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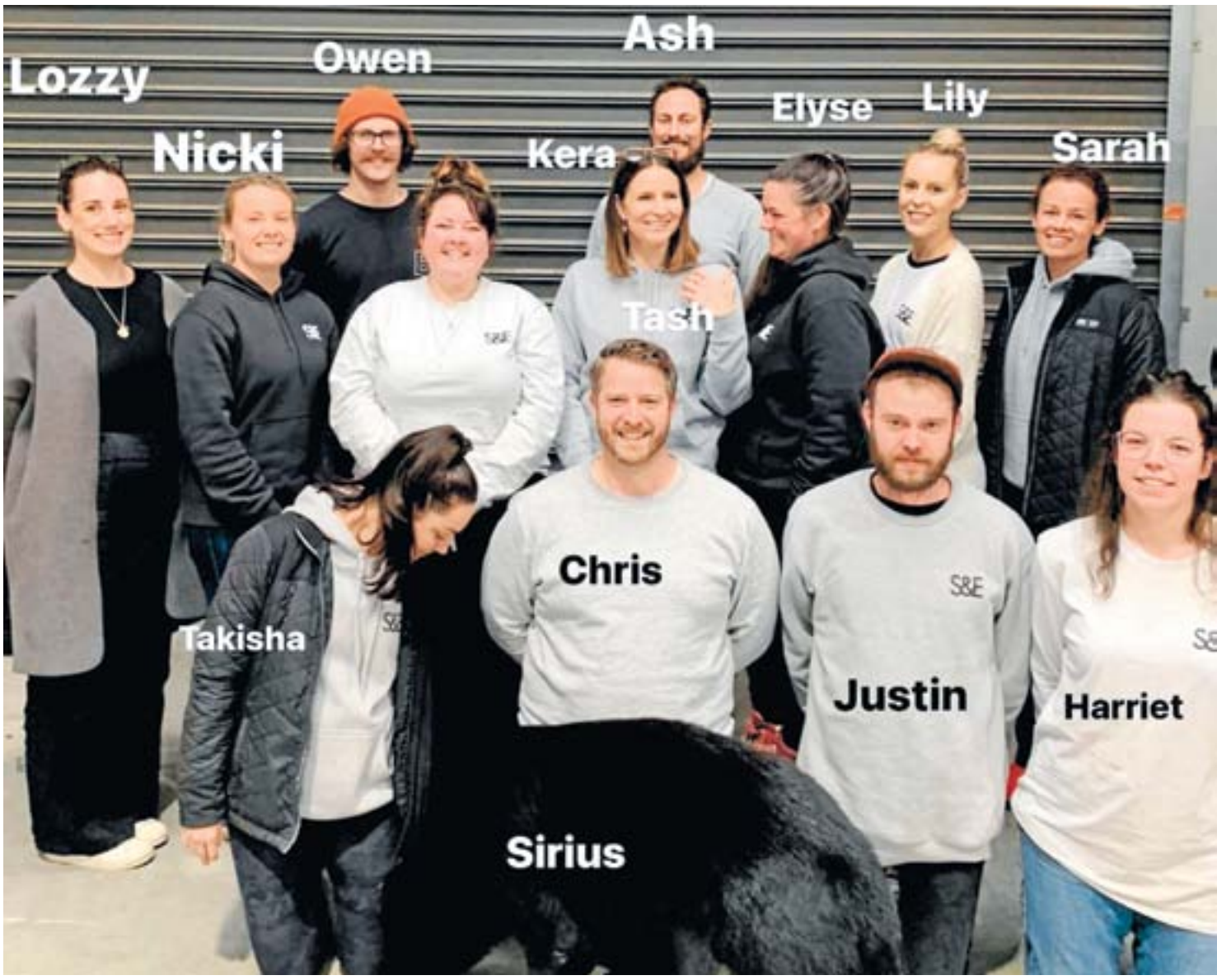
WEB FORCE 5

Digital Engagement Award Winner: SKETCH & ETCH

As an e-commerce business, Sketch & Etch has implemented a variety of tools to track, monitor, and analyse digital engagement. These processes have greatly benefited the business, and allowed it to understand and respond to poorly performing digital marketing, reallocating resources to better perform and specifically target customer segments.

With a focus on manufacturing its neon signs locally in Geelong, Sketch & Etch is expanding its manufacturing capacity to work towards fulfilling its vision of lighting up the lives of two million people with its neon lights and signage.

With a strong customer service team, Sketch & Etch was founded in 2015 and continues to grow in a rapidly expanding realm. When asked to pivot into a market reliant on digital marketing and engagement with customers, Sketch & Etch put on a masterclass in digital marketing strategy and execution, from taking a punt on a digital launch in the United States, to accessing digital tools and creating a focused feedback loop about whether digital marketing dollars were being spent, Sketch & Etch thoroughly impressed the judges.



Kardinia International College

Congratulations
to all Geelong Business Excellence Awards Finalists

Applications for 2023
Applications for our Year 7 and 3 year old Kindergarten intake years for 2023 will close February 2022.

Academic and Music Scholarship registrations for 2023 are now open.

For more information and to watch our Virtual Tour online visit www.kardinia.vic.edu.au

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