / Paid Search / SEO & Social

Client background

Kevin Liu, Managing Director of Transtage was looking to maximise his business and evolve core go market strategies for his range of Portable Staging equipment. Recognising the need to offer his range of products directly to the end users he sought to 'level up' Transtage's digital presence.

Challenge

Kevin needed to update his front-facing digital presence, improve current revenue streams and discover new audiences. He needed to partner with a local team of specialists to tackle the many challenges in digitally transforming Transtage. Partnering with Click Click Media, Kevin found a reliable, forward-thinking, multi-disciplined team capable of addressing his immediate and long-term requirements for sustained growth.

Driving results & growth

Since joining forces with Click Click Media, Kevin has witnessed remarkable outcomes and achieved significant business growth. Through proven methodologies and consistent strategic optimisation, Click Click Media has propelled Kevin's business to new heights, building a new online presence that continues to generate increasing conversions.

Transtage has experienced a rapid transformation in their digital marketing results and have been able to become more competitive in the marketplace with a reduced marketing cost per sale. Transtage achieved an impressive four figure conversion representing a significant growth for the business and enabling the management to focus on creating new product lines, brands and reaching into new markets.

What sets Click Click Media apart is their commitment to seamless integration with their clients' businesses. Their dedicated team of professionals effortlessly blend with Kevin's operations, acting as an extension of his own team. Their accessibility and responsiveness ensure that Kevin always has the support he needs, fostering a sense of trust and reliability. This integrated approach allows Click Click Media to truly understand Transtage's unique needs and tailor their strategies accordingly, resulting in exceptional support and tangible outcomes. Embracing a collaborative ethos, Click Click Media worked closely with Transtage, frequently using tools such as Slack to maintain open lines of communication. This integrated approach enabled a deeper understanding of Transtage's unique requirements, allowing for bespoke strategy formulation.

the result?

**Exceptional support and
tangible results.**

CLIENT/ TRANSTAGE
KEVIN LIU, MANAGING DIRECTOR

ClickClickMedia

Continuous improvement and evolving strategies

Click Click Media understands the ever-changing landscape of digital marketing and the necessity for constant improvement. By consistently refining their approach and embracing emerging trends, Click Click Media ensures that Kevin's business remains at the forefront of the digital marketing landscape.

Challenges and collaboration

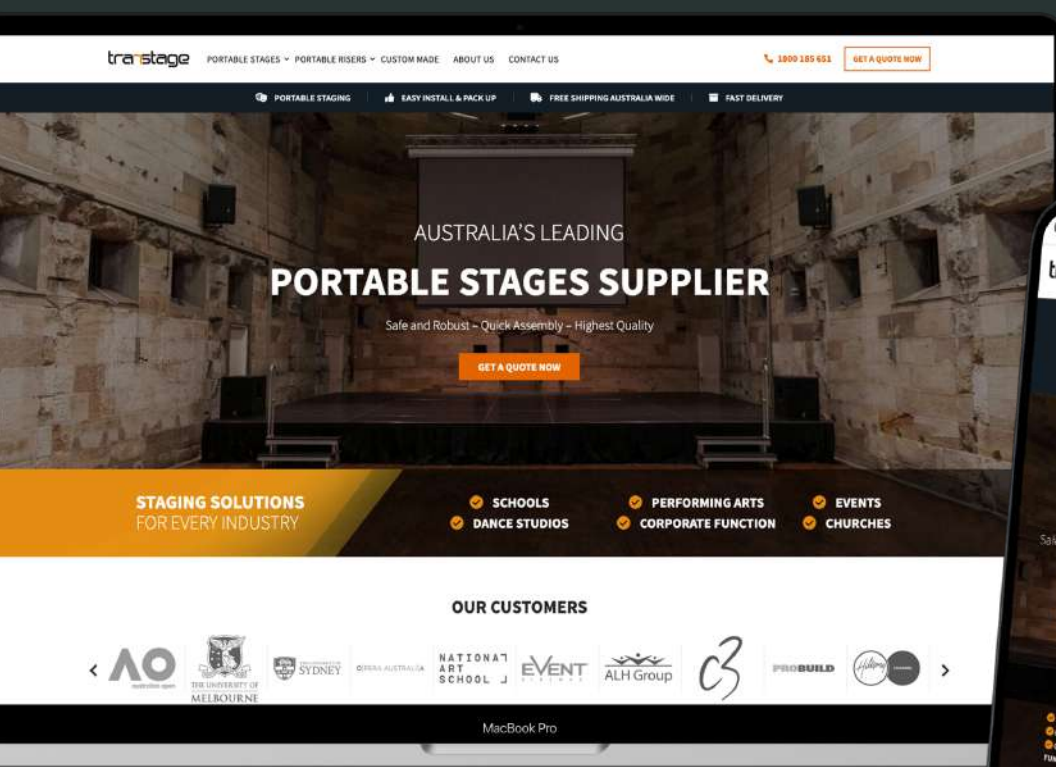
During the process of developing a new website, Kevin faced challenges related to project management and meeting deadlines. Recognising the importance of client feedback, Click Click Media took Kevin's implemented measures to personalise project management, ensuring smoother collaboration and timely delivery of results. This personalised approach demonstrates Click Click Media's commitment to actively adapting to clients needs and addressing any challenges that arise.

Building a strong partnership

Kevin summarises his experience with Click Click Media in three words: professional, accessible, and helpful. The Click Click Media team has proven to be a reliable partner, offering expert guidance and support every step of the way. Their commitment to excellence and their ability to provide unconventional solutions have left a lasting impression on Kevin, solidifying their position as an invaluable asset to his business. Their ability to deliver fresh ideas and innovate within the digital marketing space has been instrumental in the success of their partnership.

Recommendation and *future prospects*

Without hesitation, Kevin wholeheartedly recommends Click Click Media to his friends and colleagues. He believes that their unconventional approach, combined with their humility and commitment to delivering exceptional results, makes them the ideal choice for businesses seeking to refine their digital marketing efforts. With Click Click Media by their side, businesses can harness the power of digital marketing to achieve sustainable growth and success.



Conclusion

Click Click Media's partnership with Kevin's business exemplifies their ability to refine businesses through customer centric digital marketing engagements. By seamlessly becoming part of their clients' operations, and continuously refining their strategies, Click Click Media empowers businesses to thrive in the digital age. With a focus on building strong long-term partnerships and driving tangible results, Click Click Media sets a new standard for excellence in the digital marketing industry. For more information about Transtage, please visit their website at <https://transtage.com.au/>

CLIENT/ TRANSTAGE
KEVIN LIU, MANAGING DIRECTOR

ClickClickMedia

Afterword

Since our initial collaboration, Kevin has magnificently broadened his entrepreneurial horizons, establishing new ventures that resonate with innovation and ambition. We are humbled and proud that Kevin has chosen Click Click Media as a trusted partner on retainer for these new digital landscapes: Dance-floor.com.au, Omrfit.com.au, and Upbounce.com.au. It's a testament to our shared journey of growth and the continued pursuit of digital excellence.

About Click Click Media

Situated in Sydney, Australia, Click Click Media stands as a beacon for businesses aiming to evolve into influential market contenders. Our ethos, deeply rooted in reliability, transparency, and open communication, emphasises not just being service providers but long-term growth allies. Our triad principles – engage, elevate, and innovate – mould our commitment to devising strategies and solutions that push boundaries. By challenging conventions and integrating avant-garde technology, we ensure your brand's ascent beyond the ordinary. Experience the joy of growth with us, as we celebrate each success story, magnified by our contributions.

**Join us and realise the untapped
*potential of your business***

Interview

INTERVIEWER

What were your expectations when you decided to partner with a digital marketing company? What did you hope to achieve?

KEVIN LIU

The primary expectation was to see improvements and results. Marketing is measurable, so I wanted to see increased conversions and leads. Additionally, we were looking to outsource our entire marketing department to a company that could provide all the necessary skills and cover our marketing strategy.

INTERVIEWER

Since working with Click Click Media, what outcomes and results have you achieved?

KEVIN LIU

We have seen an increase in conversions and our sales have improved. One of the standout aspects of working with Click Click Media is the support they provide. They have a whole team readily available to assist whenever needed, which sets them apart from other marketing companies.

INTERVIEWER

Can you elaborate on how the team at Click Click Media supports you?

KEVIN LIU

The team is easily accessible and responsive. If I come across any issues with a Google campaign or have any questions, I can raise them immediately through platforms like Slack. We have a group consisting of team members from different departments, and they provide quick responses and solutions. It feels like they are an extension of our business, and we have a marketing department even though we don't have one internally.

INTERVIEWER

Have you considered building an in-house marketing team, or do you prefer outsourcing to Click Click Media?

KEVIN LIU

Bringing in-house that many talents would require us to be a much bigger company. At the moment, outsourcing to Click Click Media is the right choice for us.

INTERVIEWER

In three words, how would you describe your experience with Click Click Media?

KEVIN LIU

Professional, accessible, and helpful.