

Digital Agencies JV Offer 20 SME's \$2 Million Free Marketing To Dominate Google

Your Digital Marketing Agency Sends A Lifeline To SMEs

Your Digital Marketing Agency Sends A Lifeline To SMEs Digital marketing is a subject that scatters the minds of many business owners worldwide these days. Prospecting new clientele, building an audience and engaging that audience in products and services of the business leads many business owners to the conclusion that digital marketing is necessary to grow a business, but they don't know what works and what doesn't.

Two Australian global media agencies are bringing clarity to this business dilemma in a stunning collaboration putting their money where their mouth is in a \$2 million promotional bonanza extravaganza. Baxton Media and The Market Influencers are offering 20 businesses \$100,000 each in extended free digital marketing services intending to dominate Google in each business's marketplace through their joint venture, Your Digital Marketing Agency.

We caught up with the team behind this initiative to uncover what seems to be an incredible act of generosity. Stephanie Potter heads up Social Media Agency, The Market Influencers, and Gabriel Pennicott heads up PR Media Marketing Agency, Baxton Media. "Every day our agencies engage with business owners with SEO horror stories which leave business owners bewildered," Potter said. "We're sick of seeing businesses get ripped off by faceless business owners domiciled in Asia, Europe and Africa," Pennicott said.

"In our experience, most business owners have become disillusioned with digital marketing, because they just don't know what works and what doesn't," Potter said.

Understanding the digital media landscape is crucial for every business nowadays. In 2020, Social Media investment is set to explode from \$48 Billion to a staggering \$78 Billion, which indicates the exponential growth in the marketing platforms.

Facebook has more than 1.2 billion active users. Friends are on it, mum's on it, other companies are on it, even the nine-year-old neighbour is on it – that's why businesses know they need to be on it.

Instagram reports an average of 95 million photos and videos are shared on it every day – a number that continues to boom as usership figures rapidly rise.

LinkedIn has over 380 million members worldwide, making it the number one place to develop thriving relationships with other businesses.

Twitter is the ideal place to give any business a giant digital megaphone, with around 500 million tweets posted every day.

YouTube has grown to be the second-largest search engine on the web, and gives a business a global platform to engage with users.

While the Google+ social media platform shutdown in April 2019, Google still dominates the search marketplace with a staggering 78% of users using the search engine performing billions of searches daily.

Potter says, "Businesses waste a huge amount of time, effort and money creating social media posts that do absolutely nothing for them." Similarly, businesses are drawn into expensive pay-per-click advertising which effectively creates a pipeline into their bank accounts and causes cash flow issues to many smaller businesses" Pennicott said.

The agencies are successful in their own right, boasting impressive clients. Yet, they aligned themselves with SME's stating they "level the playing field" by "supporting the underdog". The agencies utilise world-leading technology to organically catapult clients to the top of Google and to create social media audiences with impacting engagement resulting in 24/7 lead generation developing new customers which in turn increases business revenue.

So confident of their abilities Pennicott and Potter have committed their Agencies to \$2 million of free digital marketing for 20 businesses across Australia, UK and the USA. When asked what criteria a business must meet to be eligible, Potter says "a demonstrable commitment to customer service and business growth is sufficient."

Pennicott says "applications can be made on the YDMA website, where we'll assess each application to ensure we're a good fit for each other."

Businesses can register their interest at Your Digital Marketing Agency Website.

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