

NETLINK CREATIVE BRIEF

LINKEDIN CAMPAIGN // BUDGET: \$1995 // TIMELINE: 2 WEEKS // OWNER: CONNOR KIRSCH

CHALLENGE

Organisations rely on technology to operate, but most still manage it reactively. Internal IT teams are stretched keeping systems running, while risk, complexity, and expectations continue to rise.

Technology supports the business, but doesn't enable it. Netlink must reframe managed IT from a support function into a strategic advantage.

OBJECTIVES

BUSINESS OBJECTIVE

Increase enquiries for Netlink's managed IT and strategic technology partnership services.

MARKETING OBJECTIVE

Strengthen Netlink's position as Perth's trusted managed technology partner for organisations that need enterprise-grade capability without building it entirely in-house.

MEASUREMENTS OF SUCCESS

- Increase qualified inbound enquiries
- Drive engagement with Netlink's Connect, Protect and Grow service pillars
- Generate leads from campaign activity
- Strengthen brand recall for Netlink as a strategic IT partner

TARGET AUDIENCE

Senior decision makers responsible for technology, risk, and operations within medium to large organisations in Western Australia. These organisations often operate across multiple sites, remote teams, or complex technology environments.

AUDIENCE MINDSET

These leaders know technology matters. They understand the risks. They know security is critical. They recognise that infrastructure is becoming more complex every year. But internally, their IT teams are often focused on keeping things running rather than moving the business forward. They want a partner they can rely on. Someone who can take ownership of the technology environment so their organisation can focus on what it actually exists to do.

PAIN POINTS

- Internal IT teams stretched across too many priorities.
 - Rising cybersecurity risk and compliance requirements.
 - Complex environments across multiple locations, devices and cloud platforms.
 - Difficulty recruiting and retaining specialist IT talent.
 - Technology environments that support operations but don't actively help the organisation grow.
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KEY INSIGHT

Technology should make running a business easier. But for many organisations, it doesn't feel that way.

BEHAVIOUR CHANGE

CURRENT BEHAVIOUR

Organisations manage IT through internal teams or multiple external vendors, often reacting to issues as they arise. Technology works, but it rarely operates as a strategic advantage.

DESIRED BEHAVIOUR

Organisations partner with Netlink to manage their technology environment end-to-end, gaining access to the expertise, support and strategic guidance needed to operate with confidence.

SINGLE-MINDED PROPOSITION

Technology should power your business, not slow it down.

PROOF POINTS

- Over 25 years supporting Perth organisations with enterprise-grade technology solutions.
 - A complete service model covering connectivity, cybersecurity, cloud infrastructure and managed services.
 - 24/7 managed service desk with direct access to experienced engineers.
 - Strategic technology planning to align IT infrastructure with business goals.
 - Extensive technology partnerships including Microsoft, Cisco, Palo Alto Networks and Fortinet.
 - Proven experience supporting organisations operating across complex and remote environments.
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CREATIVE DIRECTION

Highlight how technology has become something businesses are forced to think about far more than they should. Bring this to life using simple, high-impact statements that expose the scale of the problem and make it immediately relevant to business leaders. Keep the execution minimal and direct, allowing the message to land quickly and clearly in high-scroll environments.

DELIVERABLES

STATIC LINKEDIN AD SIZES

- 1:1 (1080 × 1080)
 - 1.91:1 (1200 × 628)
 - 4:5 (1080 × 1350)
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