

LEARNING GUIDE

How does digital marketing work?

Understand what each part does, where problems develop, and what to check before investing in more activity.



01

Build the foundation

Match the promise to the destination.
Your website and search presence turn interest into opportunity.

Clear offer
State the value in plain language.

One next step
A single, obvious action to take.

Your Business

Services Projects About Contact

Build a better space for what's next.

Commercial construction and fitout for brighter, more productive spaces.

Get in touch →

Relevant destination
The page matches the ad, search result or post.

SEO & AI Search

Answer a specific question with clear headings, readable text and supporting sources.
Link related pages so readers can find the next useful answer.
No ranking or AI citation guarantees.

Specific question

What is a commercial office fitout?

Readable answer

What is a commercial office fitout?
A commercial office fitout transforms an empty or existing space into a functional workplace. It can include interior construction, services, furnishings and technology, tailored to your organisation's needs.

Supporting evidence

www.yourbusiness.com.au/guides/office-fitout

02

Reach the right people

Meet potential customers where they are. Check that the searches match what you provide.

Search: existing intent
Reach people searching for what you provide.

office fitout company

Your Business
https://www.yourbusiness.com
Office Fitout & Commercial Interiors
Create productive, inspiring workspaces.
Design, build and project manage — all in one team.

Social: discovery and familiarity
Answer recurring questions and build familiarity. Choose content around your audience, not a fixed posting quota.

A workspace for what's next.

Paid media: targeted distribution
Pay for distribution, then check inquiry quality — not reach alone.

Turn your space into opportunity.
Commercial fitout & construction

Learn more →

The three types of digital presence

Paid
Purchased distribution. You pay to show your message (e.g. search ads, social ads).

Owned
Your website. Content you control, where people can learn more.

Earned
Independent mentions. Coverage from others (e.g. reviews, media or social shares).

03

Manage the relationship

Respond well, follow up reliably and keep track of every opportunity.

CRM: keep track and take the next step
Keep the request, owner and next action together.

Request	Office fitout inquiry
Source	Website
Interest	Office fitout
Location	Melbourne
Owner	Service team
Next action	Send relevant information
Next step date	—
Status	● Open

Email: confirm and continue the conversation
A clear acknowledgement sets expectations and keeps the conversation moving.

From: yourbusiness.com.au
To: enquiry@example.com
Subject: We received your inquiry

Hi there,
Thank you for explaining what you need. Our team will review your request and explain the next step.

Regards,
The Your Business Team

Reply received
Stop automated reminder

No reply
Review whether follow-up is appropriate

Reputation: build trust over time
Invite honest feedback. Address recurring issues.

★★★★☆ 3 weeks ago

The explanation was helpful, but I was unsure when to expect a reply.

Your reply
Thank you for raising this. We will clarify the next step and review our response process.

Example

04

Understand the results

Track what's working, find what can be improved and focus on the outcomes that matter.
A click is not a completed inquiry.
Check suitability and cost before increasing spend.

Example

People click
Your content attracts interest.

People inquire
A portion take the next step.

Suitable opportunities
Not every inquiry will be the right fit. Quality matters more than volume.

Data stewardship
Handle data responsibly.

Clear purpose
Collect and use data for a defined reason.

Appropriate access
Limit access to those who need it.

Retention and deletion
Keep data only as long as needed, then delete it securely.

Which part needs attention first?

Trace one customer path. Find the weakest step before adding more marketing.

Contact us →