

About us

Boss Digital is a full service online marketing agency. We are focused on delivering measurable results and demonstrable ROI. Boss Digital specialises in:

- Email marketing campaigns
- Web and graphic design
- Sales lead generation
- Affiliate management
- Social media presence
- SEM & SEO strategies

Benefits of email marketing

- Builds brand awareness
- Builds brand loyalty
- Gain more customers
- Increase in leads and sales

Where does Boss get its member database from?

All our 3rd party databases are required to double opt-in either by phone or email. These members are acquired through the following media channels:

- Television
- Radio
- Magazines
- PR marketing
- Internet



Contact us

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Email marketing

Email marketing is a form of direct marketing which uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every e-mail sent to a potential or current customer could be considered e-mail marketing.

How does it work?

Advertisers prepare their promotional message of the good or service that's on offer. The advertiser then determines which audience to target through the targeting tools made available i.e Age, Gender, Location and House Hold Income. From here the email campaign is sent out to the recipients personal email accounts. All Campaigns are tracked to determine the Open vs Click through rates achieved thus allowing an exact ROI analysis.

Email campaign features

- A dedicated email message (Full Page)
- CPC and CPM Campaign Structure
- 99% delivery rate in member's personal inbox
- 7 day turn around time to deliver campaign results
- We guarantee a 25% return on all email campaigns
- We cater for sends up to 750,000 members (100% Australian)
- Email design services are available (\$495 per creative)



TARGET CAMPAIGNS BY

INDIVIDUAL

- Gender
- Geography
- Age
- Marital Status
- Education
- Ethnicity/languages

HOUSEHOLD

- Main Wage Earner
- Age of Children
- Grocery Buyer
- Household Income
- Vehicles |Pets

JOB

- Employment Status
- Income |Industry | Job Title
- Responsibility Levels
- Employee Numbers
- Company Location
- SME Ownership

INTERESTS

- General Interests
- Movie Genres
- Sports

INTERNET & TECHNOLOGY

- Internet Usage
- Online Shopping
- Connection Type
- Internet Service Provider
- Mobile Phone & Usage
- Mobile Service Provider

FINANCIAL SERVICES

- Financial Service Providers
- Financial Product Types
- Credit Cards Owned
- Insurance Service Providers
- Insurance Policy Types

TRAVEL

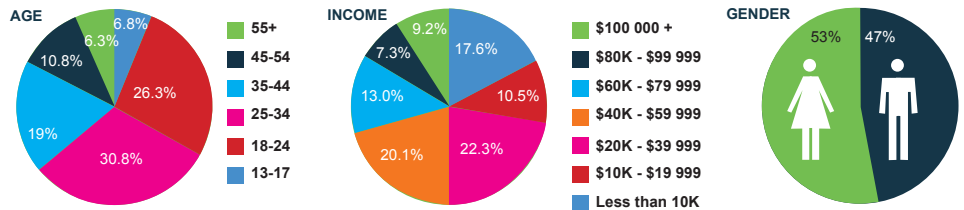
- Domestic Leisure Travel
- International Leisure Travel
- Domestic Business Travel
- International Business Travel

HEALTH

- Health Conditions
- Household & Family Health

Targeting your customer

Targeting ensures that the best possible audience receives your marketing message, thus resulting in a higher ROI from the marketing campaigns.



Pricing structure

- We offer a “Cost per Click” structure
- Standard setup fee of \$150 (Setup, Tracking and Reporting)
- All prices are exclusive of GST

| CPC | Clicks | Amount \$ (AUD) ex GST |
|------|----------|------------------------|
| 0.75 | 3350 | \$2500 (Test Send) |
| 0.73 | 4800 | \$3500 |
| 0.70 | 7150 | \$5000 |
| 0.68 | 11,050 | \$7500 |
| 0.66 | 15,200 | \$10,000 |
| 0.65 | 23,100 | \$15,000 |
| / | 25,000 + | Contact us |
| / | 50,000 + | Contact us |

Reporting Tools

We provide a detailed report on the progress of your email campaign. This includes the day to day and weekly click through rate that the email campaign has generated e.g.

| Opens | Clicks |
|--------------------------|---------------------------------|
| Total Emails Sent 38,500 | Total Clicks 10,166 |
| Total Opened 15,744 | Total Click through Rate 26.41% |
| Total Open Rate 40.89% | Pass Along Rate 14.15% |

