

Tomedia + Risen Capabilities

Prepared from current Tomedia and Risen website copy as at 17 April 2026.

Executive Summary

Tomedia is a founder-led digital partner that combines strategy, brand, web delivery, growth marketing, reporting, automation, and proprietary product infrastructure into one connected offer.

For clients, that means Tomedia can act as:

- a strategic advisor
- a design and development partner
- a growth and campaign team
- a reporting and analytics provider
- a market-intelligence partner
- a product and platform builder
- a lower-friction marketplace delivery partner

Risen sits inside that wider ecosystem as a church-focused experience built to help churches be found, publish service information, showcase events and groups, and access creative support without needing a full custom digital stack.

Tomedia At A Glance

Tomedia's current public positioning is built around four connected systems:

- **Tomedia Agency** for strategy and execution
- **Discover** for business visibility, listings, marketplace access, and growth pathways
- **Seer** for market intelligence, territory planning, and research
- **TOAST** for privacy-first analytics and reporting

Tomedia also presents **Overwatch** as a custom client reporting portal, **Marketplace** as a lower-friction buying path for smaller or earlier-stage projects, and **Risen** as a specialised offer for churches and faith communities.

What Tomedia Can Do For Clients

1. Strategy, Consulting, and Transformation

Tomedia can help clients:

- clarify goals, positioning, commercial constraints, and growth priorities
- run stakeholder interviews, audits, and capability assessments
- create 30-60-90 day plans, quarterly roadmaps, and decision frameworks
- align leadership, marketing, product, and delivery teams around shared priorities
- select tools, platforms, and vendors
- guide digital transformation and change management

- provide founder-led strategic advice instead of junior account-handling

Website-listed consulting offers include:

- Consulting
- Digital Transformation Consulting

2. Brand, Design, and Creative Production

Tomedia can help clients:

- build or refresh brand identity systems
- create logos, typography, colour systems, and visual guidelines
- produce campaign creative across digital, print, and social
- design product interfaces and customer-facing digital experiences
- prepare production-ready assets for internal teams and external vendors
- create marketing collateral, packaging, signage, decks, and branded materials

Website-listed creative offers include:

- Design Projects
- logo design
- brand systems
- campaign creative
- product/UI design

3. Copy, Content, Social, and PR

Tomedia can help clients:

- define brand voice and messaging frameworks
- write website copy, landing pages, case studies, press releases, speeches, and long-form content
- run content marketing programs across written, visual, and multimedia formats
- manage social channels, calendars, moderation, and community response
- produce thought leadership and authority-building content
- run digital PR campaigns that generate coverage, backlinks, and reputation lift

Website-listed content and communications offers include:

- Copywriting
- Content Marketing
- Social Media Management
- Digital PR

4. Photography, Videography, and Production

Tomedia can help clients:

- plan and run studio or on-location shoots
- produce product, lifestyle, team, event, and campaign photography
- script, storyboard, shoot, edit, and deliver video content

- create multi-format deliverables for web, social, and campaign use
- support aerial/drone and ground capture where needed
- turn one production day into reusable assets across channels

Website-listed production offers include:

- Photography
- Videography
- filmography

5. Websites, Web Applications, Ecommerce, and App Delivery

Tomedia can help clients:

- design and build custom marketing websites
- build web applications and product experiences
- develop mobile applications
- create ecommerce stores and optimise them for conversion and retention
- build high-converting custom landing pages for campaigns and launches
- integrate analytics, forms, payments, and external systems
- support lifecycle marketing across email, SMS, loyalty, and retention journeys

Website-listed digital build offers include:

- custom websites and product experiences
- Web Applications
- Mobile Apps
- Ecommerce
- Custom Landing Pages
- Website Design and Development
- Mobile Application Development

6. Website Maintenance, Hosting, and Infrastructure Support

Tomedia can help clients:

- keep websites updated, monitored, and performance-tuned
- manage backups, hosting, SSL, and operational upkeep
- support analytics, accessibility, QA, and urgent fixes
- provide Australian hosting and domain services through Tomedia Hosting
- supply website security, backup, email, and related business web infrastructure

Website-listed infrastructure capabilities include:

- Website Maintenance
- domains
- Australian hosting
- reseller hosting

- SSL certificates
- email services and professional email
- website security
- website backup
- VPN
- site builder / website builder tools
- SEO tools via hosting stack

7. SEO, Search Visibility, and Organic Growth

Tomedia can help clients:

- improve local visibility and map-pack performance
- clean up citations and listings across directories
- grow organic traffic through technical fixes, content systems, and authority work
- run specialised SEO programs by sector, market, and business model
- create search-led content engines and reporting loops
- support agencies through white-label SEO delivery

Website-listed SEO capabilities include:

- Local SEO Services
- SEO
- Technical SEO Audits
- Content Marketing SEO
- Link Building Services
- International SEO
- B2B SEO
- eCommerce SEO
- Enterprise SEO
- Lead Generation SEO
- White Label SEO
- Generative AI SEO

Associated organic-growth work also includes:

- review management
- local landing page and neighbourhood page production
- structured data and schema work
- SERP, competitor, and keyword research
- authority-building and digital PR activation

8. Paid Media, Advertising, and Campaign Execution

Tomedia can help clients:

- plan and manage paid media budgets across search, shopping, social, video, and retargeting

- build and optimise campaign structures, creative, bidding, and landing pages
- manage full-funnel digital marketing and attribution
- extend campaigns into traditional channels where needed
- coordinate offline and online measurement together

Website-listed paid media capabilities include:

- SEM & Digital Marketing
- Google Ads Management
- Google Shopping Optimisation
- Microsoft Ads Management
- Remarketing Campaigns
- Instagram Paid Social
- Facebook Paid Social
- LinkedIn Paid Social
- YouTube Advertising
- Digital Advertising
- Traditional Advertising

9. Conversion Optimisation, Analytics, and Reporting

Tomedia can help clients:

- audit conversion leaks and build structured experimentation programs
- improve landing pages, forms, user journeys, and nurture flows
- provide privacy-first website analytics through TOAST
- deliver live client reporting through Overwatch
- connect campaign reporting to goals, commentary, and next-step recommendations
- integrate measurement across Google Analytics, Google Ads, Search Console, and Tomedia tooling

Website-listed optimisation and reporting capabilities include:

- Conversion Rate Optimisation
- TOAST privacy-first analytics
- Overwatch custom client reporting
- KPI tracking and deltas
- forecasts with confidence bands
- goal tracking
- live notes and commentary feeds
- exportable PDF reporting
- technical issue detection and performance monitoring

10. Automation and Practical AI Deployment

Tomedia can help clients:

- automate content, reporting, and internal workflow tasks

- design AI-assisted production systems with human review in the loop
- integrate automation into existing delivery and marketing stacks
- deploy practical AI workflows focused on delivery speed and measurement rather than novelty

Website-led positioning in this area includes:

- automation and AI workflow integration
- workflow automation
- practical AI deployment
- AI-assisted SEO and content systems

11. Market Intelligence and Decision Support

Tomedia can help clients:

- understand demand, competition, and opportunity before committing budget
- assess postcode and suburb opportunities for rollout or expansion
- benchmark regions, industries, and market pressure
- surface early-warning risk overlays and market stress indicators
- bring intelligence into operator, analyst, and API workflows

Publicly positioned product capabilities include:

- **Discover:** business visibility, listings, marketplace access, and growth pathways
- **Seer:** market intelligence across regulatory, economic, geographic, and behavioural signals
- **Apex:** territory execution intelligence, shortlists, and rollout sequencing
- **Marketplace:** lower-friction delivery path for businesses not ready for a full retainer

Seer's website positioning particularly supports:

- territory planning
- competitor and market research
- demand and competition analysis
- risk and stability overlays
- API access for teams wanting Seer signals inside their own tools
- web intelligence, trust diagnostics, and connected domain/entity analysis

Additional Website-Listed Specialist Offers

Beyond the current main-site service catalogue, Tomedia's public web presence also lists several specialist or adjacent offers.

Tomedia Hosting

Tomedia Hosting presents capabilities including:

- domain registration and management
- Australian website hosting
- reseller hosting
- SSL certificates

- professional email and email services
- spam filtering and website security tools
- site backup and restore
- VPN
- site builder / website builder tools

Tomedia Cyber Protection

Tomedia Cyber Protection publicly lists capabilities including:

- cyber security auditing
- cyber safety education and training
- backup support
- data breach analysis
- cyber security consulting

Tomedia Publishing

Tomedia Publishing publicly lists support for:

- book publishing
- video game publishing
- board game publishing
- film and television publishing
- podcast publishing
- photography publishing

Its website also references capabilities such as:

- editing and proofreading
- formatting and layout
- cover and graphic design
- art, audio, and design services
- cross-platform development and code review
- QA and usability assessment
- marketing, PR, and release support
- publishing, distribution, and platform rollout
- possible advance-funding pathways on selected projects

Tomedia R&D

Tomedia R&D publicly lists capabilities including:

- general research
- market research
- competitor research
- brainstorming

- concept design
 - idea development
 - prototyping
 - experimentation
-

Risen Capabilities

Risen is Tomedia's church-focused offer. Its public positioning is built around helping churches become easier to discover, easier to understand, and easier to engage with.

What Risen Does

Risen can help churches:

- create a clearer digital front door for first-time visitors
- publish accurate church profiles with location and key visitor information
- list weekly service times
- publish upcoming events
- showcase small groups and ministries
- highlight community and charitable initiatives
- make next steps visible so people can move from browsing to belonging
- request creative help without sourcing separate vendors or tools

Public-Facing Church Discovery

Risen includes:

- a public church directory
- browsable church profiles
- live church maps
- upcoming events pages
- group browsing
- church claim and onboarding flows

Its public messaging emphasises:

- making first visits easier
- helping locals find a church
- showing events and groups clearly
- presenting churches more consistently as brands

Church Onboarding and Profile Setup

Risen's onboarding flow is designed to collect and publish:

- church details and location
- contact details
- brand kit basics such as colours, logos, and fonts
- service times

- mission and community initiatives
- small groups
- events
- additional notes that support future marketing or design requests

Marketplace and Creative Support For Churches

Risen also includes a church-focused marketplace model. Publicly, it is positioned as a way for churches to request:

- design assets
- branding help
- marketing assets
- fixed-scope creative support with clear pricing and scope

The website messaging highlights:

- collaborative delivery workflows
- itemised marketplace requests
- built-in church pricing
- downloadable final assets
- the ability to request creative support from within the same workflow used to manage profiles, events, and groups

Who Tomedia Is Best Suited To

Tomedia's current website positioning suggests strong fit for:

- founders and leadership teams needing strategy plus execution
- businesses wanting one partner across brand, web, SEO, ads, analytics, and reporting
- teams that want measurable systems rather than disconnected agency services
- organisations that need privacy-conscious analytics and transparent reporting
- multi-location or territory-driven businesses that need visibility and market-intelligence support
- agencies that need white-label SEO support
- churches and faith communities through Risen
- smaller teams that want to start with marketplace or fixed-scope delivery before moving into broader retainers

Typical Ways Clients Can Work With Tomedia

Based on the public website, clients can engage Tomedia through:

- fixed-scope projects
- monthly retainers
- marketplace-style productised services
- reporting and analytics setups
- specialised platform access
- consulting and transformation engagements
- publishing or R&D-style partnership models where relevant

One-Paragraph Summary You Can Reuse

Tomedia is a founder-led digital partner that combines strategy, design, development, SEO, paid media, analytics, reporting, automation, and proprietary product infrastructure into one connected offer. Through Tomedia Agency, Discover, Seer, TOAST, Overwatch, Marketplace, and Risen, the business can support clients with everything from brand systems, websites, apps, ecommerce, campaigns, and local visibility through to privacy-first analytics, market intelligence, reporting, and specialised church-focused digital support.

Source Basis

This document was assembled from the current public positioning and service copy across:

- <https://tomedia.com.au>
- <https://tomedia.com.au/agency>
- <https://tomedia.com.au/services>
- <https://tomedia.com.au/ecosystem>
- <https://tomedia.com.au/marketplace>
- <https://tomedia.com.au/toast>
- <https://tomedia.com.au/seer>
- <https://agency.tomedia.com.au>
- <https://hosting.tomedia.com.au>
- <https://publishing.tomedia.com.au>
- <https://cyberprotection.tomedia.com.au>
- <https://research.tomedia.com.au>
- <https://tomedia.com.au/risen> and its related public Risen pages as represented in the current site codebase