

COMMUNICATIONS DECK.

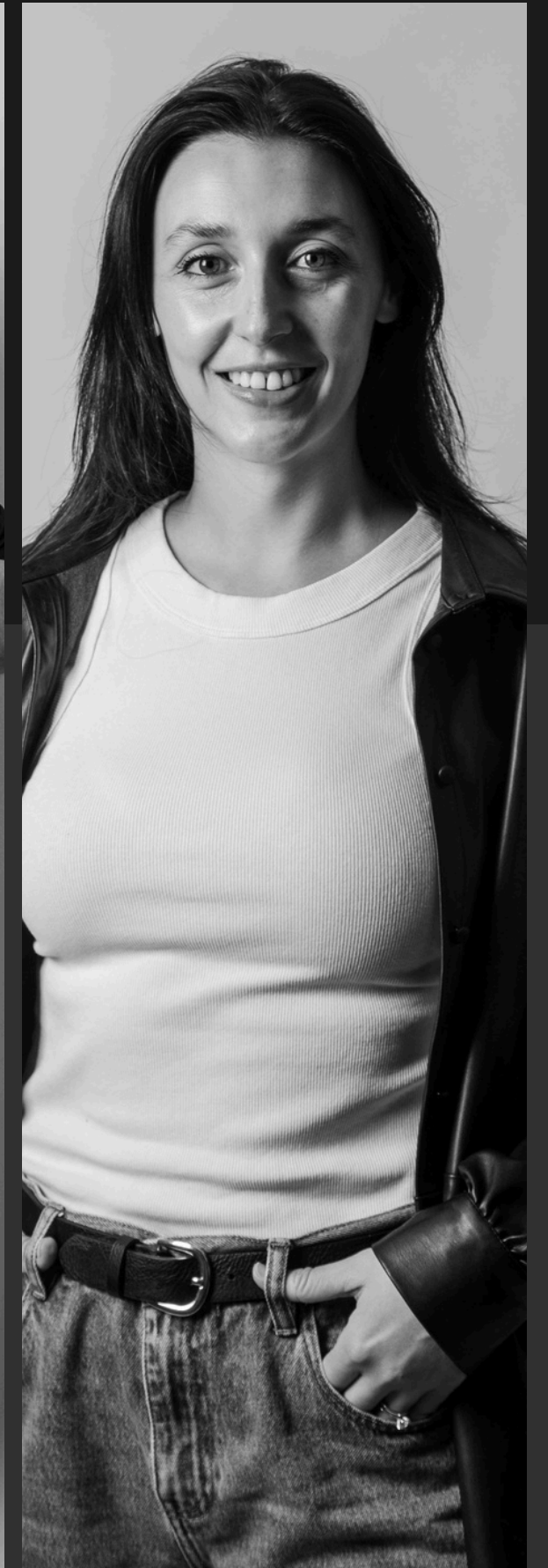
ABOUT.

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.

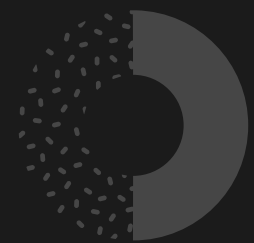
CHRISTINA AGOSTINO.
COMMUNICATIONS | BUSINESS DEVELOPMENT.

cartel.
AUSTRALIA

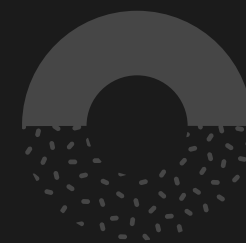


WHAT WE DO.

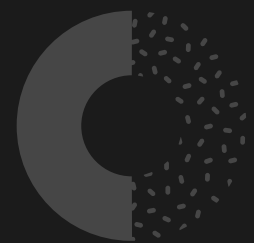
CARTEL AUSTRALIA PROVIDES INTEGRATED COMMUNICATIONS AND DIGITAL PERFORMANCE EXPERTISE, STARTING WITH A STRONG INTERNAL FOUNDATION TO CULTIVATE A COHESIVE BRAND AND TRANSLATING THAT DIRECTLY INTO EXTERNAL SUCCESS. WE SPECIALISE IN ELEVATING INTERNAL COMMUNICATION STRATEGIES, MANAGING ALL EXTERNAL COMMUNICATIONS 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.



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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ONLINE PERFORMANCE AUDIT & CONSULTATION



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

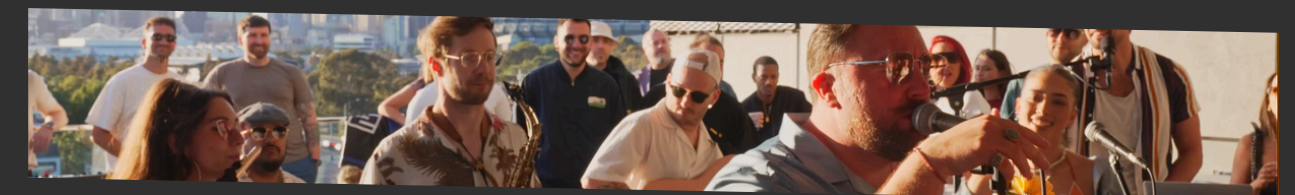
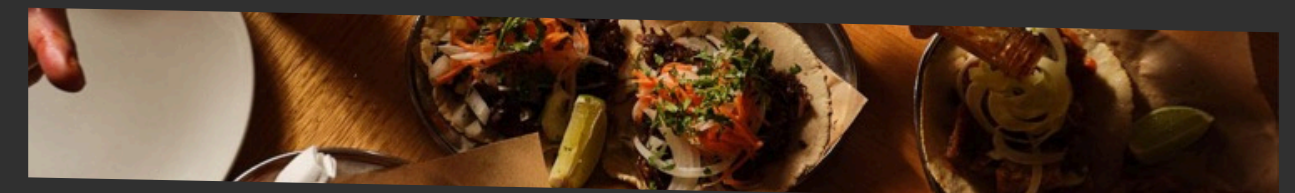
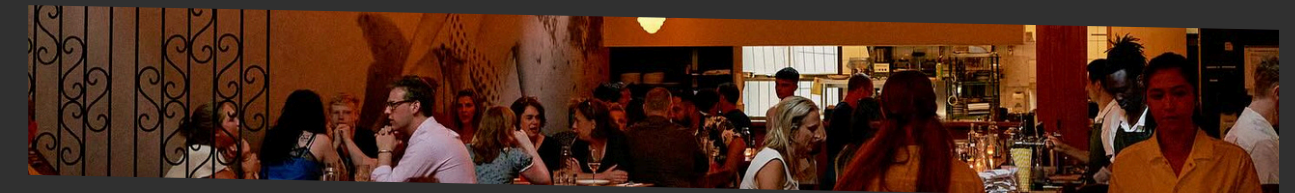
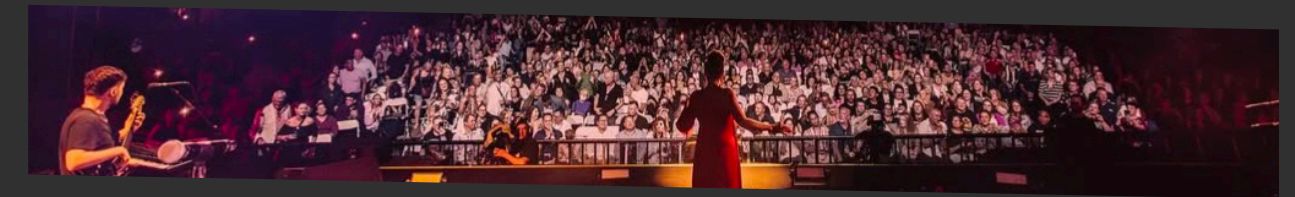
COST: \$880 [INC GST] (ONE-TIME FEE)

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.



META ADVERTISING.

THIS OFFERING IS A DEDICATED PAID MEDIA EXECUTION AND OPTIMISATION SERVICE, BUILT TO ACHIEVE SUPERIOR RESULTS (LOW CPC/CPL) ACROSS META PLATFORMS (FACEBOOK AND INSTAGRAM). IT IS TAILORED FOR SMALL TO MID-SIZED BUSINESSES AND LABELS WHO REQUIRE EXPERT, EFFICIENT ADVERTISING CAMPAIGN MANAGEMENT AND DETAILED DATA ANALYSIS TO DRIVE TANGIBLE RESULTS, SUCH AS QUALITY LEADS, WEBSITE TRAFFIC, OR SALES CONVERSIONS.



META ADS FOUNDATION SETUP **COST: \$880 [INC GST] (ONE-TIME FEE)**

INCLUDES:

- FULL META BUSINESS MANAGER AND AD ACCOUNT AUDIT AND SETUP.
- INSTALLATION, TESTING, AND TROUBLESHOOTING OF THE META PIXEL, CONVERSION API, AND DOMAIN VERIFICATION.
- INITIAL STRATEGY SESSION AND CAMPAIGN ARCHITECTURE BUILD (FUNNEL PLANNING).
- FIRST MONTH'S AUDIENCE RESEARCH AND TARGETING SETUP.

THE CAMPAIGN KICKSTART **COST: \$1,430 [INC GST] PER MONTH** **[MINIMUM 3 MONTH COMMITMENT REQUIRED]**

INCLUDES:

- FOCUS: DRIVING SPECIFIC TOP-OF-FUNNEL RESULTS (E.G., TRAFFIC, AWARENESS, EMAIL SIGN-UPS).
- MANAGEMENT OF 1-2 ACTIVE CAMPAIGNS WITH A SINGLE CLEAR OBJECTIVE.
- WEEKLY MONITORING AND LIGHT OPTIMISATION AIMED AT ACHIEVING LOW CPC/CPL.
- BASIC AUDIENCE SEGMENTATION AND TARGETING.
- MONTHLY EXECUTIVE PERFORMANCE REPORT (KEY METRICS: SPEND, CPC, CPL/CPR).
- AD BUDGET GUIDANCE: INCLUDES A DEDICATED CONSULTATION TO DETERMINE THE OPTIMAL

STARTING BUDGET REQUIRED TO MEET CLIENT GOALS AND GATHER SUFFICIENT DATA FOR OPTIMISATION. (THE CLIENT PAYS THE AD SPEND DIRECTLY TO META.)



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THIS OFFERING IS A DEDICATED PAID MEDIA EXECUTION AND OPTIMISATION SERVICE, BUILT TO ACHIEVE SUPERIOR RESULTS (LOW CPC/CPL) ACROSS META PLATFORMS (FACEBOOK AND INSTAGRAM). IT IS TAILORED FOR SMALL TO MID-SIZED BUSINESSES AND LABELS WHO REQUIRE EXPERT, EFFICIENT ADVERTISING CAMPAIGN MANAGEMENT AND DETAILED DATA ANALYSIS TO DRIVE TANGIBLE RESULTS, SUCH AS QUALITY LEADS, WEBSITE TRAFFIC, OR SALES CONVERSIONS.



META ADS FOUNDATION SETUP COST: \$880 [INC GST] (ONE-TIME FEE)

INCLUDES:

- FULL META BUSINESS MANAGER AND AD ACCOUNT AUDIT AND SETUP.
- INSTALLATION, TESTING, AND TROUBLESHOOTING OF THE META PIXEL, CONVERSION API, AND DOMAIN VERIFICATION.
- INITIAL STRATEGY SESSION AND CAMPAIGN ARCHITECTURE BUILD (FUNNEL PLANNING).
- FIRST MONTH'S AUDIENCE RESEARCH AND TARGETING SETUP.

2. THE FULL-FUNNEL GROWTH COST: \$2,200 [INC GST] PER MONTH [MINIMUM 3 MONTH COMMITMENT REQUIRED]

INCLUDES:

- FOCUS: FULL-FUNNEL CAMPAIGN MANAGEMENT ACROSS MULTIPLE STAGES (AWARENESS, TRAFFIC, CONVERSIONS/LEADS, RETARGETING).
- MANAGEMENT OF UP TO 4 ACTIVE CAMPAIGNS AND MULTIPLE AD SETS/AD VARIATIONS.
- ADVANCED AUDIENCE STRATEGIES (CUSTOM AUDIENCES, LOOKALIKE AUDIENCES, A/B TESTING).
- DAILY/BI-WEEKLY MONITORING AND DEEP-DIVE OPTIMISATION ADJUSTMENTS.
- DETAILED MONTHLY PERFORMANCE ANALYSIS AND STRATEGIC RECOMMENDATIONS.
- MONTHLY STRATEGY REVIEW CALL (45 MIN) FOCUSED ON DATA AND GOAL ALIGNMENT.
- AD BUDGET GUIDANCE: INCLUDES A DEDICATED CONSULTATION TO DETERMINE THE OPTIMAL STARTING

BUDGET REQUIRED TO MEET CLIENT GOALS AND GATHER SUFFICIENT DATA FOR OPTIMISATION. (THE CLIENT PAYS THE AD SPEND DIRECTLY TO META.)



OPTIONAL ADD ONS.



A NOTE ON CREATIVES: CARTEL AUSTRALIA IS STRICTLY A STRATEGY, COMMUNICATION, AND PERFORMANCE AGENCY. WE DO NOT OFFER CONTENT PRODUCTION (I.E., PHOTOGRAPHY OR VIDEO CREATION). OUR RETAINERS COVER EXPERT CAMPAIGN MANAGEMENT, RIGOROUS OPTIMISATION, AND REPORTING. WE OFFER A SPECIALISED CREATIVE PARTNER SOURCING ADD-ON TO CONNECT YOU WITH TRUSTED CREATORS FOCUSED ON DIGITAL AD PERFORMANCE.

CREATIVE PARTNER SOURCING & PROJECT MANAGEMENT

COST: \$1,100 [INC GST] PER PROJECT

INCLUDES:

- FOCUS: OUTSOURCED COMMUNICATION AND MANAGEMENT OF DELIVERABLES, LEVERAGING YOUR INDUSTRY NETWORK.
- SOURCING AND INITIAL BRIEFING OF APPROPRIATE PHOTOGRAPHERS/VIDEOGRAPHERS FOR THE REQUIRED CAMPAIGN ASSETS.
- PROJECT COORDINATION BETWEEN THE CLIENT AND THE CREATIVE PARTNER, INCLUDING PRESENTATION OF CREATIVE OPTIONS AND COSTINGS BASED ON QUOTES. /REVIEW AND FINAL SIGN-OFF ON DELIVERED ASSETS TO ENSURE THEY MEET META BEST PRACTICES BEFORE CAMPAIGN LAUNCH. (PLEASE NOTE: THE CLIENT REMAINS RESPONSIBLE FOR THE SEPARATE CREATIVE PARTNER'S FEE.)

CUSTOM AD CREATIVE BRIEFING

COST: \$330 [INC GST] PER MONTH

INCLUDES

- FORMAL CONTENT BRIEFS FOR 3-5 NEW META-SPECIFIC AD ASSETS, READY FOR DELEGATION TO A CREATIVE TEAM.

ADVANCED LINK & LANDING PAGE ANALYSIS

COST: \$550 [INC GST] PER MONTH

- DETAILED ANALYSIS OF LANDING PAGE PERFORMANCE AND CONVERSION FLOW TO MAXIMISE AD EFFICIENCY.