

Nomination: 18823

Kayley Moon - Redefining The Digital Universe

Page: General Information

Name of Organization / Company

Honey Digital

Logo

No File Uploaded

Web Site Address

<https://honey-digital.com.au/> (<https://honey-digital.com.au/>)

Page: Entry Information

Entry Title

Kayley Moon - Redefining The Digital Universe

Category

E01 - E12 - Award for Innovation in Marketing > E12. Most Innovative Marketing or Advertising Professional of the Year

Submission Format

An Essay of up to 625 Words

Essay

Kayley Moon is spearheading a digital revolution as the driving force behind Honey Digital. Infatuated with the virtual realm, she's honed her Google Ads expertise since 2014. Certified as a Google Partner, Honey Digital has blossomed into a thriving enterprise, garnering millions in revenue and acclaim through stellar client reviews.

Honey Digital has grown from 15 to 50 clients and exceeded \$1 million in revenue. In 2023, Honey Digital turned over \$20 million, a 1,900% increase since starting in 2020.

Honey Digital's work has been recognised with significant award wins, including:

2023 International Stevie Awards – Most Innovative Advertising Professional Of The Year GOLD and Excellence In Service Innovation GOLD – WINNER

2022 International Stevie Awards – Best Female Entrepreneur Silver and Startup Of The Year Silver.

Honey Digital is transforming the digital space through:

Personalised Service: Honey Digital takes a hands-on approach with a commitment to providing personalised services. Each client works directly with Kayley throughout their journey, establishing trust and understanding. This personal touch is rare in digital marketing, especially with the introduction of AI and templates and the anonymity of a full-service agency. Honey Digital creates smarter business growth. Her clients' success stories are more than business transactions; they represent a familial journey from goal to goal. As clients grow, so does their spend with Honey Digital, prioritising quality over quantity.

Results-Driven Strategies: With an unwavering focus on delivering tangible results for clients, the agency goes beyond promises, ensuring strategies translate into significant returns on investment. This commitment is evident in the many success stories, eg: Skin Studio Jewellery, where substantial revenue growth was achieved through effective Google Ads campaigns. They spent \$41.6K and turned over \$798.4K, a demonstration of Honey Digital's efficacy tapping into the online market, especially during the COVID era. Kayley's strategy revolves around client improvement, industry leadership, and personal investment. Managing Honey Digital as a solo entrepreneur, Kayley's personalised approach is reflected in over 300 five-star reviews.

Transparency and Honesty: Marketing, especially Google Ads, is an industry rife with unmet promises. Kayley's transparency and honesty distinguish Honey Digital. Prioritising quality clients over quantity, she debunked the notion that growth requires sacrificing intimacy. Kayley envisions a future where results, growth mindsets, and personal connections define success.

Monthly reporting and client calls ensure that clients are not only informed but actively involved in understanding the outcomes of their digital campaigns. Every client has access to their Google Ads account.

Adaptation to Industry Changes: With constant changes in algorithms and trends, Honey Digital is at the forefront of industry best practices and adapts to the evolving nature of Google. Clients benefit from the latest strategies, maximising the effectiveness of their digital presence. Her client's success in Google has earned her a \$3000 voucher from Google.

Client Education: Kayley Moon understands the importance of setting realistic expectations in a world where instant success is sought. Client education is prioritised, helping them understand the intricacies of digital advertising and effectively managing expectations. Clients are informed partners in their digital marketing journey.

Community Support: Honey Digital contributes to the community by supporting charitable causes. Last year, \$10,000 was donated to charities and over 200 free audits for small businesses navigating Google Ads.

Quality over Quantity: With a focus on quality clients, rather than merely expanding its client base, this approach prioritises client success and growth mindsets, ensuring each client receives the attention and dedication necessary for optimal results. It's a deviation from the industry norm that often emphasises quantity over quality.

No Contractual Lock-Ins: Honey Digital offers flexibility to clients, empowering clients to choose whether to continue with the agency, fostering a collaborative relationship based on satisfaction and clear communication.

For this category please provide

An essay of up to 625 words describing the nominated innovative achievements in marketing since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files, works samples, and web addresses that you may upload to our server to support your entry and provide more background information to the judges.

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

File 1

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Do You Have Website URLs you would like to link to

No

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