



*Creative, Practical & Authentic*

### **Synthesis Group Australia: Partnering to deliver website success**

**William Pegg and the team from Synthesis Group Australia specialise in helping executive and corporate teams to become the indispensable advisors their clients and stakeholders seek.**

Synthesis Group Australia needed a new website to convey this, but perhaps more importantly, William, Synthesis Group Australia's Director and Founder, was looking for a marketing partner that would commit to developing a deep understanding of his business and help him to successfully express his somewhat complex offer.

***"Over the life of my business, I've seen my website evolve three times – all have been challenging experiences. When the need came to repeat the process, I was wary of how it would work."***

At Bold! we take a consultative approach as we believe we do our best work when we respectfully question our clients' instructions to fully explore their needs.

Our first step was to work through a process for clarifying **what** outcomes Synthesis Group Australia achieve, **who** they achieve them for (their ideal client), **how** they do it (their delivery framework) and **why** (Synthesis Group Australia's reason for being).

This enabled William to better articulate his offer and in terms that would resonate strongly with his ideal clients.

We agreed the Synthesis Group Australia website should be considered an information hub that William could confidently refer prospective clients to, and where all other marketing and communications activities would be directed.

We (like William) revel in clarity and efficiency and delivering on schedule. Therefore, and as is the case for all our clients, we asked Synthesis Group Australia to enter into a formal agreement, to ensure there were no misunderstandings for either preparing the content and then developing his 12 page website.

William's experience working with us is perhaps best summed up in the testimonial quotes, indicated in red, that he provided for us.

***"I shouldn't have worried. The team at Bold! took the time to understand my business, draw out what and how we work, re-frame our language in elegant and easy to understand terms, and then build a website that complements where we are today and importantly, where we're going tomorrow."***

#### **What Synthesis Group Australia has to say...**

***Bold! just made the process easy. They project mapped the engagement, managed expectations and provided concise and insightful guidance and recommendations. It's been an absolute pleasure working with the team and I'm looking forward to engaging in the future to help my business accurately communicate how we can further empower our clients.***

William Pegg, Director and Founder, Synthesis Group Australia

