



The Media M Group management team is headed by Kerry Marlow. Her experience ranges from operating a very successful email marketing and electronic publishing company, Kerry Marlow & Associates, which opened in 2001.

In September 2003 the company launched its first SMS marketing service VIRTUAL POST under the SMS Response banner. This SMS platform was also a springboard for other products such as PREMIUM RATE SMS and SMS customer contact solutions.

In January 2005, Kerry Marlow & Associates and SMS Response merged into Media M Group and became a list broking and direct marketing company.

The Media M Group philosophy is to offer clients practical and effective ways to acquire and then communicate with their target audience. We seek to help clients build a true database of customers.

**Companies we've worked with include:**

- Ansell Healthcare
- Pfizer
- Bristol Myers Squibb
- Balfours
- Franchise Central
- Wunderman
- Intel
- Inspire Foundation
- Novartis
- Dimension Data
- Boots/Clearasil
- Initiative Media
- Hammond & Thackeray
- McCann Erickson
- Arcadia Entertainment
- AXA
- BBNT
- Morrison Media
- EuroRSCG
- Urban Housing Corporation
- Hutchison 3
- Action International

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**List Brokers &  
Online Direct Marketing Campaigns**

## List Rental & Purchase

***You have access to  
business lists and  
consumer lists!***



- **Telemarketing Lists**
- **Mail Lists**
- **Email List**
- **Mobile Lists**
- **Fax Lists**

We are list brokers and managers for Australia's top business and consumer marketing lists.

Business Lists include Corporates, SOHOS, Small to Medium Enterprises plus specialty marketing lists targeting professionals like architects, Who's Who In Property, Doctors, Pharmacists, Medical and Accountants, etc

Target by State, Employee Size, Revenue, Industry, Job Title, etc.

With Consumer Lists, we have excellent selections on lifestyle, income, area, home ownership, if they're direct responders, about to take a holiday, have investments, have children and pets, etc etc.

Because we are an independent company, we can advise you on the most appropriate list for your campaign.

And yes we can also assist you with the fulfilment.

# Email & SMS Marketing Campaigns

Got a half decent website? Then you must talk to us about creating a very cost-effective promotional email campaign using fully-audited, reputable opt-in lists.

- Deliver targeted traffic to your website for a fraction of the cost of traditional media
- Build online and offline memberships and subscriptions
- Attract new customers
- Send special offers via email
- Run in conjunction with your other advertising for better cut through

And if you have a fast moving consumer good, or a well-known brand and want to drive traffic into your store, then you should consider an SMS Marketing campaign where we push out a text message to people who have ASKED to receive promotional messages.

We take care of the whole process for you plus provide full reporting for email marketing campaigns.

SMS or mobile marketing is a similar principal where we push a 160-character text message out to a list. While SMS marketing cannot be tracked via links like emails, we'll advise you how to track responses. One of our best clients recently got a 59% response rate, which was completely trackable.

Please note that SMS marketing is better suited to well-known brands. If you're an unknown, we highly recommend starting with an email campaign.

*Please note that we do not charge a markup on any list we source for you. The list owners pay us a commission, so you are not charged any extra.*



# Pay Per Lead Co Registration & Cost Per Action

We offer two main Pay Per Lead Services: CO REGISTRATION and COST PER ACTION (CPA).

Both services work quite differently, but you only pay for the results, which makes them both unique and accountable marketing programs.

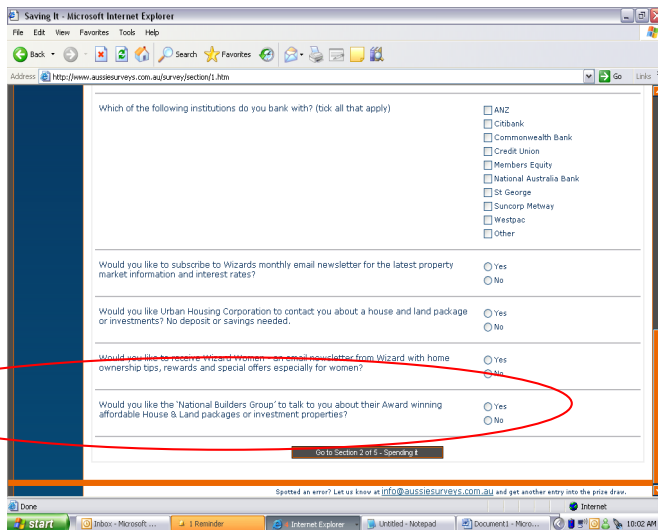
**Co Registration** - This is a very simple process. We place a question on the Great Australian Survey website asking people if they want to hear from you. If they tick YES, we email you the leads in a spreadsheet every Monday.

And with telemarketing to consumers becoming a lot harder, this is the perfect solution.

**CPA Cost Per Action**- Using the resources of the Zoom network, we promote your site via email, banners and search marketing. This doesn't cost you one cent until someone takes action on your site.

That action could include someone making a purchase, subscribing to your newsletter, downloading your content.

***So you are only billed on results!  
A VERY ACCOUNTABLE way of  
advertising online.***



These represent just an overview of our main services. For all available services please visit [www.mediamgroup.com.au](http://www.mediamgroup.com.au)