

DIGITAL ADVERTISING Managed Campaigns

Innovative technology that generates real customers.



More than just impressions & clicks—it's customers

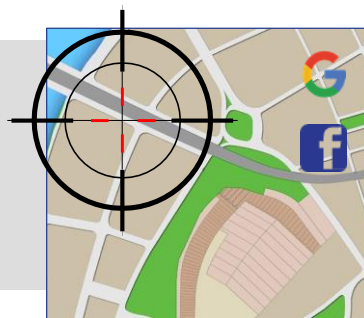
Be found online and target results with a digital suite of services integrated into one effective campaign. Anchor with a mobile optimised site, add Social media business page and Facebook ads, Google My Business optimisation, SEO package and paid search marketing (SEM) to promote your business with accuracy relevant to your customers. At the end of each month, we'll show you the number of phone calls, site visits, and the potential revenue that you've generated. After all, you're not advertising to get impressions and clicks—you're doing it to get more customers.

Digital Advertising using multi channel mix is our speciality* which allows us to promote your business to generate results.

1

Target only the best opportunities

Advertising to everyone is expensive and inefficient. Instead, we use our patented process and the best digital technologies to promote your business to a hyper-targeted audience, including competitors' customers, people nearby, past customers, and more—without compromising customer privacy along the way.



2

Track phone calls and website visits

Closing a sale often starts with customer interactions. With Digital Advertising, we track specific keywords in every interaction to gauge your customer's intent to purchase (e.g. "make a reservation" or "delivery price"). Furthermore, we know when your SEM ads result in actual store visits and we can track phone calls when enabled.

Digital Advertising
SEM



3

Focus on revenue

Don't get sidetracked with impressions and clicks—you want real customers spending real dollars. Our monthly reports clarify how much revenue you've generated based on your average customer value.

Do they **know** about
you?

4

Let us take care of it all for you

Our experienced advertising professionals will take care of all the heavy lifting for you, including creating campaigns, designing graphics, targeting the right people, reviewing data to optimize over time, and generating revenue reports so you know it's working. A one stop shop with transparency and reporting so you can make the right decisions.



Can they **convert**?

AUSADVERTISING

DIGITAL ADVERTISING Managed Campaigns

Innovative technology that generates real customers.



- Display Advertising
- Youtube Advertising

- Facebook/Instagram
- Youtube Advertising

- Search Advertising

The best products deliver results

AusAdvertising seamlessly integrates the 5 key elements within our product suite. This gives more control over your business online presence, ROI and market.

Google Ads and Map Optimisation

We tailor strategic ad campaigns that streamline targeted traffic for business growth. You specify the goal of the campaign and who we should geotarget.

SEO for Smartphones - JetPak The best long term organic SEO to be found ahead of your competitors on mobile devices. SEO optimisation improves long term presence

Social Marketing: Facebook business page and ads campaign to publish content and collect local real-time leads and gain full interaction through your social media pages.

Landing Website: is the campaign anchor for an optimised, professional website designed and managed for Australian businesses to compete in the online space.

Benefits

With AusAdvertising multi stream campaigns you are provided with a monthly report of real world conversions such as phone calls and site visits which when combined with the 5 elements that comprise the cornerstones of digital presence deliver a most effective way of both expanding your customer base with new sales and helping to build brand to retain your current customers.

Pricing Options

Pricing is based upon target market and the category and the strategy chosen. AusAdvertising offer campaign packages starting from \$899/month plus gst for an introductory annual package, fully managed.

For larger campaigns we offer a transparent package that allows you to directly monitor and participate in the Digital Advertising campaign. This option has a once off set up fee and a management fee for service provision. In all options we provide monthly reports and manage it all to provide the best and most effective integrated service.



Company:
Phone Sales:
Phone Support:
Email:
Website:

AusAdvertising
02 9011 7901
02 9011 7929
sales@ausadvertising.com.au
www.ausadvertising.com.au