Media Junkies

OUT OF THIS WORLD PRESENTATION
INTRODUCTION

Addicts in a Digital Age

*Whether you need to create a brand from scratch,* including marketing materials and a beautiful and functional website or whether you are looking for a design refresh we are confident you will be pleased with the results.
We like to get to know our clients and what’s better than talking business over a warm cuppa.

We love to hear why you started what you are doing and who you want to impact with your vision.

Once we understand what you are after, we will put together the best team possible to get the job done.

Everything we do is process driven. From content production to distribution, from web development to graphic design.

To get started we need your sign-off. This process captures information from you that we need in order to commence the project.

Within 3-5 business days of returning your sign-off your Account Manager will call you to arrange a time to have a kick-off call.

Now, we are in production phase. That’s the exciting part for our team: to make your brief reality.

Before anything goes out into the digital world, you will have the last word.

When everything is ready, we push the buttons and make sure your project goes live.
OUR WORKSPACE

Welcome aboard

Office
Monday to Friday

Varsity Lakes
Creativity is the key to success - that’s why we love working from our funky workspaces in Varsity Lakes, Brisbane and Sydney.

Come and challenge us in a game of Ping Pong! Whenever we feel we are getting stuck or need to get the heart rate pumping, we compete in a game of table tennis. Dare us to play anytime.

Drink Coffee
We are also known for our great coffee.

Mobile
Free Wifi wherever you’ll meet a Media Junky.

Love
Media Junkies is like a family – for employees and clients alike.
Walk into our studio and see our digital experts doing what they love. From designers to strategists, we share a passion for creating powerful digital advertising that sets your brand apart from the competition. Our endless curiosity and healthy obsession with web advertising makes us the only choice for dynamic digital marketing results.
We work with clients big and small across a range of sectors and we utilise all forms of media to get your name out there in a way that’s right for you. We believe that analysis of your company and your customers is key in responding effectively to your promotional needs and we will work with you to fully understand your business to achieve the greatest amount of publicity possible so that you can see a return from the advertising.

We have a number of different teams within our agency that specialise in different areas of business so you can be sure that you won’t receive a generic service and although we can’t boast years and years of service we can ensure you that is a good thing in this industry.

Our teams are up to date with the latest technologies, media trends and are keen to prove themselves in this industry and that’s what you want from an advertising agency, not someone who is relying on the same way of doing things that worked 10 years, 5 years or even a year ago.

Whatever the level of support you require, we are sure that we will have a package that meets your needs. All of our professionals are highly experienced in the areas in which they work and have been through a thorough recruitment process to ensure they deliver to the high standard that you would want for your business.

We will work with you to fully understand your business and your target audience to inform our marketing strategy. Using the outcomes from the Company Analysis, we will put together a plan for the most effective marketing strategy to get the best results for your business.
MEET OUR COO
A free spirit at heart – an entrepreneur by nature.

About Sonja
Sonja calls herself a storyteller, because that’s easier than listing social media expert, journalist, digital marketer, entrepreneur, mentor, workshop trainer, keynote speaker and opinionated blogger.

A mover and shaker, and community engagement guru from early on, Sonja earned herself a reputation amongst her peers as a ‘go-to gal’.

She has worked with start-ups to international brands across the globe and knows how to tell the right story to the right audience in the right channel at the right time.

Skills
- Social Media Strategy: 88%
- Facebook Ads: 78%
- Content Production: 93%
- Community Management: 80%
OUR GREAT SERVICES

Your One-Stop-Shop

**Graphic Design**
We are tireless, dedicated and believe with all our hearts that a day spent creating superb design is the best reason to get out of bed in the morning.

**Web Design**
From a simple landing page to a large scale E-Commerce website, we can deliver your message via breathtaking web design that elevates your brand and spreads it far and wide.

**Multimedia**
Multimedia is our passion. Backed by a team of Australia’s best creatives, we can work with you on your photography and videography projects.

**Social Media**
Google Social Media Experts and Media Junkies will be on top. We have an award winning team of social media enthusiasts at Media Junkies that you won’t find anywhere else.

**Copywriting**
You need copy everywhere: On your website, in your newsletter and even for social media. We are proud to have a great team of copywriters working with us.

“Digital experience that moves people”
OUR GREAT SERVICES
Everything out of one hand

Digital Strategy
To help map out your brand’s future digital presence, we audit where you are at and where you want to be across multiple digital channels and through various stages of the customer lifecycle.

Landing Pages
If you want to attract new prospects, grow your email database or promote a page, then you will need a responsive landing page that’s build for conversion.

CRO
Conversion rate optimization (CRO) is the method of creating an experience for a website or landing page visitor with the goal of increasing the percentage of visitors that convert into customers.

Lead Generation
Media Junkies has run lead generation on a small scale for start-ups as well as for multi-million dollar businesses. All with the power of Facebook and combined intelligence.

Lead Nurturing
Once you captured your leads it’s time to nurture them professionally. That way your sales team knows when to call which prospect and increases sales.

“Digital experience that moves people”

Media Junkies
Digital Lead Generation

Let the Media Junkies Manage Your Social Media

Save Money
And time, Let the Media Junkies handle the nitty gritty part of social media and focus on what you’re really good in: Running a business.

Generate Leads
With Social Media and close more sales. There are 1.9 billion people on Facebook alone. Surely there will be a new customer for you.

Right Strategy
So that you can implement targeted marketing tactics that get real results.

ROI
Get a quick return of investment, Media Junkies believes in transparency and will provide you will comprehensive reports.
Who’s your target audience, what do they like, where do they hang out, what are they looking for online? It’s your job to grab their attention – a strategy helps. Always.

Are your peeps on Facebook, Instagram, Snapchat or another online nook? Choosing the right social media channel is crucial for success.

Where are you going to send the leads you are generating and what’s the sign up process? Which colour do your buttons have and what’s the best call-to-action. All of these thoughts will take place on your landing page.

Pay-per-Click advertising is a guaranteed way to drive high traffic to your landing page. But the ads need to be thought-through and appealing. At any time, simply be perfect.

Conversion Rate Optimization is the holy grail of digital lead generation. And it needs to be done constantly, if not daily.

There are so many lessons to learn and to apply – never stop testing. From imagery to call-to-actions from a 2-step sign up process to just asking for an email. Whatever brings results needs to be explored.
4 WAYS TO INCREASE SALES VIA SOCIAL MEDIA

01 Use Content Marketing
As compared to traditional methods of marketing, content marketing means getting found by prospective customers rather than trying to push your product or service to the uninterested masses.

02 Social Lead Generation
If you are not using social lead generation, you are leaving money on the table. It’s very effective to increase sales.

03 Conversion Rate Optimisation
In internet marketing, conversion optimisation, or conversion rate optimization (CRO) is the method of creating an experience for a website or landing page visitor with the goal of increasing the percentage of visitors that convert into customers.

04 Social Advertising
Advertising is essential to bring your product to the spotlight. Social Advertising is the most cost-effective way to get your product in front of the right people. Your competitors are probably already on to it.
Business is not about creative self-actualization for its own sake. And marketing, in particular, is not about “fonts and colours.”

The beauty of digital marketing is everything is track-able. Every digital footstep is recorded online and easily to analyse.

What matters most in the business world is “applied creativity”: in other words, what makes the process of buying, using and getting value from our products as simple and productive as possible?
CONSCIOUS MARKETING
Do Marketing with a Good Conscious

“We are not human beings having a Spiritual experience. We are Spiritual; beings having a human experience.” – Pierre Teilhard de Chardin
Fluid like a river, not a faucet

We acknowledge that marketing also involved tapping into the reservoir of Spirit and the collective Consciousness.
Without integrating Consciousness into marketing one appears shallow, missing a viral piece of the whole. Henry Ward Beecher said “Education is the knowledge of how to use the whole of oneself”.

Marketing is like water. It flows. Unless we artificially manipulate it through the kitchen faucet, for example, water in its natural setting does not turn itself on or shut itself off. It continually and perennially flows.

In the same way, how counterproductive to think marketing is something to turn on and then shut off. Only artificially and with negative consequences do we abort our natural state of being, cutting off our pool of energy or overflowing until we drown. When you work with conscious marketing techniques, you will attract a tidal wave of clients.
**Education**

Trained more than 1,000 Business Owners in 2014

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**Launch**
We are serious about helping you skyrocket your marketing efforts. Since we launched, we have trained more than 1k business owners.

**Bootcamps**
Come and join one of our 20 Live Bootcamps in Varsity Lakes and learn the nitty gritty bits yourself.

**Online Academy**
Not based on the Gold Coast but still keen to get your head around everything marketing? Enroll into our Online Academy.
MARKETING LAUNCH PLAN

It’s as easy as 1,2,3

1. Consultation
   Let’s see if there’s chemistry. Sit together and discuss your KPIs, your assets, and your budget.

2. Digital Strategy
   Let the experts put the quickest and most cost-effective strategy on paper so we know where we’re going.

3. Implementation
   We are not a fan of fluff, we want to get things done. Our team will implement your marketing plan for you.

4. Optimisation
   Marketing can’t be static, instead we need to test our hearts our and optimise everything continually.

5. Reporting
   What worked best, what had the biggest Return on Investment, what are we going to continue – that’s the stuff that goes into your report.
We build your online assets. From your website to your app, from your Facebook Fanpage to your very own Snapchat channel. We build your brand, design your logo, write your blog posts or e-news.

**Data Analysis**

Our team of data analysts work with the same world-leading and cutting edge software that is used by the Obama administration as well as by international brands such as NIKE and ADIDAS. Let us understand what your competitors are doing and how you are best places in the market.

**Strategy**

Many ways lead to Rome and we have seen companies trying all of these roads – at once. Let us come up with the most effective strategy to reach your goal. Trust that we know what we are doing. Besides, we will keep you constantly in the loop.

**Develop**

We build your online assets. From your website to your app, from your Facebook Fanpage to your very own Snapchat channel. We build your brand, design your logo, write your blog posts or e-news.

**Testing**

To ensure we are on the right track, we will split test the heck out of your website, your Google Ads, your Facebook Ads and everything in-between. The beauty of digital marketing is that everything is trackable, explainable and repeatable.
Why Facebook Ads

‘Cause this is where the action is

Organic Reach

Organic Reach has decreased to 20% maximum. If your Fanpage has more than 100k fans, your reach will be even smaller, approx. 2.6%.

The Power of PPC

Reach your EXACT Target Audience! E.g. Men, between 35-45, married, like bacon, go to church, Burleigh +10km.

Define a fixed ad budget (daily budget or campaign budget) that can not be exceeded.

Define your objective (targeted followers, website traffic, conversions, re-targeting, event participation, app install).

Monitor performance in real-time.

Twitter: 37%
Facebook: 47%
Instagram: 86%
OUR DASHBOARD
We do the work – you are still in control

- Business
  Creativity is the key to success Lorem ipsum

- Research
  Creativity is the key to success Lorem ipsum

- Social Media
  Creativity is the key to success Lorem ipsum

- Advertising
  Creativity is the key to success Lorem ipsum
Facebook Ads Objectives

Your success is our reputation

Audiences
Custom Audiences, Lookalike Audiences and Website Audiences are the new currency

Likes
Likes are still important as you only want to attract people who are interested in your offers

Events
Get bums on seats by promoting your Events on Facebook

Increased Visibility
Paid Reach is guaranteed reach to those who matter to your business

Website Traffic
And Website Conversions is what every business is actually after. Don’t let anyone tell you something different

Retargeting
Is the power to create top-of-mind brand awareness. Be constantly present where your customers are
Stalk Your Audience

Behaviour psychology studies proof that people need to see your advertisement up to 9 times before they even make an enquiry.

Re-Targeting is your secret weapon in 2015 as not many people know about it as yet. It won’t take long till your competition will find out about it and will apply this strategy to their digital advertising strategy. You need to jump on it now before anyone else.

More info on Re-Targeting on our blog
BEST TIMES TO POST ON SOCIAL

It’s not guess work but also not rocket science

Twitter

It’s not when you post, it’s what your post and how you interact with your followers that will make your Twitter marketing a success.

Hashtags and honing into the right communities are the secret to Twitter Marketing.

Facebook

People use Facebook before and after work. One in 10 Australians even looks at their Facebook while having sex!

Content Boosts are the key to success for your Facebook marketing.

Instagram

Opposite to Facebook, Instagram doesn’t use an algorithm to filter content. That’s why your post’s life spam is super short.

Posting up to 3 times a day ensures that your posts won’t get lost in the plethora of images.
SEARCH ENGINE OPTIMISATION

It’s not a quick fix

OnGoing SEO
Ensure that Google’s spiders crawl your website on an ongoing basis by continuing with SEO on a monthly basis.

On-Site SEO
Make it easy for search engines like Google, Bing or Yahoo to read your website. Optimise your site once and for all.

Google Analytics
Monitor where traffic is coming from and how users are interacting with your site. Understand what’s happening and how is key.

Google Adwords
Combine your SEO efforts with a succinct Google Adwords strategy. Start dominating search results.

One of the main reasons to include Facebook ads in your marketing is to obtain conversions, with your goal being to increase your email list or sell a specific product/offer. However Facebook advertising does not always give instant results like marketers may expect. Benefits are not necessarily immediate, and there could be many factors leading to this lack of conversions.

Lead Nurturing

Leads need to be nurtured. Make sure you are armed with the right tools, processes and strategies to get sales across the line.

Marketing Automation

74%

Let technology take care of educating your leads and only pick up the phone to make a sale when they are sales-ready!

InfusionSoft & HubSpot

More info on our blog

We set up everything for you from Facebook Business Manager to your Google tools and give you access to everything too. Transparency is important to us.

Your Account Manager will be in touch with you to discuss your monthly KPIs, map out content and to set up your ad campaigns.
Review
You review what we have created before anything goes live.

Implementation
Once you’re happy with our creations, we implement it for you.
When a campaign is launched you will see results instantaneously.

Your Account Manager will schedule a meeting to walk you through the report and explain in plain English what worked the best.
GET IT IN TOUCH

And see if there’s chemistry

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