



# Digital Marketing Specialists

Digital marketers | Lead generation specialists | Social media experts



# Digital Marketing Specialists

## Background

Boost Your Brand is an industry leading digital marketing agency that is **obsessed** with building **life changing results** for their clients.

We are Tom & Lauren - certified Digital Marketers with over **2 decades of sales training and marketing experience**.

We have experience in all elements of digital marketing, and work with many types of businesses. No matter what industry you're in, we're confident we'll find a successful digital marketing strategy for you!



## Our Promise

We promise to:

- Help you generate a consistent and quality lead flow of new clients.
- Build a strong working relationship with you and your team. Client communication is one of our top priorities, alongside getting you maximum results.

## Capabilities

- Facebook Ads
- Instagram Ads
- Google Ads
- YouTube Ads
- LinkedIn Ads
- TikTok Ads
- Website design
- Custom domain/email set up
- Sales Funnels
- Data analysis
- Campaign reporting
- High level strategy
- Email/text automation
- Landing Pages
- Content creation
- Consulting
- Social media coaching
- E-commerce
- CRM systems
- Flip book E-commerce creation



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## Who do we service?

### Start-up business

Are you building your own business? Perhaps a trades business, personal training, an online store, a local café or retail shop? Then we want to help you!

Let us help you launch your business through avenues such as website creation, targeted marketing and system automation. All pieces of a puzzle to help you find more customers and generate leads from day one.

### Small business

We can put a tailored package together to suit your business and product range.

We can assist you with:

- New product/service launches
- Lead generation for services. Eg, Trades, delivery services, medical appointments, real estate plus much more.
- We can increase your contact list and marketing database with genuine contacts

### Large companies

Do you have a marketing department without a Digital Marketing Specialist? Are you only getting average results with your current social media and digital marketing campaigns?

We can freelance to your business to build a digital marketing program & strategy for your business. We'll coach your team through to handover stage, so you can continue on without us. Or, why not engage us permanently to ensure you always get the best results?



# Our services

BOOST  
YOUR  
BRAND





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## Our Services

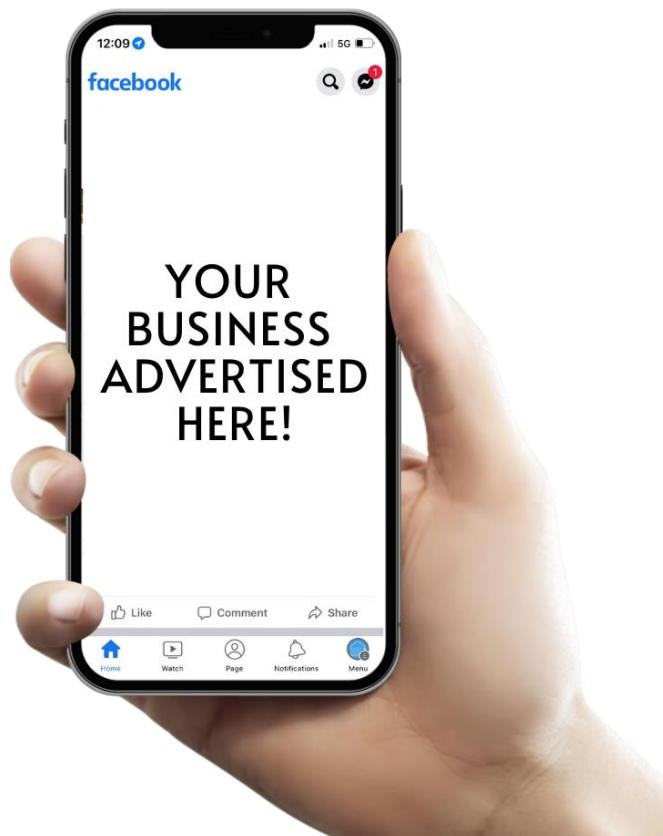
Ongoing monthly services we offer:	Frequency	Additional costs
Facebook & Instagram ads for lead generation	Monthly	Daily ad spend
Full social media management	Monthly	-
Google Search / Ad Words	Monthly	Daily ad spend
YouTube video ads	Monthly	Daily ad spend
LinkedIn ads	Monthly	Daily ad spend
TikTok ads		
Automated emails (Four emails per month) (Can tailor a frequency and pricing structure for your business)	Monthly	Subscription costs
Text message marketing (Four texts per month) (Can tailor a frequency and pricing structure for your business)	Monthly	Text message credit costs
Additional one-off services we offer:	Frequency	Additional costs
Six month integrated marketing schedule	One-off	-
Chatbot on Facebook Messenger	One-off	Maintenance costs for edits
2 page website	One-off	Domain registration and hosting costs
Landing page	One-off	Domain registration and hosting costs
Website health check	One-off	-
Set up Customer Relationship Manager (CRM) system	One-off	HubSpot hosting costs

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## Social Media



## We can support your business through:

- Paid Ads
- Full social media management

Paid Ads	Ads to find new customers (general)	Ads to sell your product/service	Seasonal themed ads	Testimonial ads (social proof)
Full Management	Facebook & Instagram posts	Product information	Reels & videos	Testimonials on your page



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## Google Ads



Do you want your business or product at the top of Google? If people are searching for a product, service or business similar to yours, you want them clicking on YOUR BUSINESS first.

### What does this include?

- In-depth analysis of trending keywords for your industry.
- Understanding potential client search terms to be relevant to correct audiences.
- Daily ad monitoring to keep ROI at a maximum
- Regular client reporting



a product/business/service similar to yours

[All](#) [Images](#) [Maps](#) [News](#) [Videos](#) [More](#)

Tools

About 500,000 results (0.29 seconds)

*Sponsored*

**Ad** [www.yourbusiness.com.au](http://www.yourbusiness.com.au)

Your business advertised here, at the top of Google Search

## YouTube Ads



### What does this include?

- > We organise a professionally made video through an external company. This could feature yourself, your staff and client results/testimonials. You can also include a short interview explaining your background and what makes you and your business different.
- > This will play as an ad at the start of YouTube videos for people who have searched for a product, service or business similar to yours.
- > We can use this same video for Facebook and Instagram ads.





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## Automated emails



Including:

- > 'HubSpot' automated email account with your business name
- > Set up of an email template, so that each email blast has a similar look & feel.
- > We'll use GIF images in the top body of the email to ensure maximum amount of engagement
- > Subject & Header lines need to be catchy & inviting to immediately entice the reader to open the email
- > 4 emails per month. Topics to be agreed upon 1 month prior

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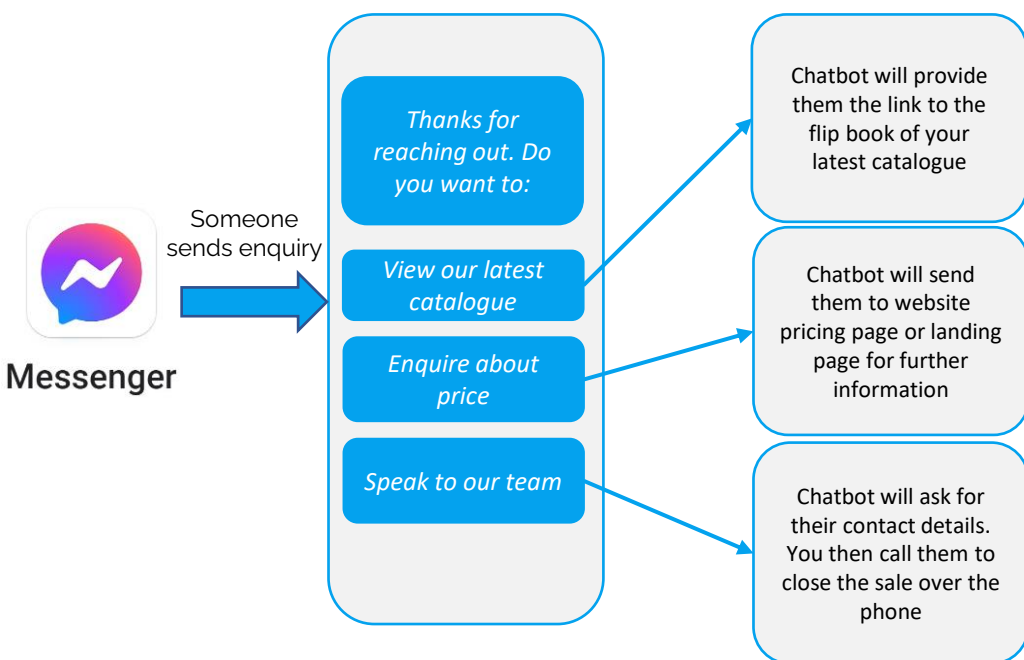
## Automated text messages

- > Text message marketing is a quick and easy way to retarget to existing customers
- > A great way to launch a catalogue, inform about specials, new services etc
- > Delivered in a method that is instant to your customers
- > Very rarely do text messages go unnoticed
- > Text messages are usually seen as important
- > 4 texts per month





## Chatbot for Messenger



Bots  
for Messenger

## Why set up a Chatbot?

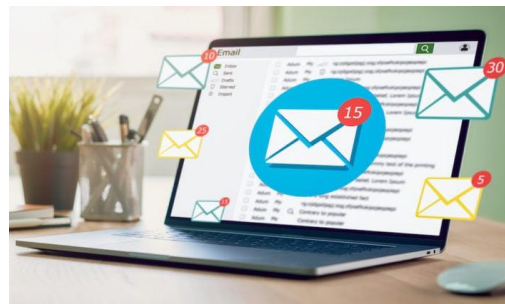
- > We want you to be receiving so many leads that you don't have time to be answering every enquiry
- > A Chatbot creates a better consumer experience to be answered immediately

## Email set-up

A quality email setup is fundamental to any business that wants to look professional.

We can set up the following:

- Google Gmail hosted email (using your custom domain)
- Microsoft Outlook hosted email (using your custom domain)
- Microsoft 365 Office suite for all sized businesses wanting to use the Microsoft Office programs





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## LinkedIn ads

LinkedIn is targeted specifically to professionals. LinkedIn has a smaller pool of users worldwide, but also has a smaller pool of advertisers, so your ad can be more concentrated. It's also arguably hitting a more targeted consumer base.

## Reporting

We'll report regularly on the results of each campaign we run for you. Regular report analysis gives us the opportunity to discuss with you any areas of optimisation that we can see as business opportunities to increase your ROI.



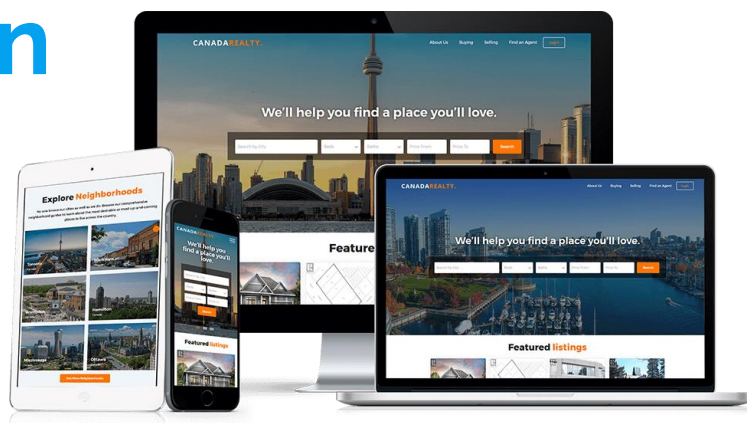
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## Website design

Are you looking for a quality website to be the face of your business? We work with businesses of all sizes to design & create company branded websites and online stores. Book today for a free 1-on-1 consultation of how we can help you.

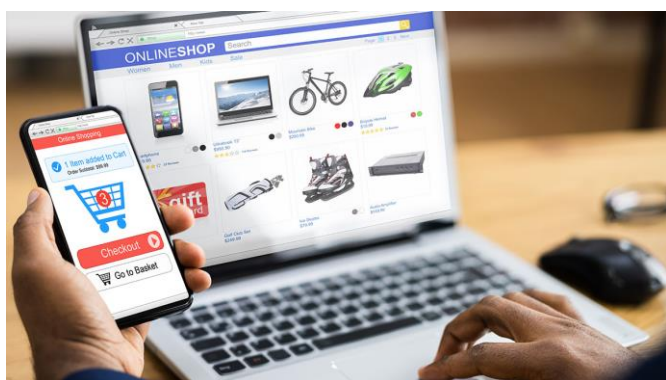


## E-commerce

Selling online can be a complex task, however it has a very strong ROI if done correctly.

E-commerce isn't as simple as just putting products on your website for sale. To get the best results, it also needs a well thought out marketing strategy behind it.

Talk to us today about setting up an online store, and a complete E-commerce strategy for your business!



## CRM system setup

A quality CRM (Customer Relationship Management) system is a vital part of any business that has customers.

A CRM system helps businesses build a relationship with their customers that, in turn, creates loyalty and customer retention. Since customer loyalty and repeat business both affect a company's bottom line, having and utilising a quality CRM system is something that you can't be without.

If your customer is your #1 asset, then a quality CRM is how you retain your #1 asset!





BOOST  
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BRAND



Thank you!

***Get in touch TODAY to start building your online brand!***

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