

The background is a solid blue color. Overlaid on it is a faint, light blue graphic of a house outline. Inside the house outline, the words "BOOST YOUR BRAND" are written in a large, light blue, sans-serif font. To the right of the text, there are several circular icons representing social media platforms: Facebook, Instagram, and YouTube.

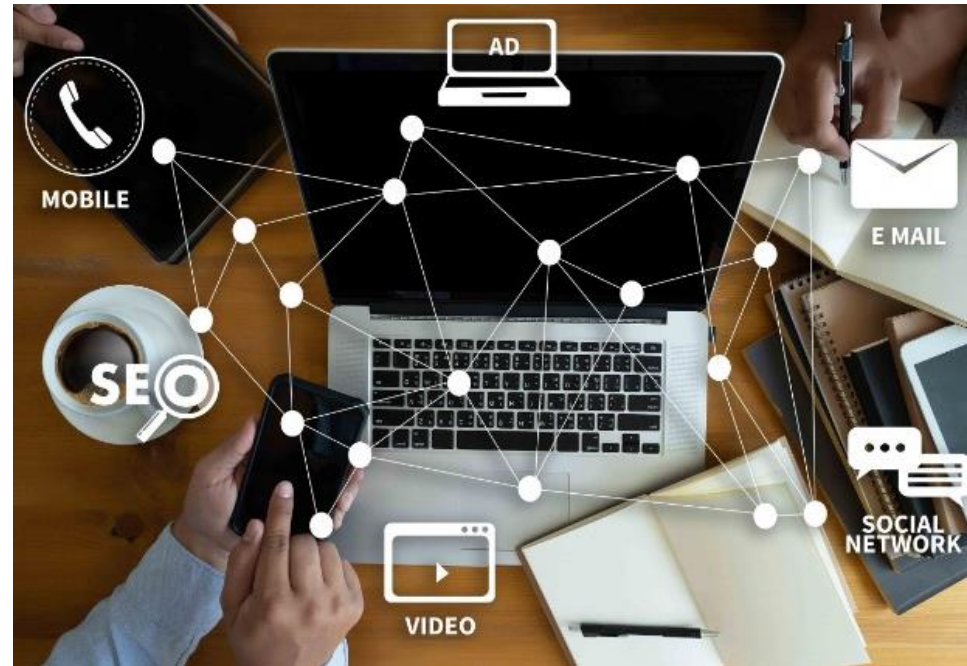
Why should my business invest in Digital Marketing?

Digital marketers | Lead generation specialists | Social media experts

What is digital marketing?

Overall, digital marketing is defined by using numerous digital tactics and channels to connect with customers where they spend much of their time...online.

The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. Depending on the goals within their marketing strategy, marketers can utilise a wide range of free and paid channels through digital marketing.



What are the major benefits of digital marketing?



1. You can focus your efforts on *only* the prospects most likely to purchase your product or service.
2. It's more cost-effective and time efficient than outbound marketing methods.
3. Digital marketing evens the playing field within your industry and allows you to compete with bigger brands.
4. Digital marketing is measurable.
5. It's easier to adapt and change a digital marketing strategy.
6. Digital marketing can improve your conversion rate and the quality of your leads.
7. You can engage audiences at every stage of the consumer buying cycle through digital marketing.



Why is digital marketing so important?



Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone.

From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing strategy for small businesses.



Glossary & definitions



Term	Definitions
Impression	Every time a user sees your ad. 1 view is 1 impression.
Conversion rate	Percentage of customers who completed your desired action
ROAS	Return On Ad Spend
Bounce rate	The % of users who visit your website and leave straight away without clicking further
ChatBot	Software that responds automatically to text enquiries (Eg, Messenger or website chat) to simulate a human conversation
CPC	Cost Per Click
CTR	Click Through Rate
CAC	Customer Acquisition Cost
SEO	Search Engine Optimisation
SEM	Search Engine Marketing



FAQ's

BOOST
YOUR
BRAND



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Why should I invest money into digital marketing?

Digital marketing (DM) is vital for your business and brand awareness. Quality DM is so common that consumers now expect and rely on it as a way to learn about brands. Because DM has so many possibilities, we can get creative and experiment with a variety of tactics on a budget that suits you.

If you have a product or service you're selling, we'll find a creative method to advertise your product / service and increase your sales or appointments. Let us show you what we can do! If you don't understand digital marketing, you'll be amazed how powerful it can be when done by a professional.

What is the most popular platform to advertise on?

Different platforms can be best for different businesses & projects. Typically, Facebook is the best starting point. Facebook is the platform that the majority of customers understand, and are therefore most comfortable to start their digital marketing campaign on this platform. Once we show you the results, we want to start testing other platforms such as LinkedIn, Google ads, YouTube ads and so on. It really depends on how many extra leads your business can handle.

Why should I engage a professional company for digital marketing?

Anyone can post on Facebook but it takes experience to understand the best hook to use, which is the best funnel to use, what structure to follow when writing ad copy, how to target a specific demographic & niche, what to do when an ad doesn't get engagement, what success looks like, the list goes on. It takes years of DM experience to understand what consumers will most likely interact with.

Does digital marketing work for all businesses?

DM can work for any business in any industry. Regardless of what your company sells, digital marketing still involves building buyer personas to identify the needs of your audience and creating valuable online content. However, that's not to say all businesses should implement the same digital marketing strategy. At Boost Your Brand, we use our industry experience to tailor the correct strategy for you and your business.



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About us

At Boost Your Brand, we're all about you!

We know what makes good customer service, because we've been delivering it for decades!

Our story

Boost Your Brand is an industry leading digital marketing agency that is **obsessed** with building **life changing results** for their clients. Our client base ranges from sole traders, to start-up businesses, to well established companies - we work on projects big and small.

Co-Founders Tom & Lauren are certified Digital Marketers who have over **2 decades of sales training and experience** between them. They work closely with their clients to generate quality leads, create and implement sales funnels and build strong brand equity for their clients.

Why use Boost Your Brand?



Who do we work with?

Start-up businesses:

Let us help you launch your business to find more customers and generate leads from day 1. We can help with website creation, CRM setup and optional management, as well as marketing your business to the digital world.

Small businesses:

We'll build a tailored package to best suit your business, budget and product range. Working cohesively with you, we can help with projects you haven't yet had the time to execute. For example, launching that brilliant online store!

Large companies:

Do you have a marketing department without a Digital Marketing Specialist? We can contract to your business to build a digital marketing program specific to you. We'll coach your team through to handover stage so you can continue on without us. Alternatively, we can help grow your business as your preferred third party marketing agency on an ongoing basis.

Real estate:

We offer complete digital marketing solutions for agencies, individual agents and vendors.

Agencies: Complete online branding to boost your business

Agents: Boost your individual name & brand

Vendors: Boost your home listing to more buyers

Find out more info at boostyourbrand.au

Why use Boost Your Brand?



What else do we do?

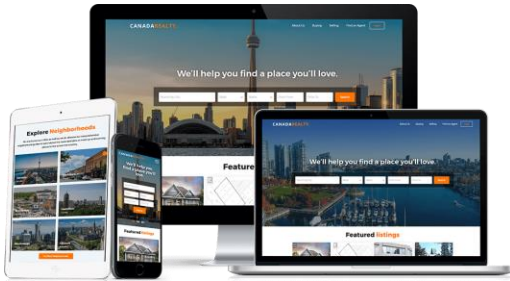
Email setup

- A quality email system 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



Website design & creation

Are you looking for a quality website that's the face of your business? We work with businesses of all sizes to design & create company branded websites, Real Estate websites and online stores. Talk to us today for a consultation of how we can help you.



CRM system

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 revenue are both qualities that affect a company's bottom line, CRM is a management strategy that increases profits for a business.

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





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THANK YOU