



digital jazz
communications

The future's looking good!

2017 Products and Services Guide

Wouldn't you love the support of a team that **believes in you?**

We love to help clients bring something new into the world. Having said that, we know that it's not always easy. Even the best entrepreneurs, the most agile businesses and the most creative individuals need champions. That's what we're here for.

Digital Jazz offers a range of design, content and publishing solutions and we delight in making ideas and projects come to life. But we're here, even more importantly, for the journey – to support you and your vision take the first, or the next, steps to being realized. We're your cheerleaders, your partners in creative delivery, and your champions in getting your most important stories out into the world.



Our services include



Communications
Strategy



Design &
Creative Services



Digital Marketing
Programs



Website Design &
Management



Blogs, e-books &
Content Marketing



Author Services

Contents

About Digital Jazz	004
Communications Strategy	005
Content Marketing and Management	006
Design and Creative Services	007
Digital Marketing	008
Stakeholder Engagement Programs	009
Author Services	010
Digital Jazz courses	011
Digital Jazz imprints	012
About Jordan	013
Testimonials	014



About

Digital Jazz

digital Jazz is a design, content and publishing label. We provide a range of creative, strategic and production services aimed at helping you to share your story. Two things to know about us: we're passionate about the art of storytelling, and we're incredibly optimistic about the future. The way we see it, everything's looking good. So now you know about us. We'd love to know about you. What's your dream? Where are you going? And how can we help you get there?

“
we work to ignite
positive change and
momentum
”

What we do

We dedicate ourselves to creating work that inspires and educates. Most importantly, we work to ignite positive change and momentum for you and your vision.

What makes Digital Jazz different?

Our fundamental, basic drive is to help you find your best future. We do that through story craft. We work with you to understand your story, and the story of your business. And then we create bespoke creative solutions, from traditional publishing opportunities, to digital and creative media. We work from the heart, we look to the future and we bring optimism and tenacity to every project.



Communications Strategy

What can a good communications strategy do for you?

a communications strategy is like a game plan for your business. It helps you define who you're going to talk to, what you're going to say, and how you're going to get value out of all of your marketing and media initiatives. It helps you to remember 'Why am I doing this? Where am I going? What do I want the final outcome to be and how will I know when I've achieved some level of success?'

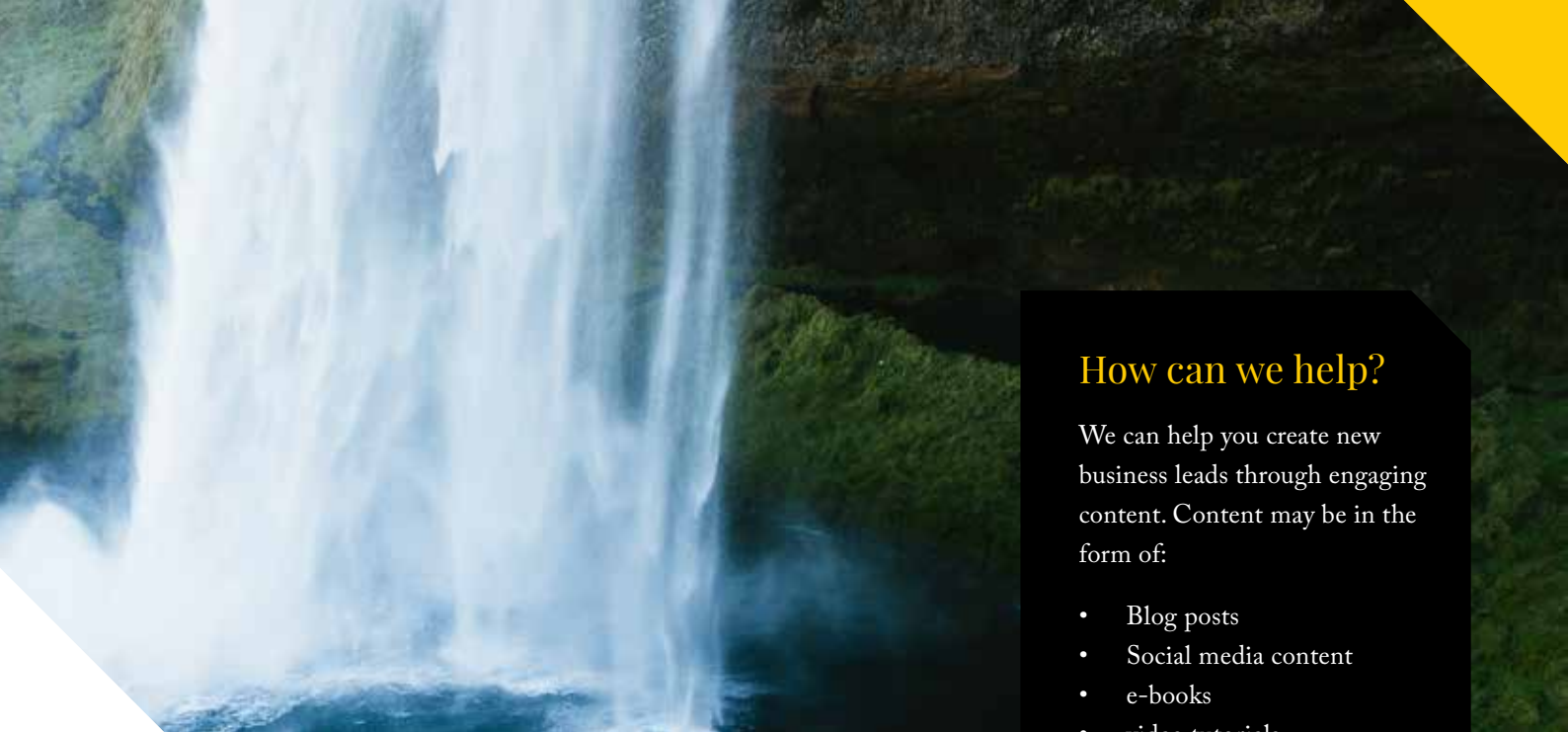
" It helps you define who you're going to talk to..."

Whether you're starting from scratch with your communications plan or looking to take a new approach, we can help you:

- Identify key audiences and stakeholders
- Develop and strengthen your key messages
- Choose a range of digital, social and traditional communication channels that best suit your needs
- Create content that helps you tell your most important stories to clients, customers and stakeholders

A good comms plan will help you focus your energy and optimize opportunities to:

- Make sales
- Engage stakeholders
- Connect to sponsors
- Keep fans, buyers and audiences engaged
- Showcase, explain and promote your full range of services
- Define a meaningful tone for your communications that helps you connect with, and inspire, your customers



How can we help?

We can help you create new business leads through engaging content. Content may be in the form of:

- Blog posts
- Social media content
- e-books
- video tutorials
- magazines

We also help maximize the opportunities to turn interested viewers into sales leads, through the acquisition of contact information and the analysis of data.

Content Marketing and Management

Managing content for busy businesses

Content marketing is the art of being helpful in order to build trust. Also known as 'inbound marketing', it's a way of sharing and showcasing your skill sets. In return for valuable commercial, business or personal insights, readers may allow you to communicate with them more frequently, subscribing to your newsletter or accepting an invitation for a business meeting.

Many content marketing initiatives work to engage potential new customers by providing free:

- Industry updates
- Expert tips and tricks
- Entertaining content
- Professional insights

Digital Jazz can help by creating, designing, scheduling, promoting and analysing your content and content delivery platforms. What's more, we can and deliver regular reports so you can see what's working best, and why.



Just starting out?

You're in good hands. If you've got ideas, scraps of paper and scribbled notes, a few ideas and some great plans in your head, we help your vision take shape, and then we show you the different ways we can turn those ideas into a pragmatic strategy for business success. We know every client will be different, and we customize all of our creative services to your budget, your timelines and your priorities.

Design & Creative Services

We're passionate about colour, mood, tone. We know what needs to be done to help your message get out into the world in a bright, beautiful way. We match mood and message, and visual tone with target audience.

We're pretty great at ensuring that your design suits the most important person – you!

How it works

All of our first design consultations are free, and we deliver you a 1 page report with our recommended actions. Our recommendations may include:

- Logo design
- Visual identity package, including logo treatment, brand mood and tone, colour palettes, image style guides
- Marketing campaign kit: design treatment, content production, campaign style guide
- Brand book: a guide to help you be consistent across all of your platforms, with guidelines that help you use your logos, colours and campaign collateral in the optimal way over a 12-24 month period
- Holistic design integration: looking for the best way to have a brand presence at a trade show, event or in a retail or commercial space? This service will be for you.



White label agency services

For freelance designers, developers and other creative professionals, we provide unbranded, or 'white label' services to help you deliver a broader range of services to your clients. We support and make life easier for creative professionals, enabling you to focus on the work that you love.

Digital Marketing Services

Blog and Website Design

We use the WordPress platform to build all our websites and blogs. We take care of everything for your site from the ground up, including domain name registration, hosting and site management. We focus on user friendly sites that are responsive, visually pleasing and easy to navigate.

Digital Jazz offers design, build and ongoing management services for blogs and websites, including:

- Web services
- Web hosting
- Domain name registration
- Wordpress management
- Website design and build
- Website security management
- SEO optimisation

Digital Marketing

We offer a range of services to allow you to integrate all of your marketing activity into your website:

- Google Analytics
- Social media integration
- Content development for online marketing campaigns
- Design and creative development for PPC campaigns
- Email marketing integration



Stakeholder Engagement Programs

in life and in business, everyone has stakeholders. Proactively managing your relationship with stakeholders can create a wealth of opportunities for you to influence, inspire, guide and promote trust.

The range of stakeholders important to you and your goals may include:

- Customers
- Staff
- Industry and commercial partners
- The public, fans and supporters
- Sponsors and investors
- The media
- Your Board or governing body
- Council or government departments
- Community organisations

How can we help?

Digital Jazz can help you create short and long term strategies for sharing your vision with your stakeholders, through a range of communication tactics, including:

- Reports
- Presentations
- Newsletters
- Information kits



More help?

We offer a range of extended services through our Digital Jazz partner network:

- Proof reading
- Structural editing
- Photography
- Printing
- Visual merchandising

Author Services

We love books and we love authors even more! No matter what kind of book you have in you, be it a cookbook, fiction, a community fundraising publication or a book that celebrates the history of an institution, school or product, we can help. You may be an educator, an entrepreneur or a fiction writer, and you may have one or ten books underway. We support authors do their thing in a bunch of different ways.

Some ways we can help you bring your book project to life:

- Editorial project management
- book design for printed publications
- Cover art for e-books and traditional print books
- Author marketing services
- Author websites
- ISBN registration and bar code purchase



Digital Jazz Courses

digital Jazz will soon be offering creativity courses for those interested in design, publishing, art and storytelling. **168 Days of Magic**, is fun, engaging and creative journey of discovery aimed at helping you start a creative publishing project, find new ways of working, stay inspired and on track, and connect with experts who can assist you at the different stages of your publishing journey. The 168 Days of Magic course starts on 1 July 2017 – subscribe to our course newsletter to receive a course outline and get more information.





Digital Jazz Publishing Imprints

as well as offering Communications services to our clients, Digital Jazz is also a custom publisher and we have a number of imprints, including fiction, business and self-led learning.

Our 2017-19 Publishing Program includes:

- Giant Steps: 21 Year Anniversary Celebration: Astonish Publishing (mid 2017)
- Labyrinths for Life: 365 Labyrinths in 365 Days by Dr Margaret Rainbird: New Cave Woman (late 2018)
- 168 Days of Magic creative publishing course: New Cave Woman (late 2018)
- Bitroux Book 2 by Jordan Harcourt-Hughes: The Eighth Wave (early 2019)

NEWCAVEWOMAN

Do you love to learn? Are you always looking to expand your understanding of the universe, knowledge of self and your capacity to be purposeful with your time and energy? Our New Cave Woman learning and evolution imprint publishes a range of online learning courses focused on creativity and life visioning to help you get the most out of your life.

the eighth wave

Fans of sci fi, fantasy and speculative fiction: this imprint is for you. Digital Jazz publishes the Bitroux books under this imprint – Book 2 coming soon!

ASTONISH PUBLISHING

Is our imprint for businesses and organisations. We create impactful brand story platforms for on-the-move organisations looking to showcase their work and share their vision.



about Jordan

“
storytelling helps us grow, reflect and contribute
our best work to the world.
”

T I started Digital Jazz in 2013 because for the longest time, I had two separate passions, and literally two separate careers. My first and foremost career has been my writing career. I studied journalism and worked in publication management early on in my professional journey. More recently I've been a part of the indie publishing scene here in Sydney. My other career has been in design and design management. I've worked independently and as a consultant for segments of my career and have also been proud to lead high performing creative teams where I've learned a lot both from the creatives who have worked for me and the great

organisations, companies and teams who have engaged me. In the last few years the word of content and digital publishing has wrought brought storytelling to a whole new frontier. I realized that I didn't need to keep my two careers separate any longer, in fact I was ideally placed to offer services based on my combined passions and skill sets. I believe that storytelling is good for the soul and essential for us as an evolving human race to better understand ourselves and our possible futures. I'm convinced that it has a firm place in the disciplines of organizational and corporate communications; to help us grow, reflect and contribute our best work to the world.

Digital Jazz offers design, content and publishing solutions – from book covers to magazine layouts, editorial profiles, content for websites and stories for communications channels. We help organisations communicate better. We help authors publish and build their digital presence. And we help all kinds of people connect with the power of story and creativity through our online courses.

Can we help you tell your story? I hope so.

Jordan Harcourt-Hughes
Author. Artist. Designer.
Communicator.

Testimonials

Communication Strategy

I had an idea that was very close to my heart but that I was tempted to put in the 'crazy' basket.

At any time that I was tempted to abandon my plan, just looking at the artwork, newsletters and website that Jordan created for me kept me true to what I wanted to do.

Jordan is a creative, insightful, generous and extremely competent designer and communicator. Working with her will breathe special life into whatever it is you are wanting to bring in to being.

Dr Margaret Rainbird, Founder, Labyrinths for Life

Content Marketing

Digital Jazz is the best digital media company I ever had the chance to work with.

All I had to do was to brief them with what I thought could be the next step and they came back with amazing ideas, taking my media presence to the next level.

The visual care and the content development have surpassed my expectations by far.

I am extremely happy with the whole process, from briefing to execution, to launch. I strongly recommend working with the Digital Jazz team.

Mauro Risch, The Hotel Photographer

Website Design

We love working with Jordan from Digitaljazz... not only is she amazing at creating simple, effective, eye-catching websites, but her customer service is exceptional....always responds to requests promptly and is so professional. Thumbs up all round.

Judith Hulson-Calvert ,Chair, Symphony Central Coast

Book Publishing

Working with Jordan Harcourt-Hughes cannot really be considered “work” - it is far too enjoyable and fulfilling an experience, especially for people who want to publish a book but have no experience in that area. Jordan's skill set is comprehensive - she is professional, efficient and creative with wide experience in the publishing field that she is happy to share. She also has the happy knack of navigating those stormy waters of differing personal opinions with diplomacy, sensitivity and tact ensuring that everyone involved in the project is happy with the fabulous end product.

Margaret Byrne

Editorial Committee, Giant Steps 21 Year Anniversary Book

Author Services

From our initial meeting to discuss layout and content to the recommended choice of colour palettes, I was confident that Jordan got what I wanted from my new website. Her approach was professional but friendly, guiding me through the mysterious process of how websites work without making me feel silly. Being a writer herself, Jordan understood the unique requirements for an author website and I'm absolutely over the moon with the final result.

Sharon Livingstone, Author, *Red Inks*



digital jazz
communications

Contact

Jordan Harcourt - Hughes

M: 0408 464 702

E: jordan@digitaljazz.com.au

W: digitaljazz.com.au