



Lemon Squeezy Digital

DECEMBER 2021

# Digital Capability Statement

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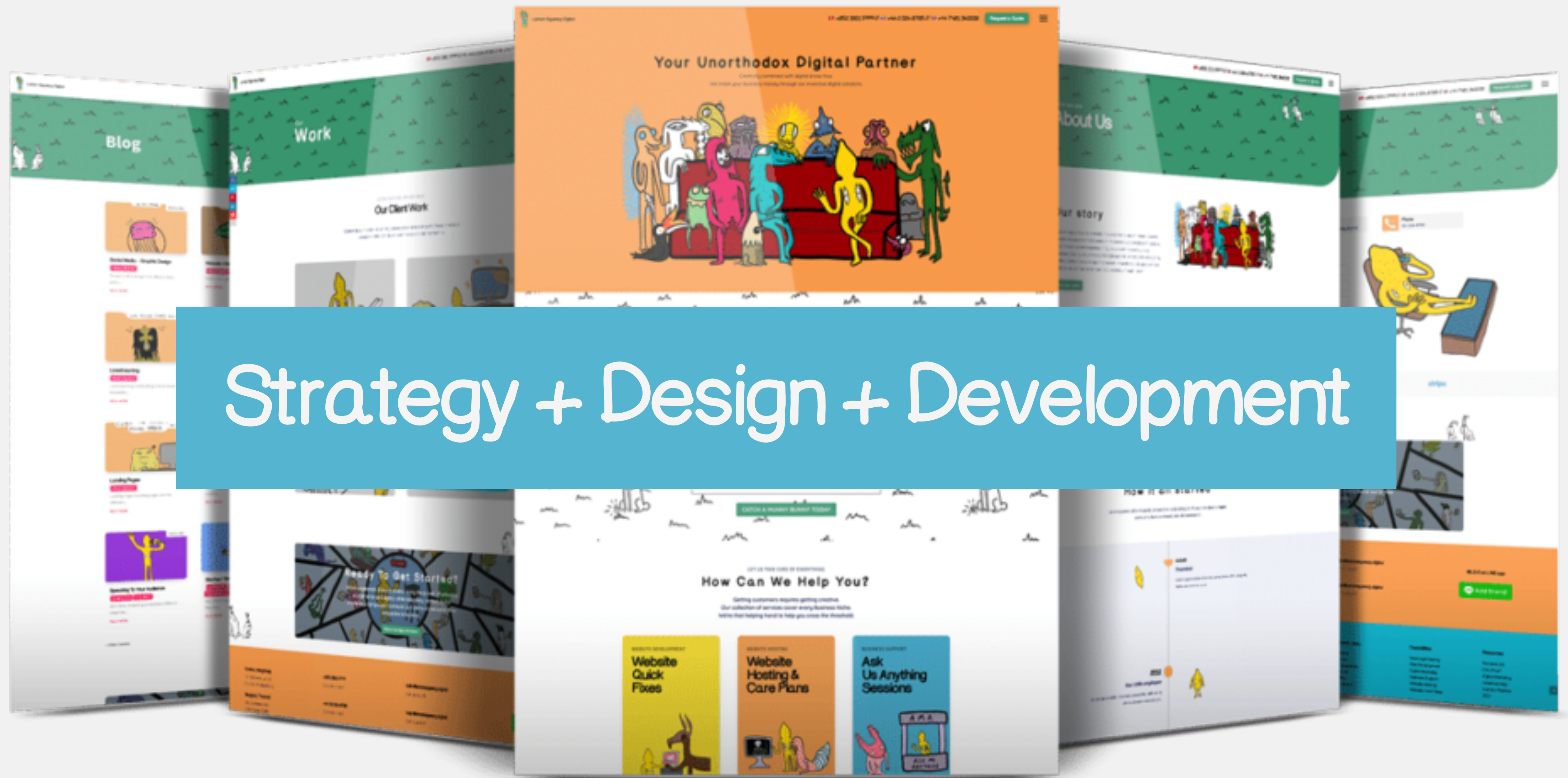
Aaron Winning

PREPARED BY

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# Strategy + Design + Development





Hey how's it going?

We're so happy to have you join us in reading our capabilities deck.

To put it simply - there are plethora of ways we can guide your business towards it being self sustainable.

At Lemon Squeezy Digital, we are dedicated to making your business shine through digging into your business problems.

We explore methods to your success in unorthodox yet distinguished ways.

In short... We make you the hero of your own story.

In this deck we've highlighted some previous examples of how we did just that and how your problems are not hopeless.

Challenges come in many forms but they can always be solved.

We're here to help you get noticed.

Sincerely,

Aaron Winning  
Founder & CEO.

Lemon Squeezy Digital



# Our Working Process

## F.L.A.R.E

CAPABILITY STATEMENT

### 1. Find

Through our initial Discovery Questionnaire & Video Call, we find which areas are of concern for both you and your customers.

### 2. Learn

During our call, we'll ask questions to understand what elements might be broken. We don't think in bandaid solutions, we aim to help resolve the situation so that you'll never face the same problem twice.

### 3. Apply / Action

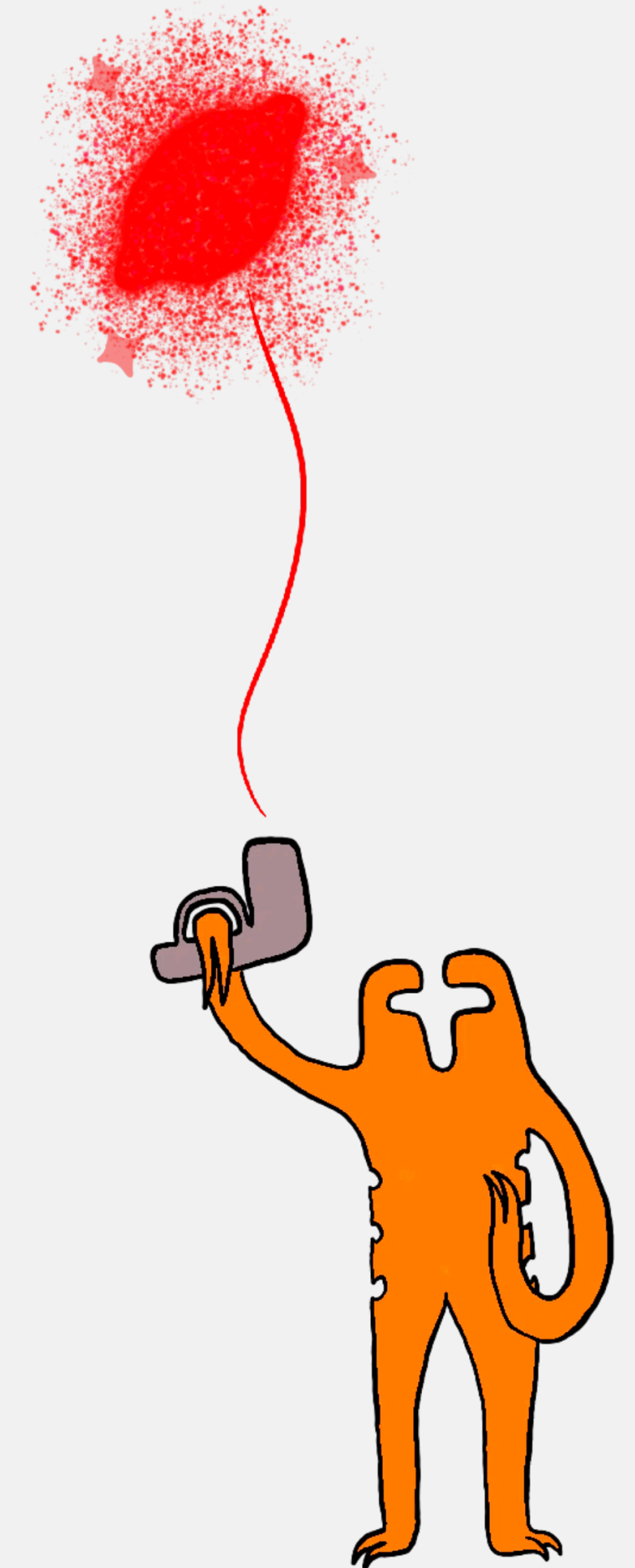
By our third stage, we've gotten to know you intimately and more importantly, your ideal customer. This allows us to craft a custom, problem solving focused plan of action that sees your customers find and transact with you with minimal effort on their part.

### 4. Reinforce

This step involves us enacting our plan and stepping out the phases to help you build the 'all-important' trust with your customer, which allows them to feel comfortable in purchasing from you or using your service/platform.

### 5. Evaluate

After the custom plan of action has been implemented, we track the impact of these changes across your business, reporting back to you in not some arbitrary numbers, but giving you real statistics that match the revenue that is in your bank account.





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# About us



Hey,  
How's it going?

We are Lemon Squeezy Digital.  
Our name stems from that old adage;  
when life gives you lemons, make lemonade.  
However, we put a twist on it.  
Instead of making lemonade, we take the lemons  
you've grown and use them to revitalise your  
business.

Whether it's your business, brand, website or all of  
the above, our solutions guarantee you'll walk  
away replenished.



## Our History

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Since 2008, our CEO, Aaron Winning has shown his surname is no coincidence.

We've tackled problems of all sizes through our creative and holistic approach towards branding.

Lemon Squeezy was born from a simple mission:  
Create results that get our clients noticed.

We empower our clients and partners, building fit-for-purpose solutions achieving optimal success.

We are driven by processes and solutions to complete projects.  
We live and breathe what we do - and it shows.

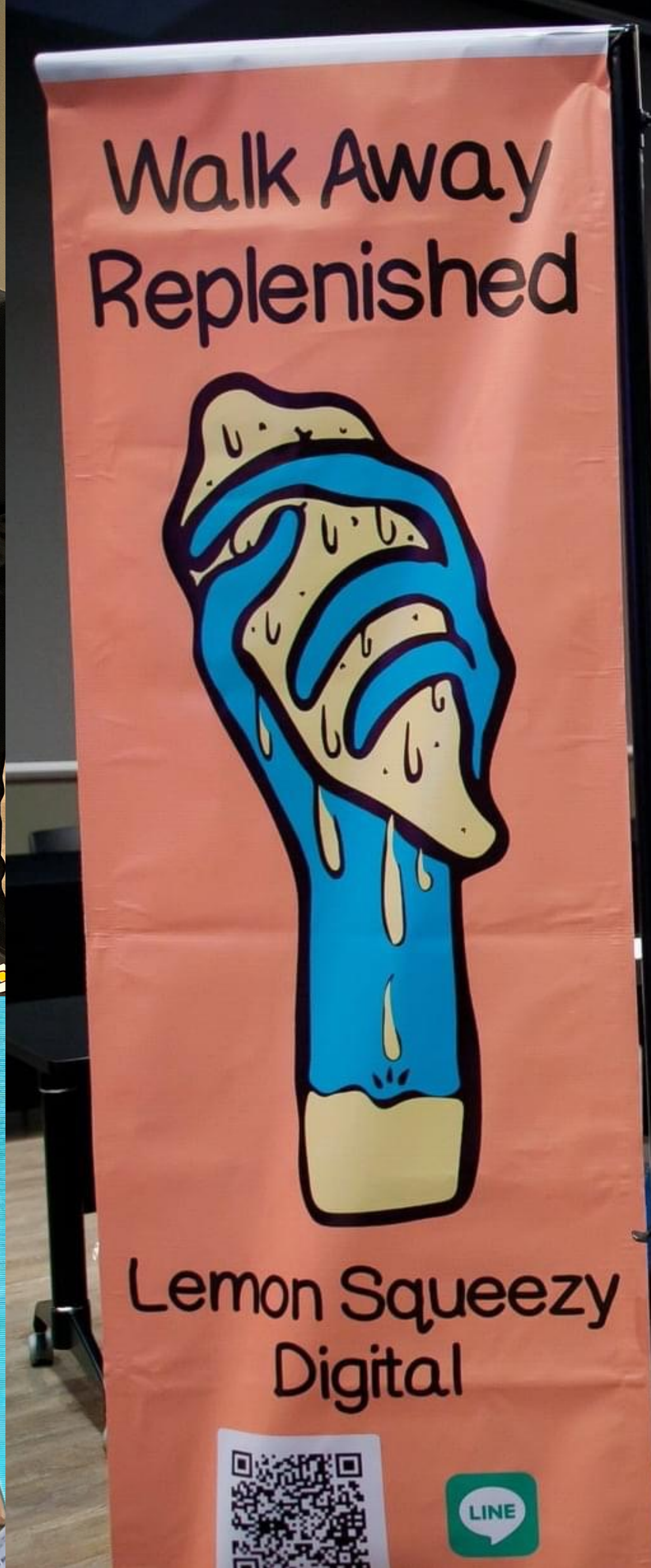
The work we deliver is not only compelling, it operates beautifully.











Ideas come most naturally when you are open minded and inspired. Our team and workplace create a symbiotic relationship that helps our creativity, drive and passion soar.



# Partial Client List

1565 Cafe	BMW	Enterprising Partnerships	Latrobe Valley Travel	Patton'd Studios	The Sheepoll Show
24 Hundred	Bruciesbar	et collective	Live Nation	Quiz Meisters	The Sitting Pretty Group
5 Lines Productions	C-Collective	Franch Global	Make Poverty History	Ranay Group	Triple J
Acid Stag	Channel 31	FITABLE	Mammal Sounds	R.E.A.L Music	Untitled Group
Airwallex	Chilli BluWines	Get Heard	Media M	Squirrl	UNFD
Angela Marshall Acupuncture	Citrus Commercial Group	Google	Mediterranea Restaurant	Schreinerei Karl Heller GmbH	Unify
Apple	Close Counters	Grace Property Solutions	Melbourne Food Experiences	Shambles Communications	Universal Music
Audiam Laboratories	Cloudfloat	HDPPG	Melbourne Knee Centre	Shepherd Centre	Victorian Shoulder & Elbow Society
AUD'\$	Connect (Aust)	Hearhub	Melbourne Spine Surgeon	Smart Base Entertainment	Vision Generation
Aussie Pub Kamala	Consulter	Hyphase	Mr Fresh Truck	Speakerbox Bangkok	(State Government of) Victoria
Australian Broadcasting Corp	Danish Modern	Indicated Technology	NG Technology	Stealth Garden	Waterfront Bar & Grill
Balance North	Darebin Dermatology	Infinity22	Oaktree	Strike Bowling Bar	Warner Music Group
beSuperfly	DiviPay	Interplast AU & NZ	Offiside NZ	Studio Linc	Wattle IT
Beyond The Valley	Eastern Soul	J & J Electrical Group	Orthopaedics Sports	Sydney Bodies PT	Web123
Blue Raptor	Elegant Themes	Kids World Early Learning Centre	Arthroplasty	The Incubator	West Metro Packaging
BMG Music Group	EMI Music Group	Kine Graffiti	Oxfam	The Jasper Picture Company	World Vision Australia
			Park Clinic Orthopaedics	The Nerve Network	



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# Our Process



# Our Capabilities

The companies we work with come in all shapes and sizes, and all walk away with noticeable results. Whatever you're searching for, our strategy executes distinguished results that consistently fit to your brand and message with all the aesthetic qualities to connect to your target audience.

## Strategy

- Strategy
- Discovery & Research
- User Experience
- Brand Strategy & Architecture
- Positioning
- Content Strategy
- Marketing Campaigns

## Branding

- Brand Development & Rebranding
- Logo & ID Systems
- Brand Style Guides
- Messaging
- Collateral, Print & Packaging
- Environmental Design
- Iconography

## Digital Development

- Website Design & Development
- UX/UI
- Information Architecture
- Wire-framing
- Prototypes
- Custom Content Management Systems
- iOS Applications
- Web Applications
- Android Applications

## Content Production

- Script Development
- Copywriting
- Storyboarding
- Illustration
- Animation
- Motion Graphics
- Explainer Videos
- Live-action Production
- Post Production & VFX

# Services and Rates (the below pricing is in THB฿)

CAPABILITY STATEMENT

Brand Strategy	฿50,000-300,000
Brand Messaging & Positioning	฿50,000-300,000
Logo Design	฿20,000-500,000
Brand Style Guides	฿20,000-70,000
Printed Collateral	฿20,000-100,000
Video Production	฿50,000-1MB
Animation / VFX	฿50,000-500,000
Signage & Wayfinding	฿ 150,000-500,000
User Interface Design	฿150,000-500,000
Discovery Session	฿20,000.00

Search Engine Optimisation	฿30,000+ per month
Managed WordPress Hosting	฿24,000 per year
Website Care Plans	from ฿12,000 per month
WordPress Development	฿50,000-1MB
Custom CMS Development	฿150,000-1.5MB
Illustration & Iconography	฿50,000-150,000
Social Media Strategy	฿33,000-150,000
Social Media Management	฿33,000-150,000 per month
Digital Advertising Campaigns	Varies on Spend
Conversational (Chat Bot) Campaigns	Varies on Spend
Hourly	฿5,000/hour blended rate





When you work with us, you are working with a digital company that brings the free spirit of creativity to the table.

We put on our thinking caps and crack on with building visionary web and digital elements.

We've gathered budding genius from a handful of industries, each a different shade of creative. Fluent in Geek, our combined abilities cover multiple elements and industries.

With over a decade of experience under our belt, how we bounce ideas and insights off each other lead to solutions you never saw before.



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# Case Studies





# Speakerbox

Speakerbox Bangkok (Bkk) is the brainchild of Eddie Mellor, whose passion was to bring an intimate atmosphere to the grass-roots music scene in Bangkok, Thailand.

## From Zero Ticket Sales to 584,000+ Viewer Livestream Performances

Due to the Covid-19 pandemic, coupled with the Thailand's shutdown ordinances put in place to limit the spreading of the COVID virus; the Speakerbox Bkk team faced a reduced capacity in what was already considered a small venue but still wanted to showcase local music talent to a wider audience.

Not only would this serve as an outlet for Speakerbox Bkk itself, but an opportunity for the grass-roots music community in Bangkok as a whole in spreading word of the various up-and-coming bands around the city.

### Services

- New website
- POS System
- Social Media Campaigns
- Livestreaming services
- SEO Marketing
- Revamping Brand Image

### Impact

- Increased SEO presence online
- Increased customer satisfaction
- Increase in social media reach (Over 140k)
- Consistency in high attendance and new patrons
- Attracts bigger bands to play at the venue









## Why Speakerbox Chose LS-D

Speakerbox Bkk picked LS-D to provide livestreaming services because of our 10+ years' experience in various live-music scenes around the world.

They needed an entity to rely on in curating their livestreams without interruptions whilst eliminating as many pitfalls as possible when it came to the technicalities involved in livestreaming bands with 8+ musicians performing on stage at any given moment.







## Our Process

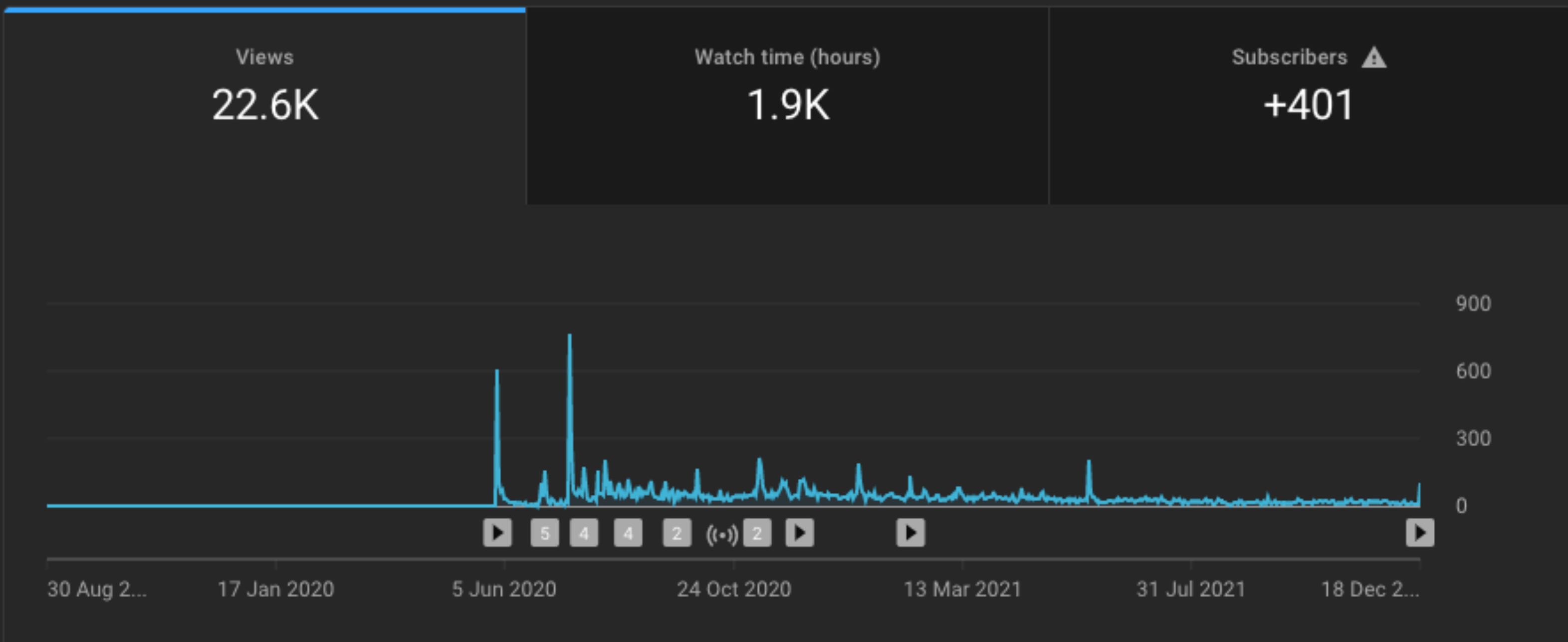
Lemon Squeezy provided a 3 camera livestream rig with its own production team, complete with on screen graphics and imagery, broadcasting across Facebook, YouTube, Twitch and Speakerbox Bkk's website. These livestreams happened weekly over the span of 6 months. Throughout all livestreamed sessions, we experience almost nil issues regarding connectivity, stream quality, and audio quality.

Not only were we able to provide the livestreaming capabilities, but we curated the mic-ing of all instruments, vocals, managed all audio plugins along with handling all mixing & mastering culminating into the smooth and vivid livestreaming experience end users enjoyed and raved about.





Your channel has had 22,572 views so far



## People reached

1 Jan 2020 - 31 Dec 2020

585,454 People reached 71,486 Previous period



## The Results

Lemon Squeezy were able to broadcast and reach over 584,000 people worldwide and have watched 115,000 minutes of Speakerbox content curated by us.

We launched Speakerbox Bkk's YouTube channel and grew it from 0 subscribers to now 400+ subscribers and helped their Facebook Page grow to 6,000+ followers.



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If you are looking for a production team with 10+ years livestreaming, broadcasting & social media management experience, do reach out to us and we can see what zesty ideas we can come up with in producing content that excites your customers!





# True Blue Migration

True Blue migration had a website rebuild from an award winning agency, and when the agency sent the new site live in 2019, they screwed the transition from old to new > traffic dropped and they are still recovering from the site migration 18 months later with recurring issue.

They approached us because there was an opportunity to increase their core web vitals score which is a new Google benchmark that will help with organic rankings.

They found that there were issues which they could not handle themselves due to the site migration errors by the previous company. They came to us as they had seen our responses helping out other users on various social media platforms

They were trying to increase the speed of their website so that their core vital score would be in the green. This would have restored their original levels of organic traffic per month. From 10k hits per month to 5k visitors per month, they lost a lot of money. They are migration agents, and their primary outreach is all through online channels.

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## Services

Website Quick Fixes  
Website Development  
Website Care Plan  
Ask Me Anything Sessions  
SEO

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## Impact

Improved Google Lighthouse Audit results  
Improved Page Speed  
Restored organic reach  
Enabled CDN to deliver content close to visitors







# Registered Australian Migration Agents in Melbourne and Perth

FREE ASSESSMENT

No visa, no fee  
on specific visas







## Why True Blue Migration Chose LS-D

We have encountered this before – agents/developers have not done their jobs properly and have caused lots of pain to clients when deploying new websites and causing a loss of traffic.

We are able to empathise with our clients because we ourselves have been in similar situations, along with many of our clients.







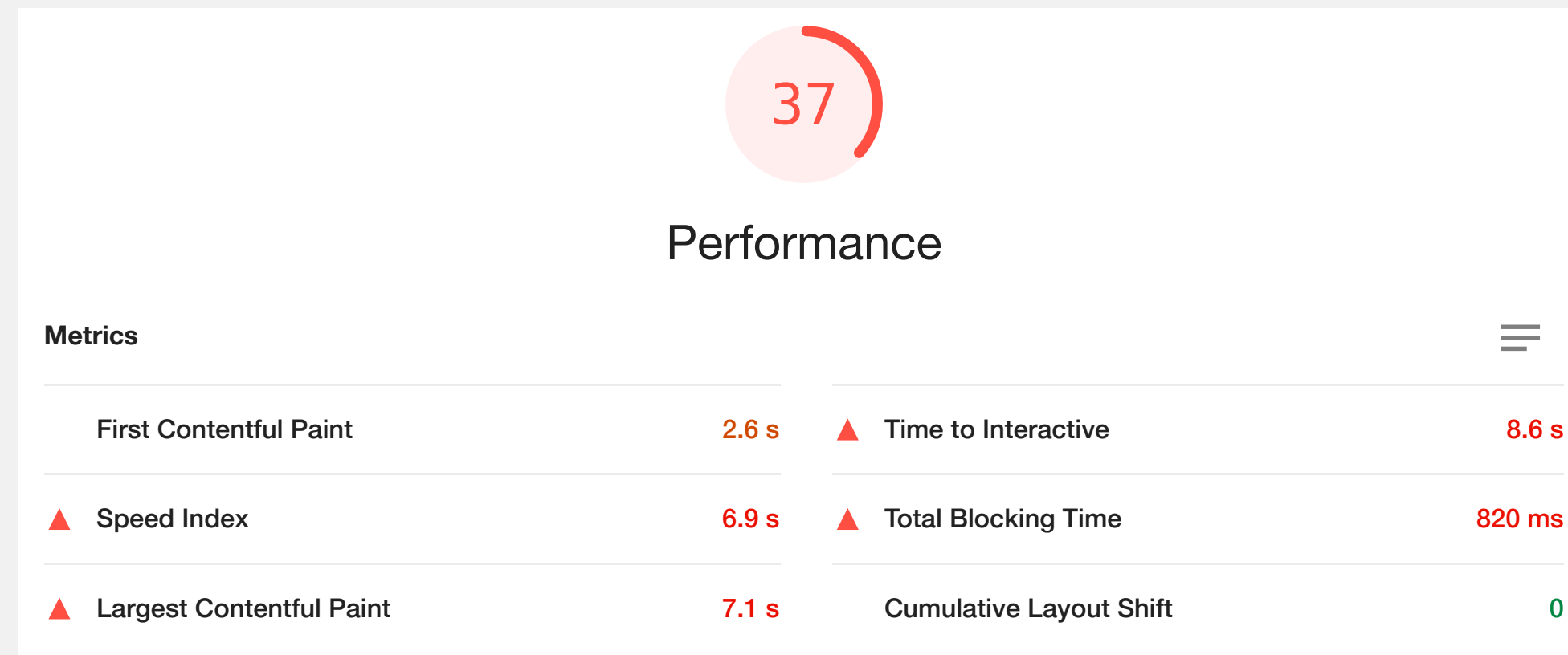
## Our Process

We first ran our own initial Audits over their site for comparisons and found issues surrounding plugins not being up-to-date, their platform and server hosts were too not up to date.

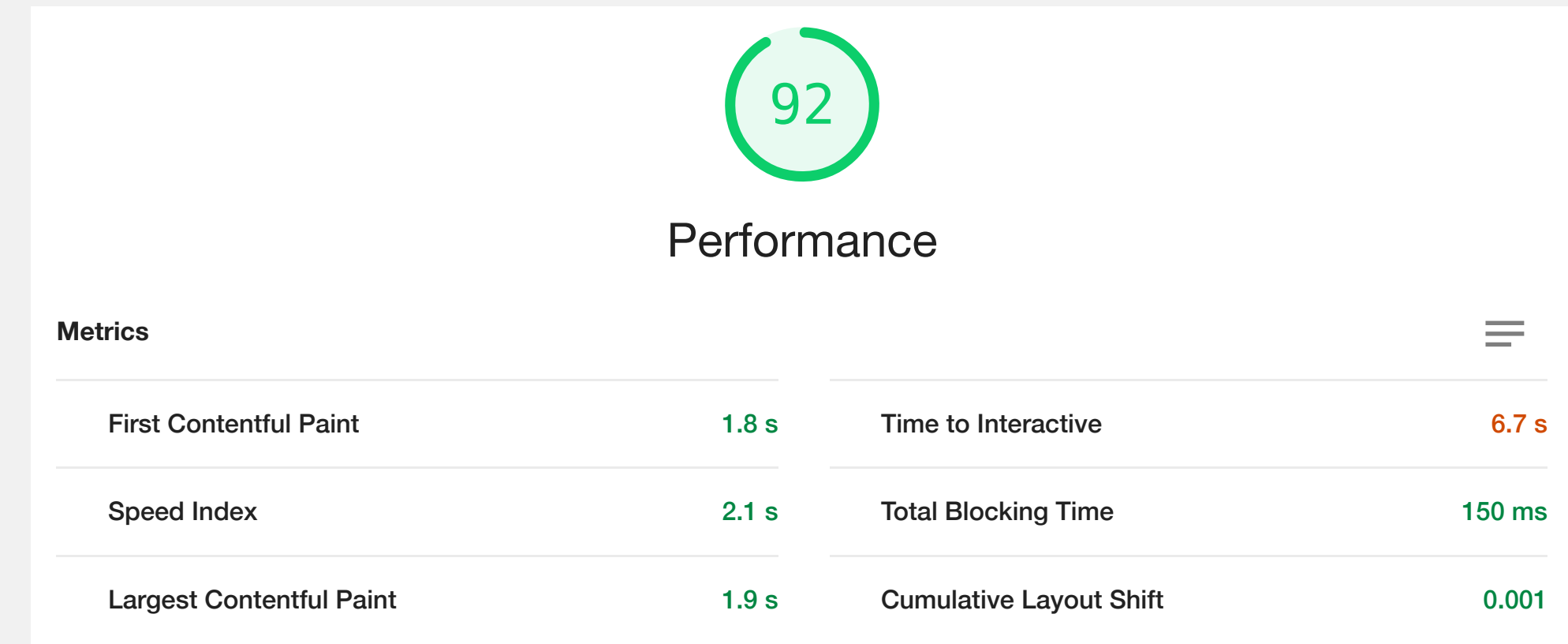
As such, we created a staging site for them and updated all plugins, platform and server and applied some of our most frequent optimizations to better help its page loading speed.







Mobile Lighthouse Report - Before



Mobile Lighthouse Report - After

## The Results

Core Vitals Score - Initially their performance was 26/100 on mobile browsers and they were getting 60/100 performance on desktop browsers.

After we moved their site to the staging site and updated plugins, platform & server – their performance on 37/100 on mobile browsers and desktop browsers were pushed up to 83/100.

We then applied our optimisations and activated the content delivery network. Their live website on desktop is now green with 95/100 and mobile optimisation is at 85/100.





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If you have been messed around by a developer or agency and your website is not performing – you need to reach out to us.

Our expert team will have this resolved ASAP and your organic rankings will be top-notch.



# Infinity22 - Accounting

Infinity22 is the go-to accountant for businesses within the international e-commerce realm. Through expert advice and a positive can-do attitude, Infinity22 would not only save your time but will help you grow your business.

From No Customer Support to 24/7 Global Support Access

Infinity22's owner, Thomas Sparks, was struggling with his existing hosting service in that it was not providing crucial customer support when urgently warranted.

The business needed a team of web hosting experts to ensure that his site was online 24 hours a day, 7 days a week due to the nature of his business operating on a global scale.

## Services

Website Quick Fixes  
Website Development  
Website Care Plan  
Ask Me Anything Sessions  
SEO

## Impact

Improved Google Lighthouse Audit results  
Improved Page Speed  
Restored organic reach  
Enabled CDN to deliver content close to visitors



Online accountants for online businesses.

# eCommerce accounting done right.

Book now for a free consultation

GET STARTED



HOME

ABOUT

SERVICES ▾

PRICING

RESOURCES

CONTACT US

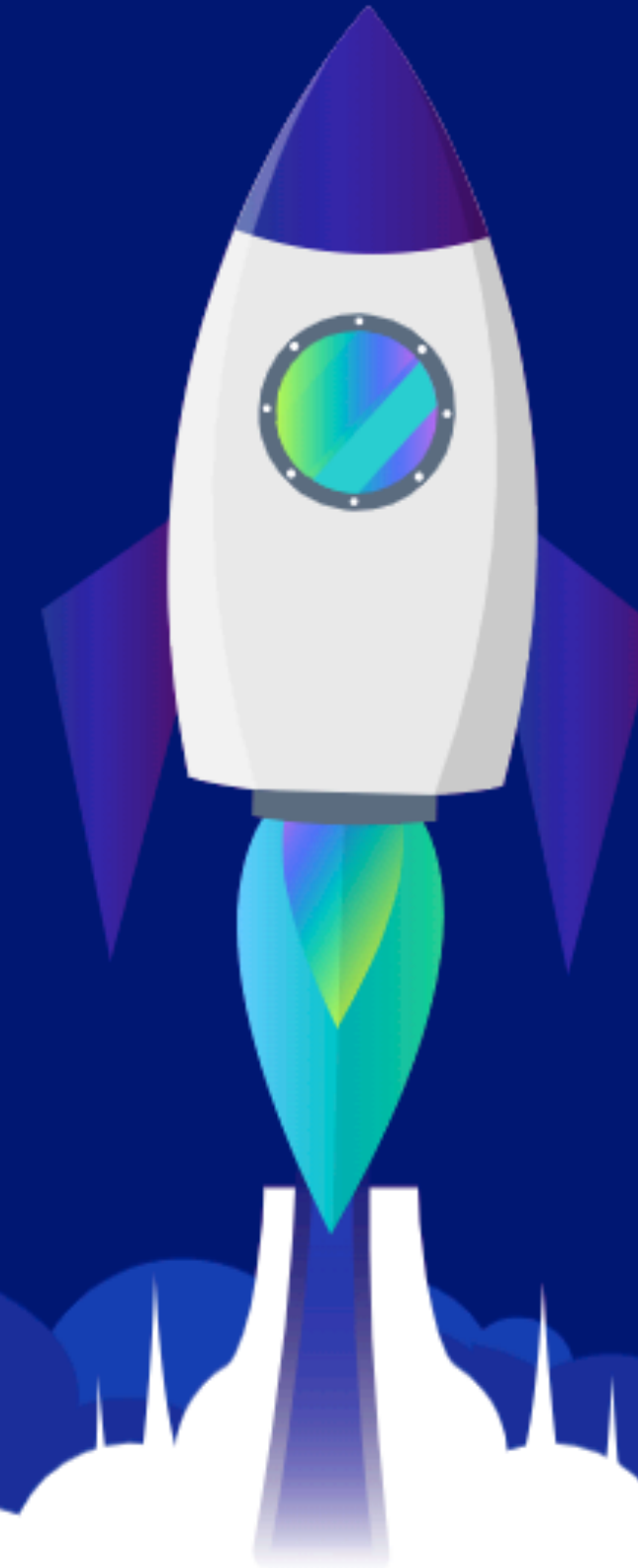
BOOK NOW

Online accountants for online businesses.

# eCommerce accounting done right.

Book now for a free consultation

GET STARTED





## Why Infinity22 Chose LS-D

LS-D was chosen for hosting due to our reasonable cost and EPIC web-hosting service that includes website support 24/7.







## Our Process

We migrated Infinity22's site within 48 hours of the order having been received, allowing Tom access to 24/7 website support and permitting him to relax about his business's online presence.







CAPABILITY STATEMENT

# The Results

Infinity22's page speed and organic page ranking increased because of our optimised WordPress hosting environment which allows for more businesses to find their ideal accounting partner quickly and easily.





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If your website is slow, or you do not have unlimited technical support – it is the time to upgrade to LS-D's website hosting that will cost you less than a cup of coffee a day.





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# Testimonials







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"Talk about someone who knows how to make things happen! 'Winning' - as he is affectionately known, has a super sensory flair for getting sh\*t done. A master researcher and 'finder outer' of all things tech and digital, he has a jawdropping knack for seeing new solutions and ideas."

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Esther Kwaku

FOUNDER & CEO • THE NERVE NETWORK







Lemon Squeezy are the tech guys for both my companies and they're excellent! Any question I have or help I need is responded to very quickly, often with the problems with my sites fixed while we are on the phone discussing the problem!

I didn't know that LS-D is a shopify expert as well and spent a lot of money on 'experts' who were expensive and didn't always resolve the problem or set up parts of my site to my satisfaction. As soon as LS-D became involved, my site looked great, worked very well and I saved time and money by being able to talk to LS-D directly.

I highly recommend LS-D as they have helped me quickly, professionally and for a very reasonable price.

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Lynda Ford

CEO • ENTERPRISING PARTNERSHIPS



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# Our Team







# Aaron Winning

FOUNDER & CEO • LEMON SQUEEZY DIGITAL

Aaron Winning is the mastermind behind Lemon Squeezy's creation. The box doesn't even exist for him, his free-thinking leadership skills bring solutions that benefit the business, customer, community and environment.

Aaron's unique and insightful approach to business has made him into a solution magnet, he won't rest until yours is the best.

From Melbourne, Australia. Aaron has been taking SEA by storm, gathering an impressive amount of happy clients under his wing.







Aston Cowie

CO-FOUNDER



Kyanne Ki

OPERATIONS LEAD



Guy Andrews

CREATIVE LEAD



Tung Masamandana

DIRECTOR OF PHOTOGRAPHY



Leman

DIGITAL GURU



Bhat Bunny

OPERATIONS LEAD



Natasha Chawla

JUNIOR GRAPHIC DESIGNER



Tien Day

LIVESTREAMING TECH





# Our Partners

Staying well connected with a network of entities is essential for good business. Our partners have a deep respect for us and vice versa.





Thank you.

Let's get to planting that  
lemon tree!