

COMMUNICATIONS DECK.

ABOUT.

AT CARTEL AUSTRALIA, WE'VE BEEN HELPING BUSINESSES CONNECT WITH THEIR AUDIENCES THROUGH INNOVATIVE DIGITAL STRATEGIES SINCE 2015. WE FOCUS ON CLEAR COMMUNICATION AND TAILORED DIGITAL AND SOCIAL STRATEGIES TO BUILD MEANINGFUL CONNECTIONS AND MAKE BRANDS STAND OUT. WHAT SETS US APART IS OUR EMPHASIS ON STRONG INTERNAL COMMUNICATION STRATEGIES, AIMED AT ENHANCING CUSTOMER EXPERIENCE AND RETENTION, THAT DRIVE EXTERNAL SUCCESS. WE OFFER INTERACTIVE, DYNAMIC CONTENT TO BRING YOUR BRAND TO LIFE, PARTNERING WITH YOU TO NAVIGATE THE DIGITAL LANDSCAPE. BY ENSURING CLEAR MESSAGING AND CUSTOMER-FRIENDLY EXPERIENCES, WE KEEP YOUR BUSINESS AHEAD OF TRENDS AND DRIVE LASTING RESULTS.

ANTHONY AGOSTINO.
DIGITAL STRATEGY | BRAND & CONTENT.

CHRISTINA AGOSTINO.
COMMUNICATIONS | BUSINESS DEVELOPMENT.



WHAT WE DO.

CARTEL AUSTRALIA PROVIDES INTEGRATED COMMUNICATIONS AND DIGITAL PERFORMANCE EXPERTISE, STARTING WITH A STRONG INTERNAL FOUNDATION TO CULTIVATE A COHESIVE BRAND AND TRANSLATING THAT DIRECTLY INTO EXTERNAL SUCCESS. WE SPECIALISE IN ELEVATING INTERNAL COMMUNICATION STRATEGIES, MANAGING ALL EXTERNAL COMMUNICATIONS AND MESSAGING, AND EXECUTING HIGH-IMPACT PERFORMANCE PAID MEDIA CAMPAIGNS ON META PLATFORMS TO ENSURE LOW CPL/CPC AND MEASURABLE GROWTH.



**INTERNAL & EXTERNAL
COMMUNICATIONS.**



META ADVERTISING.



DIGITAL CONSULTING.



DIGITAL & SOCIAL STRATEGY.



GOOD BOOZE. BLIND

MELBOURNE CENTRAL



BUSINESSES WE HAVE WORKED WITH.



WE HAVE WORKED IN MANY DIFFERENT INDUSTRIES INCLUDING EVENTS, HOSPITALITY, EDUCATION, MUSIC AND TECH PROVIDING COMMUNICATIONS SOLUTIONS .

COMMUNICATIONS.

cartel.
AUSTRALIA

12 OR 24 MONTH CONTRACT AVAILABLE | ENQUIRE ABOUT TAILORED CAMPAIGNS FOR SPECIFIC SERVICES.

EXTERNAL COMMUNICATIONS. COST: \$2800 PER MONTH [INCL GST.]

INCLUDES:

- ALL COPYWRITING.
- DEVELOPMENT OF MESSAGING INTERNALLY IN LINE WITH BUSINESS VALUES.
- EVALUATION AND ANALYSIS OF COMMUNICATION INTERNALLY.
- CRISIS COMMUNICATIONS.
- MEDIA PARTNER SOURCING AND PITCHING.

INTERNAL COMMUNICATIONS. COST: \$2800 PER MONTH [INCL GST.]

INCLUDES:

- ALL COPYWRITING (SOCIAL, DIGITAL, EMAIL).
- DEVELOPMENT OF MESSAGING FOR BUSINESS AND KEY INITIATIVES WITHIN A TIMEFRAME.
- IMPLEMENTATION OF MESSAGING FOR BUSINESS AND KEY INITIATIVES WITHIN A TIMEFRAME.
- LIAISE WITH RELEVANT MEDIA OUTLETS TO SPREAD AWARENESS OF MESSAGING.



DIGITAL & SOCIAL STRATEGY.

12 OR 24 MONTH CONTRACT AVAILABLE | ENQUIRE ABOUT TAILORED CAMPAIGNS FOR SPECIFIC SERVICES.

SOCIAL MEDIA STRATEGY. COST: \$2200 PER MONTH [INCL GST]

INCLUDES:

- ORGANIC SOCIAL STRATEGY.
- SCHEDULING.
- PROFILE MANAGEMENT.
- CONTENT CREATION.
- CONTENT BRIEFS:
[DELEGATION AND MANAGEMENT OF DELIVERABLES.]

DIGITAL STRATEGY. COST: \$2200 PER MONTH [INCL GST]

INCLUDES:

- EMAIL MARKETING.
- PAID ADVERTISING (CONSULTING ONLY).
- PROFILE MANAGEMENT.
- LINK ANALYSIS.
- CUSTOMER STAFF EXPERIENCE ANALYSIS.
- REPORTING AND DATA ANALYSIS.



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AUSTRALIA

ONLINE PERFORMANCE AUDIT & CONSULTATION



THIS IS THE PERFECT ENTRY POINT FOR CLIENTS SEEKING IMMEDIATE CLARITY AND A DIY ROADMAP FOR IMPROVEMENT.

COST: \$880 [INC GST] (ONE-TIME FEE)

INCLUDES:

-PRE-AUDIT REVIEW: COMPREHENSIVE REVIEW OF THE CLIENT'S EXISTING META ADS MANAGER & ONLINE ACCOUNTS, FOCUSING ON PIXEL HEALTH, AUDIENCE STRUCTURE, CAMPAIGN OBJECTIVES, AND CURRENT CPL/CPC PERFORMANCE.

-1 HOUR VIRTUAL CONSULTATION: A DEDICATED SESSION TO WALK THE CLIENT THROUGH THE FINDINGS, DIAGNOSE BOTTLENECKS, AND DISCUSS THEIR CURRENT GOALS.

-ACTIONABLE STRATEGY REPORT: A CONCISE, WRITTEN REPORT DELIVERED POST-CALL THAT OUTLINES 3-5 IMMEDIATE, HIGH-PRIORITY STRATEGIC CHANGES AND A CLEAR PLAN FOR SELF-MANAGEMENT.

