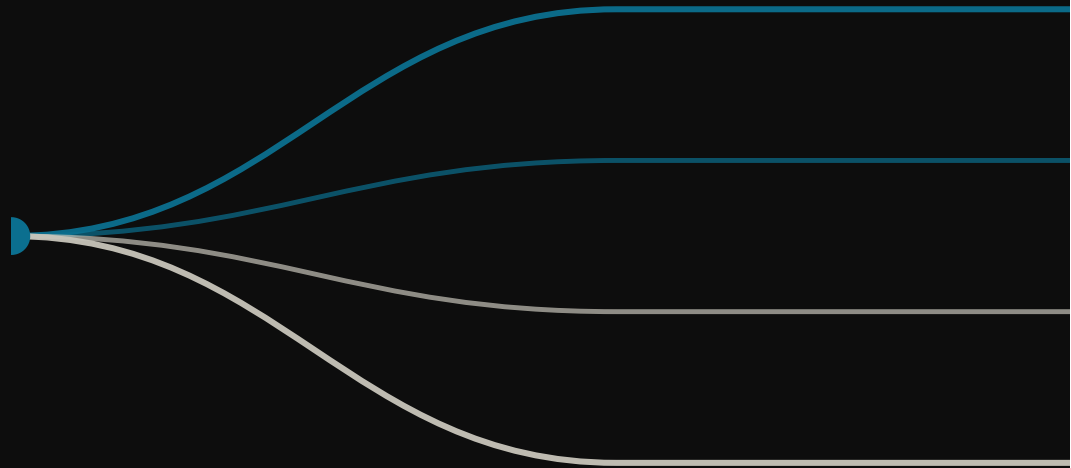




Business growth, made **simpler.**

Marketing, media, digital and automation for small and medium businesses across Australia and New Zealand.

Eight disciplines. Four goals. One team.

Simfle takes the messy side of marketing, the scattered channels, the guesswork and the data, and turns it into a clear system that brings in enquiries and sales. You won't need all eight disciplines. We start from the goal that matters most to your business right now.

Get seen

Make sure the right people know you exist, and remember you.

Brand & Creative
Social Media

Get chosen

Look the part everywhere customers check you out before they buy.

Web & Digital
Media Production

Get leads

Turn attention into enquiries you can actually follow up.

Paid Advertising
Lead Generation

Scale up

Create more and automate the busywork, so growth keeps going.

AI Content Studio
AI & Automation

How every engagement runs

- | | | |
|----|------------|--|
| 01 | Find | We spot where your business has room to grow. |
| 02 | Understand | Your goals, your customers and what is in the way. |
| 03 | Plan | We choose the marketing that fits the problem. |
| 04 | Create | Content, media and campaigns, made to your brand. |
| 05 | Grow | We launch, then keep optimising what works. |
| 06 | Prove | Clear reports on what moved and why. |
| 07 | Continue | Retain, expand and keep the growth compounding. |

What you can count on

Faster turnaround

Ideas, content and reports reach you sooner, without cutting corners.

More to choose from

You see more creative directions, so the best one wins.

A person behind every decision

Strategy, quality and final sign-off always sit with an accountable human.

Your brand, protected

Facts checked, privacy respected, and nothing goes live without your approval.

Get seen

Make sure the right people know you exist, and remember you.

Brand & Creative

An identity and campaign look that makes you instantly recognisable, wherever customers meet you.

What's included

Brand identity

Logo, colour, type and the rules that hold them together.

Brand guidelines

A simple guide your team and suppliers can actually follow.

Campaign design

A recognisable look for each launch, offer or season.

Sales material

Brochures, decks, flyers and proposals that close.

Signage and print

Shopfronts, vehicles, uniforms and events.

Templates

Ready-to-use files so everyday content stays on-brand.

How it works

- 1 **Discover**
We learn your story, customers and competitors.
- 2 **Define**
We agree the personality and position you want to own.
- 3 **Design**
We create the identity and test it in real situations.
- 4 **Deliver**
You get every file, plus guidelines to use them well.

What we measure

Brand recall Consistency across channels
Enquiry quality Proposal win rate

Social Media

A steady, on-brand presence that builds an audience over time, without eating your week.

What's included

Channel strategy

Which platforms matter for your customers, and why.

Content calendar

A month of posts planned ahead and approved by you.

Content creation

Graphics, short videos, captions and stories.

Publishing

Scheduled and posted at the right times.

Community management

Replies, comments and messages handled promptly.

Monthly reporting

What grew, what worked and what changes next.

How it works

- 1 **Audit**
We review your channels, audience and competitors.
- 2 **Plan**
We set themes, formats and a posting rhythm.
- 3 **Create**
We produce the month ahead for your approval.
- 4 **Improve**
We review results and adjust every month.

What we measure

Reach Engagement Follower growth
Profile visits and clicks

Get chosen

Look the part everywhere customers check you out before they buy.

Web & Digital

Websites and landing pages built to turn visitors into enquiries, and found by the people searching for you.

What's included

Websites

Fast, mobile-first sites you can update yourself.

Landing pages

Focused pages for campaigns, offers and ads.

SEO foundations

Structure, speed and content that search engines understand.

Conversion improvements

Clearer messages, better forms, fewer drop-offs.

Analytics setup

Tracking that shows where enquiries come from.

Care and updates

Ongoing changes, security and performance checks.

How it works

- 1 **Map**
We plan pages around what your customers need to know.
- 2 **Design**
We design key pages and agree the look.
- 3 **Build**
We build, connect forms and set up tracking.
- 4 **Launch and refine**
We go live, watch the data and improve.

What we measure

Website traffic

Enquiry rate

Page speed

Search visibility

Media Production

Photography, video and podcasts that show what you do at its best, plus the edits that keep every channel fed.

What's included

Photography

Products, people, spaces and work in progress.

Video production

Brand films, explainers, testimonials and ads.

Short-form content

Vertical cuts made for social feeds.

Podcasts

Recording, editing and publishing support.

Editing and motion

Captions, graphics and sound for finished pieces.

Content libraries

Organised files your team can find and reuse.

How it works

- 1 **Brief**
We agree what each piece needs to achieve.
- 2 **Plan**
Shot lists, locations, people and schedule.
- 3 **Shoot**
Efficient production days with minimal disruption.
- 4 **Edit and deliver**
Finished pieces in every format you need.

What we measure

Video views

Watch time

Content output

Engagement

Get leads

Turn attention into enquiries you can actually follow up.

Paid Advertising

Ads on Google and social, tested and tuned so your spend goes where it works.

What's included

Google Ads

Search, display and video campaigns.

Social ads

Meta, LinkedIn and other platforms your customers use.

Creative testing

Several versions of each ad, so the best one wins.

Audience targeting

Reaching people likely to buy, not just anyone.

Conversion tracking

Knowing which ads lead to enquiries and sales.

Budget optimisation

Moving spend toward what performs.

How it works

- 1 **Set goals**
We agree targets and the budget to test them.
- 2 **Build**
Campaigns, audiences, creative and tracking.
- 3 **Test**
We run variations and learn quickly.
- 4 **Scale**
We put more behind what works and cut what does not.

What we measure

Cost per lead

Click-through rate

Conversions

Return on ad spend

Lead Generation

Funnels, lead magnets, outreach and follow-up that turn interest into real conversations.

What's included

Funnels

Step-by-step paths from first click to enquiry.

Lead magnets

Guides, checklists and offers people want.

Email nurture

Automated follow-up that builds trust over time.

Outreach systems

Structured, respectful outreach to the right prospects.

CRM follow-up

Every lead logged, tracked and followed up.

Lead scoring

Knowing which leads to call first.

How it works

- 1 **Map the journey**
We trace how customers find and choose you.
- 2 **Build the funnel**
Offers, pages, forms and follow-up.
- 3 **Connect the CRM**
Every lead captured in one place.
- 4 **Optimise**
We fix the steps where people drop off.

What we measure

Leads

Lead-to-call rate

Follow-up speed

Cost per lead

Scale up

Create more and automate the busywork, so growth keeps going.

AI Content Studio

More content, in more formats, delivered faster, and always checked by a person before it goes live.

What's included

Image creation

Visuals for posts, ads and web, in your style.

Short videos and variants

Several versions of each idea, ready to test.

Content repurposing

One piece turned into many formats.

Copywriting

Captions, emails and page copy in your voice.

Localisation

Content adapted for different audiences and regions.

Quality review

Every piece checked by a person before it is published.

How it works

- 1 **Brief**
We learn your voice, style and goals.
- 2 **Produce**
We create options quickly.
- 3 **Review**
People check facts, quality and brand fit.
- 4 **Publish**
Approved content goes out across your channels.

What we measure

Content output

Turnaround time

Engagement

Cost per piece

AI & Automation

Workflows, assistants and reporting that run quietly in the background, so your team can focus on customers.

What's included

Marketing workflows

Leads, emails and tasks that move on their own.

Chat and assistant systems

Helpful answers for customers, any time.

Automated reporting

Dashboards that update themselves.

Tool integrations

Your website, CRM, email and ads talking to each other.

Process mapping

Finding the steps worth automating first.

Training and handover

Your team confident with every new system.

How it works

- 1 **Map**
We document how work flows today.
- 2 **Prioritise**
We pick the automations with the biggest payoff.
- 3 **Build**
We set up, connect and test each workflow.
- 4 **Hand over**
We train your team and keep improving.

What we measure

Hours saved

Response time

Data accuracy

Leads followed up

The people behind your growth.

Seven people across three areas: leadership, strategy and brand design, and content and digital delivery.



LEADERSHIP

Raghuvintra Rudra

Founder & Creative Director

Sets the vision, approves creative work and aligns delivery with the client brief.



LEADERSHIP

Akshita Rudra

Co-founder & Business Strategist

Sets business direction and makes sure each engagement is tied to measurable commercial goals.



STRATEGY & BRAND DESIGN

Olivia Harris

Business Development Manager

Owns enquiries and commercial discussions, then briefs the delivery team.



STRATEGY & BRAND DESIGN

Ethan Clarke

Digital Marketing & AI Strategist

Creates campaign plans and measurement frameworks with the content and web leads.



STRATEGY & BRAND DESIGN

Sofia Bennett

Brand & Graphic Designer

Develops brand assets and prepares artwork for digital use and physical production.



CONTENT & DIGITAL DELIVERY

Liam Carter

Content & Social Media Producer

Produces campaign content and coordinates publishing against the agreed schedule.



CONTENT & DIGITAL DELIVERY

Maya Chen

Web Designer & Automation Specialist

Builds digital experiences and tests the connections supporting client enquiries.

Start with a growth audit.

A small first engagement that shows where your biggest opportunity is, and it's useful whether or not you continue with us.

Email	info@simfle.com.au
Headquarters	Melbourne
Service area	15 cities across Australia and New Zealand