

# AUSTRALIA'S NUMBER ONE DIGITAL AGENCY, KING KONG, GOES GLOBAL

Sabri Suby, founder and head of growth at King Kong announces 'aggressive' global roll out plan following Australian victory

May 2021 marks a milestone month for Australia's fastest growing digital marketing agency, King Kong, as the business officially launches internationally into New Zealand, the UK, the US and Canada.

Sabri Suby says, "To caveat, this won't be your average run-of-the-mill international rollout,"

"So many agencies make the mistake of slapping a couple of U.S.-based email addresses on the website, sticking one poor guy in a backroom to deal with enquiries and calling it 'global'. This is nothing more than smoke and mirrors."

Off the back of another year of strong growth, King Kong founder and head of growth, Sabri Suby, vows to take their digital marketing expertise to 'the next level', offering the agency's services: SEO, CRO, PPC, web design, landing pages, paid social and much more to a potential 100 million+ small business ventures and entrepreneurs.

"We have reached a stage where work coming in from overseas is tipping the scales with the overflow of clients we have here in Australia. We already have clients in each of these continents, and so an official, global status update for King Kong is overdue, and we are ready to hit the ground running," said Sabri Suby, founder of King Kong.

King Kong's annual revenue growth trajectory has already surpassed the \$20m target this year, and continues to climb, continuing their 2019 success on exceeding their annual target, despite the pandemic.

"I refuse to prolong this 'tough year' pandemic narrative," said Suby. "We can all accept that 2020 has served challenges like no other, but instead of wallowing we have looked for solutions and identified areas of the business that have seen exponential growth. Through adopting a solution-first mentality, King Kong has had consistent wins this year, including being voted one of the best places to work in Australia and New Zealand by the AFR.

"I act with the same small business mentality as all of my clients. Sink or swim. Every business, large or small, will face this decision at some point, but it is up to the leaders to decide on which way they navigate it."

King Kong started as a \$50 venture from Sabri Suby's bedroom seven years ago, but has since been valued at \$50 million ahead of international rollout.

The US alone is home to an estimated 60 million small businesses, a number which dwarfs the estimated 2 million here in Australia. The US has already proven to be a rich growth opportunity for King Kong.

Earlier in his career, and after establishing proven methods of customer acquisition, Sabri recognised the growth opportunities available to every business or entrepreneur within the digital marketing landscape, but he also recognised that not all of these enterprises can afford agency fees. In a bid to combat this and make success accessible to all, he penned his first 'how to' book, Sell Like Crazy, in 2019. Coined a 'hand-held agency' by industry leaders, the book went viral and became an Amazon bestseller on the first day of launch and has continued to be a hit to anyone obsessed with business growth.

The King Kong roster currently includes customers in 135 countries across the globe, an impressive number that continues to climb. Between the agency's roster of clients and students, King Kong has an impressive 100k+ customer database, but the company's founder insists they're "only just getting started".

COVID-19 has accelerated Australia's digital marketing ability and interest, creating a petri-dish of opportunity for businesses to generate awareness

of their products and services on a much larger scale, thus contributing to the success of the business and accelerating it forward to expand on a global scale.

Sabri Suby says, "Social distancing and lockdowns across the country have further advanced Australians' consumption of digital products, allowing the online advertising market to increase its share of advertising revenues.

"COVID-19 has accelerated the evolution of media consumption, pulling forward digital disruption that would have occurred in future years. The benefit of this accelerated adoption has provided armour for the industry in a soft advertising market.

King Kong has confirmed plans to significantly invest in 'aggressively marketing' to each country, using the same proven techniques that have resulted in the agency's rapid growth to date.

"Digital advertising has already surpassed TV as the number one advertising channel. And now, 2020's Lockdowns, social distancing and increased digital consumption has poured gasoline on an already blazing fire. It's very exciting times ahead." Sabri Suby, founder and head of growth, King Kong

Outside of the digital marketing world, Australians are renowned for their no-frills honesty and direct approach, an attribute that Sabri has embedded into King Kong's brand values via his bold guarantees.

Since launching his business, Sabri has fought to combat fake metrics, otherwise known as 'vanity metrics', and has encouraged his clients to look beyond clicks and likes as quantifiable measures of success. Instead, he decided to shake-up the industry to become the first agency to offer ROI and a guaranteed results 'or don't pay us' offering.

He says, "With a service like digital marketing being so measurable, I just couldn't understand why agencies were hiding behind vanity metrics like impressions and click-through rates. I decided it was time to shake the trees and call out the digital cowboys by starting the first full-service digital agency in Australia that focused on guaranteed results - which was naturally popular with clients."

Sabri said he will be adopting the same method overseas and that he plans to "send digital marketing agencies that hide behind ad fraud and vanity metrics running scared" as he brings this guaranteed results and ROI focus to the rest of the world.

It appears that Australian businesses are not the only fan of King Kong's ROI business model. As news of guaranteed results has organically spread overseas, businesses in the US, the UK, NZ and Canada also appear ready to 'Sell Like Crazy', and ready to jump on King Kong's bandwagon of guaranteed results and growth.

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