

Activation & Marketing Launch of an Innovation Hub

Cremorne Digital Hub (CDH) | Brand Transformation | Marketing channels

**Strategy &
Activation**

Rebranding

**Community &
Events**

The Problem: Launch a new tech hub for local tech companies and boost innovation in Victoria. Starting from scratch, create a complete marketing strategy & plan, set up effective digital tools, and design an appealing events schedule. Ensure all efforts support the client's goals to improve the local innovation scene.



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Olga was crucial in launching Cremorne Digital Hub's marketing and community engagement efforts. Her diligence, commitment, and professionalism were invaluable during our challenging early days. I highly recommend Olga to startup CEOs seeking expertise in marketing and community building.

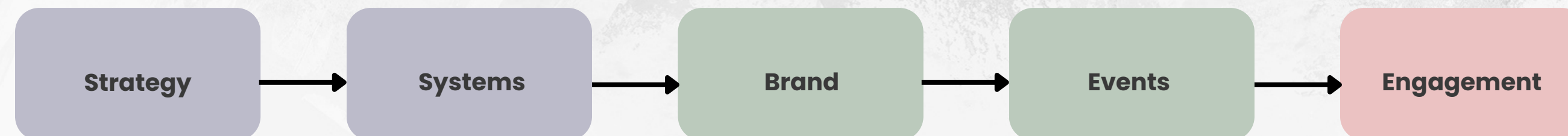
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What we did

- Set up and configured marketing automation tools to run consistent, scalable campaigns across every channel
- Developed a comprehensive marketing strategy from the ground up and activated it across key digital channels
- Built community engagement plans and executed a series of on-site activities to connect with local tech companies
- Transformed the Hub's brand identity end-to-end and successfully launched the rebranding initiative to the public
- Collaborated closely with industry partners to shape a strategic, well-rounded events plan for the Hub
- Engaged and managed key stakeholders throughout the project to keep momentum and alignment high



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The Results

- A fully operational marketing automation engine, built from scratch
- A complete marketing strategy live across every digital channel
- An engaged local tech community, built through hands-on events
- A refreshed brand identity, successfully launched to the market
- Strong partner collaborations powering the Hub's ongoing events calendar
- Key stakeholders aligned and engaged throughout the launch
- Grew LinkedIn followers by 114% in 5 months
- Increased email subscribers by 24% over month (with 48% open rate and 14% CTR)

Business Impact

Brand Positioning



Launched a new brand identity to the public and activated community engagement.

Marketing Infrastructure



Replaced ad hoc efforts with a fully automated, scalable marketing engine.

Ecosystem Engagement



Built an active network of partners, stakeholders, and local tech companies.

