



Media Kit 2020

Company Overview.

Because digital marketing is not one size fits all.

Here at Esteem Media, we've created a team of passionate, experienced players who take on board a holistic approach when it comes to getting seen.

Company Overview

As a leading digital marketing agency in Sydney, we thrive from our client's successes – integrating all forms of marketing and utilising the teams tools and expertise means bigger and better results. Our unique blend of strategic thinking and social awareness allows us to give your business a competitive advantage.

Our digital strategies and creative ideas are what sets us apart.

Our objective is to help you position your brand in the best way possible. Your online presence in the digital age is an indication of your credibility and reliability. No project is too small or large.



Profiles.



Martin

Before devoting his time to the world of digital branding, Martin spent a decade learning his skills and perfecting his craft in the Real Estate Sales industry. From there, he transitioned and dedicated six years to launching and transitioning the Real Estate industry from print media to the digital market as the internet exploded with News Corps REA Groups global real estate advertising portal, realestate.com.au. Having well over 20 years worth of Digital Marketing, Marketing Strategy, Sales and Management expertise up his sleeve, Martin combined his deep passion and understanding of digital marketing in The Real Estate Industry, and took the leap into the Hair and Beauty Industry. Martin took over as Managing Director of Esteem Hair Beauty Spa and used this knowledge and injected this as a whole to provide compelling results and engaging strategies to scale up and make an impact. With a long list of contacts and experience spanning two large Industries Martin finds no problem to big or small to take on and create lasting marketing and business solutions with strong and long lasting impacts.

Matt

A strategic professional with over ten years of experience in Real Estate and Property Development Industry, Matt understands the importance of creating a lasting impression. Having studied in fine arts and possessing the unique skill set of both left and right side of the brain function being both analytical and methodical while being creative and artistic Matt took his creative skills into the world of Marketing and Sales. Through his Real Estate endeavours Matt transitioned from a Local Real Estate Agent into Corporate and Business Development, Marketing, Strategy and Sales Management and has worked with multiple start-ups within the property tech space, travelling the world demonstrating a strong understanding of the importance of marketing and branding in taking new businesses to market on a local and global scale. Utilising his wealth of knowledge when it comes to the digital space, business growth and marketing as a whole, Matt loves to cultivate innovative ideas to align with the different niches and brand objectives, whilst providing strategic and effective plans with a sales centric focus.

Profile.



Adam Ennis – Partnerships Director

Adam Ennis – Partnerships Director

Having worked with some of Australia's biggest media outlets and publishers over the last 10 years, Adam has earned extensive knowledge and industry experience driven by his passion for business and marketing within the digital space.

With a background in journalism, specialising in traditional and nontraditional media, Adam has led major partnerships and advertising sales teams ranging from small business, government sectors, global education providers, major banks, large corporations, and Telcos across the country. In detail, these companies niches include automotive, tech & telco, FMCG, banking & finance, food and beverage, sport and entertainment clients.

By utilising data market research and strategic audience analytics within his approach, Adam has been able to successfully curate media precision across his partnerships and simplify client digital solutions.

Adam is passionate about understanding the competitive landscape, unlocking marketing intel, and mitigating brand dissociation. By integrating his strategic mindset and utilising progressive digital solutions and data analyses, Adam has been able to forge cohesive trustworthy, and successful partnerships.

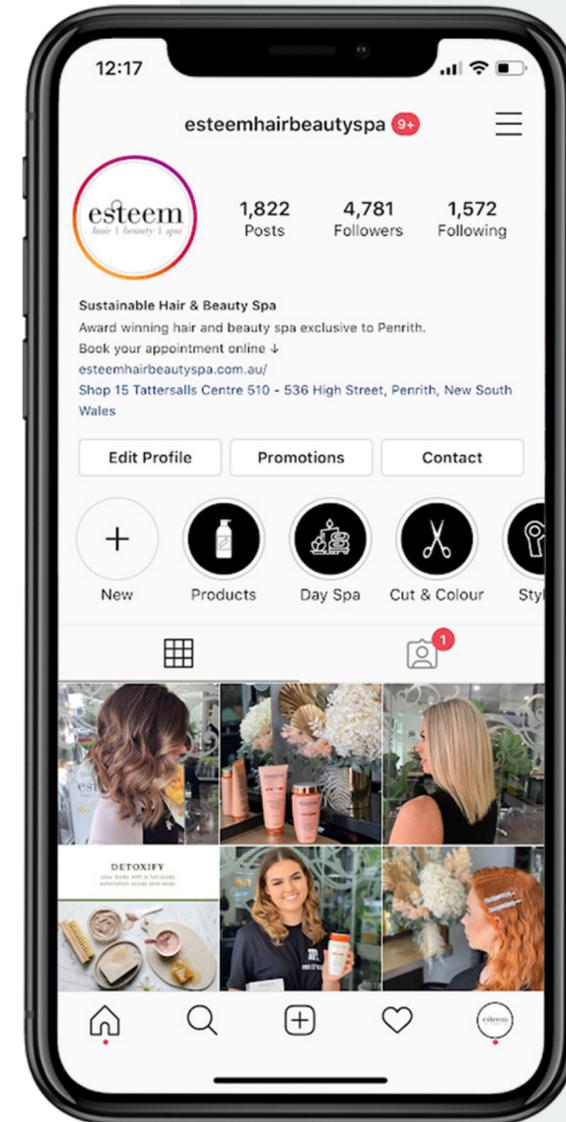
Services.

01 Brand & Consulting

Your branding is more than just a logo – it's a natural extension of your brand story that sets the tone for your online presence. At Esteem Media, we work with the team to bring your visual identity to life through web design, logo creation, brand personality, communication style and the overall brand identity.

02 Digital

The digital world can be tricky to navigate – we understand this, so we make things simple when it comes to our digital strategies. Our team of experts can easily identify your niche gap in the market to curate an effective and engaging digital plan including, but not limited to, email marketing, landing pages, website customisation, custom integrations and social media.



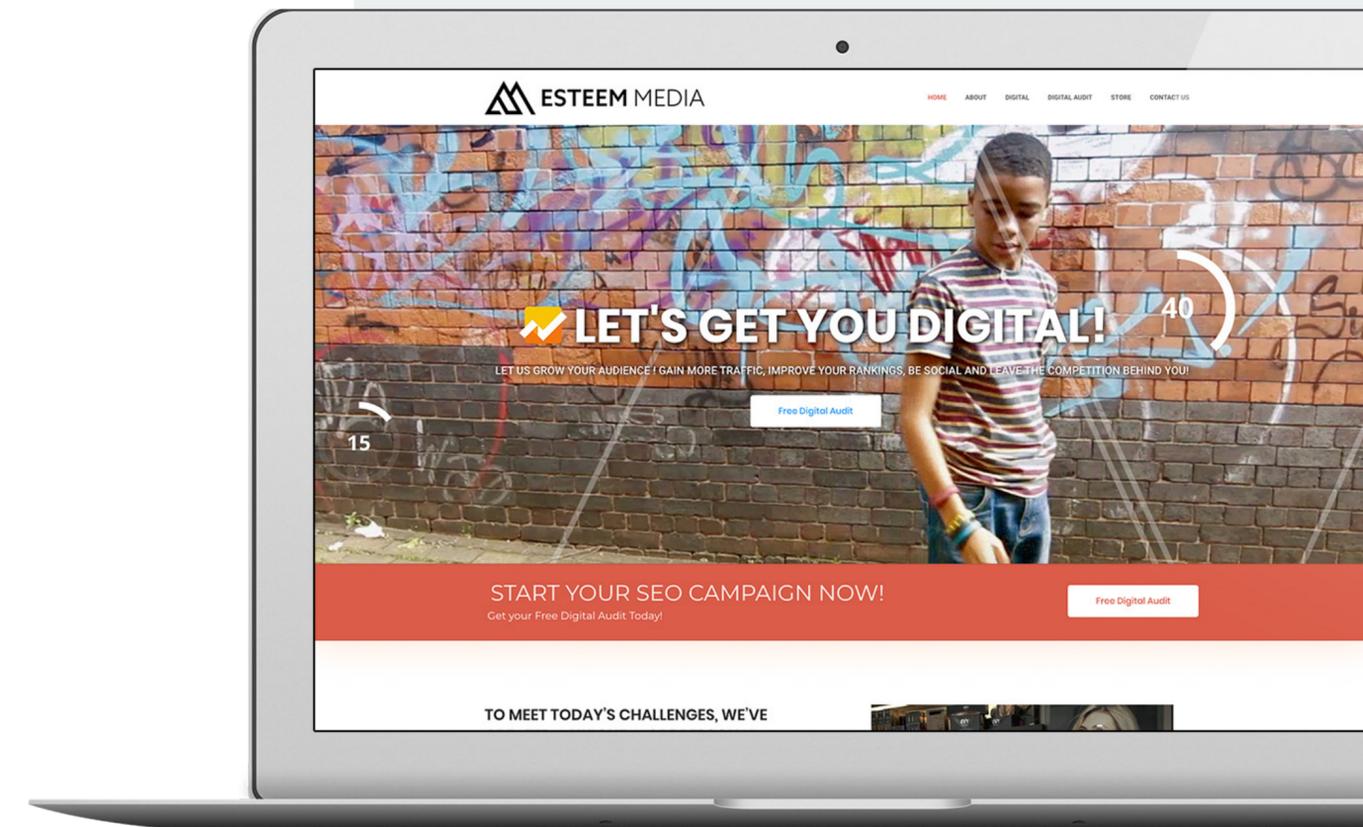
Services.

03 Design

A great design can speak a thousand words, and when it comes to visual representation, you want to leave a lasting impression. We know how to bring your vision to life through a creative lens, whether you need print design, business brochures or infographics, Esteem Media has you sorted.

04 Marketing

Esteem Media's Digital Marketing Solutions are specifically designed to help your business grow online. Our Solutions include all the tools your business needs to not only get started, but also to establish an online presence and gain exposure with potential customers who are looking for your products and services. The solutions include search engine marketing (SEM), content creation, market research, marketing communication, events, PR and social media marketing.



Industry Stats.

The significance of local marketing



92%

of people search online for local businesses.



71%

of people click on a listing in the first page of search results.



28%

of searches for something nearby result in a purchase.



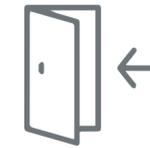
88%

of people trust online reviews as much as personal recommendations.



80%

of internet users own a smartphone.



Local searches lead 50% of mobile visitors to visit businesses within one day.



72%

of people will take action after reading a positive online review.



72%

of consumers who did a local search visited a businesses within five kilometres.



78%

of local-mobile searches result in offline purchases.



30%

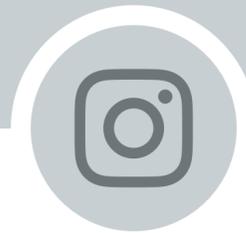
of mobile searches are related to a location.

97% of consumers use the web to search for local businesses.



16,000,000

Monthly Active
Australian Users
(steady)



9,000,000

Monthly Active
Australian Users
(FB/ Instagram data)

When it comes to social media, it is crucial that brands establish an effective and visually appealing content strategy and presence to help build credibility and consistency within their niche to avoid being lost within the clutter. Social media is a powerful marketing tool when teamed with an engaging and on-trend strategy, helping to better connect brands with their target audience. We help you share your voice and get you noticed by producing high quality and engaging content whilst communicating your brand's story through a visual perspective.

Contact Us.

Create new opportunities for your business today.

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