

CLIENT SUCCESS PORTFOLIO



Attention Experts



WHO ARE WE?

ATTENTION EXPERTS

At Attention Experts we are leaders in social media strategy and the creation of targeted consumer databases. We understand that return on investment is crucial to success.

WHAT DO WE DO?

We use social media strategy to create a unique & valuable offering for businesses.

Since 2016, we have helped over 300 businesses to increase their sales, leads and enquiries by engaging with their key audiences.

We have clients right across Australia and around the world, representing over fifteen industries.

Founder George Hawwa, founded and nurtured two multi-million dollar ECommerce

businesses. Both of these businesses were grown purely through social media strategy.



The success of his personal business ventures attracted the attention of government agencies, corporate giants, non-for profits and small businesses alike.

The widespread demand for assistance warranted the need for an agency, and thus Attention Experts was born.

SOME CLIENTS WE HAVE WORKED WITH



WHAT CLIENTS SAY...

Attention Experts is the most 5-star reviewed social media agency in Australia during 2018 on Facebook. Here are what some clients have had to say.

"We have been working with the team at Attention Experts on the 90 day digital strategy piece. As we're entering the second phase of the piece, there's been some remarkable results to date, as well as an obvious incremental increase in terms of database growth, conversions and social engagement.

George, Sam, Emily and Emma are very easy, responsive and friendly to work with. Not to mention the guys are also flexible with last minute content requests which may pop through time to time. I have no hesitations in recommending the Attention Experts team."

- Mitchell Leung, Marketing Co-Ordinator. Pullman Hotel Sydney Airport.

"We've been working with the Attention Experts for approximately three months and have noticed a pretty remarkable difference in the way our social media in run. The team keeps us accountable and ensures we are posting relevant and consistent content week to week. Their tech knowledge is second to none. Whenever we have questions about social media they provide well-informed, strategic and realistic advice, which puts us at great ease. The level of communication is fantastic and the team go above and beyond to ensure all our needs are met. We would absolutely recommend the Attention Experts to anyone looking to better manage and increase their social media presence and constantly sing their praises to our network of professionals."

- Tayla Dowling, Marketing Manager. Nicole Jacobs .

WHAT CLIENTS SAY...

Attention Experts is the most 5-star reviewed social media agency in Australia during 2018 on Facebook. Here is what some clients have had to say.

"We've been working with Emma at Attention Experts for nearly 3 months now. During this time our engagement has skyrocketed and our financial return from FB has more than doubled. Not only this, but our team has learned a huge amount of knowledge about how to create a comprehensive social strategy for the future."

- **Mathew Lewis, Director. viewretreats.com.au**

"We have been working with Attention Experts, Emma, Carly and George for about 6 months and they know their stuff and very responsive to all our queries. They offer wonderful content since we are time poor and they are also helpful and friendly to give us guidance on running campaigns and also what topics our target audience would engage in. I would gladly recommend them to other businesses."

- **John Williams, Director. John Williams Mortgage Brokers.**

"We engaged Attention Experts 18 months ago. At the time we had no presence online in social media. Today we are close to surpassing 10,000 fans, are the No 1 most reviewed Page in our space in Australia and poised to utilise Social to drive more sales this summer. Its been a great relationship. Thanks Attention Experts!"

- **Sean Grant, Director. Call-a-Cooler Australia.**

CASE STUDIES



Exotiq Holidays

Industry: Property Development/Villa Sales

Campaign Time: December 2016 - December 2017

Campaign Result: \$20 million in property sales

Platforms: Facebook/Instagram

Client is an international property development and real estate agency based in Bali. They sell high end villas in Bali to international clients. The campaign was built with a remarketing strategy to cultivate leads from Sydney, Melbourne, Brisbane, Singapore, Hong Kong and Kuala Lumpur using warm audiences.

Campaign ended up generating over 1,000 leads from high net worth individuals, which were passed onto the Exotiq sales team. Leads were collected directly from Facebook Lead Generation Form.

<input type="checkbox"/>	Ad set name	Delivery	Bid strategy	Budget	Last significant edit	Results	Reach	Impressions
<input type="checkbox"/>	<input checked="" type="checkbox"/> Hong Kong - 35+	● Not delivering Campaign is off	Lowest cost Leads	\$10.00 Daily	—	154 Leads (Form)	29,657	78,067
<input type="checkbox"/>	<input checked="" type="checkbox"/> Singapore - 35+ - Copy	● Not delivering Campaign is off	Lowest cost Leads	\$10.00 Daily	—	415 Leads (Form)	68,828	169,526
<input type="checkbox"/>	<input type="checkbox"/> Kuala Lumpur - 35+	● Inactive	Lowest cost Leads	\$10.00 Daily	—	213 Leads (Form)	48,912	126,823
<input type="checkbox"/>	<input type="checkbox"/> AU - 35+	● Inactive	Lowest cost Leads	\$10.00 Daily	—	235 Leads (Form)	23,392	33,591
Results from 4 ad sets ⓘ						1,017 Leads (Form)	166,260 People	408,007 Total

CASE STUDIES



BOOST Wake Boats

Industry: Wake Board Boat Hire

Campaign Time: October 2016 - March 2018

Campaign Result: Sold out summer seasons

Platforms: Facebook/Instagram

Client is a wake board boat hire company that is based in Lake Eildon, Victoria, Australia. Client approached us in October 2016 to engage for the summer over social media and help generate bookings.

Attention Experts generated over 500 leads over the summer, resulting in the client expanding their business to more boats and a sold out itinerary.

A screenshot of a Facebook Ads performance report. The interface shows tabs for 'Account overview', 'Campaigns', 'Advert Sets', and 'Adverts'. The 'Campaigns' tab is active. The report table has columns for Campaign, Delivery, Results, Reach, Cost, Amount spent, Ends, Impressions, Frequency, and Unique Clicks. Two campaigns are listed: 'Booking page' and 'Lead Generation'. A summary row at the bottom shows results from 2 campaigns.

Campaign	Delivery	Results	Reach	Cost	Amount spent	Ends	Impressions	Frequ.	Unique Clicks
Booking page	Inactive	5,129 Link Clicks	70,548	\$0.17 Per Link Click	\$876.94	Ongoing	260,067	3.69	4,178
Lead Generation	Inactive	369 Leads (Form)	48,738	\$1.72 Per Lead (Form)	\$635.08	Ongoing	119,460	2.45	1,753
Results from 2 Campaigns		---	99,116 People	---	\$1,512.00 Total Spent	---	379,527 Total	3.03 Per Person	5,008 Total

Key Statistics

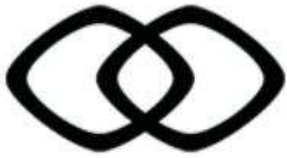
369 leads generated @ \$1.79 a lead (September 2016 - November 2017)

5,129 bookings page clicks generated @ 17 cents per click

Sold out summer bookings completed with client database full, heading in to 2017/2018 summer

Followers acquired (Facebook + Instagram) = 3,253 followers

CASE STUDIES



Sofitel Wentworth Sydney

Industry: Hotels

Campaign Time: October 2017 - present

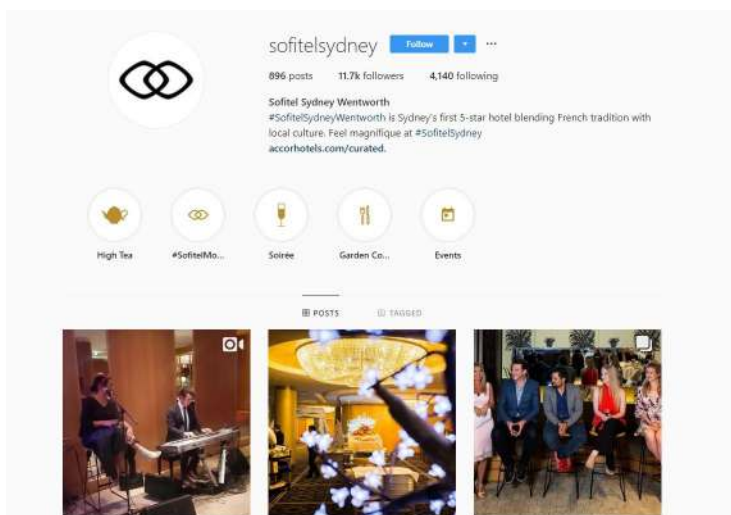
Campaign Result: Increased sales/enquiries and following

Platforms: Facebook/Instagram

Client is a large 5-star hotel based in Sydney CBD, with a well-known brand 'Sofitel' under its hood. The client came on board to manage its content, audiences, databases through social and lead to more enquiries and direct sales for the hotel.

Since campaign commencement Attention Experts has doubled average reach plus following and nearly tripled average engagement.

Attention Experts were part of a successful wedding expo campaign at the hotel where there was a 30% increase in bookings year on year, due to a social media campaign Attention Experts ran.



Testimonial Videos

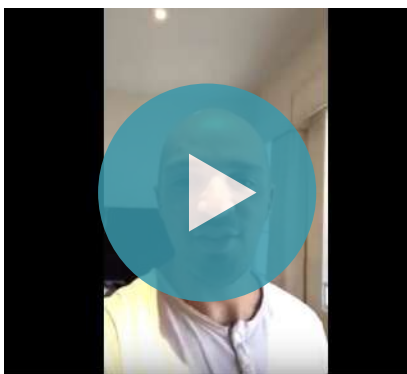


Sean Grant - Director, Call a Cooler Australia

Call a Cooler is a leading Australian water cooler supplier which provides low cost, easy to use and environmentally responsible water coolers across Australia.

Ian Trew - Owner, Noosa Forest Retreat

Noosa Forest Retreat provides world class Permaculture Courses offered at their natural retreat in the Noosa hinterland.



Rob Bennet - Director, Named Gifts

Named Gifts is an Australian family owned and operated business that has been personalising gifts for all different occasions for over 23 years.

Irwan - Board Member, Sina Cera Retreat

Sine Cera Rainforest Retreat has been created as a sanctuary – a place to rejuvenate the spirit. Is located on 200 acres of spectacular rainforest gullies and has been operanting since 1990.



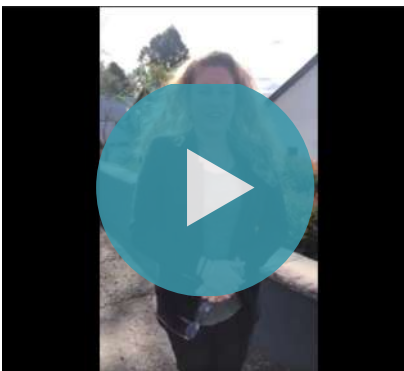
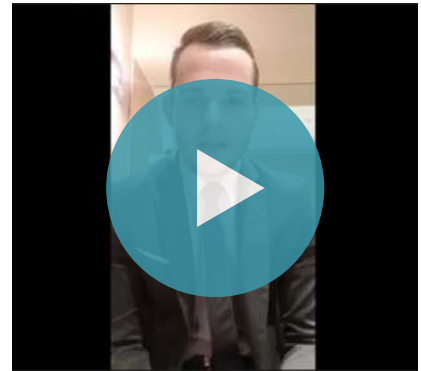


Rebecca Jarret Dalton - Owner, Two Red Shoes Mortgage Brokers

Two Red Shoes Mortgage Brokers strive in providing the most excellent home loan prices, money-saving advice and property management services.

Trent Pigram - Marketing Co-ordinator, Sofitel Sydney Wentworth

Sofitel Sydney Wentworth is a heritage-listed 5-star hotel located in the heart of Sydney's CBD and shopping district.



Sonia Murray - General Manager, Loxley On Billbird Hill

Loxley on Bellbird Hill is a wedding reception & garden ceremony venue situated at the gateway of the Blue Mountains in the beautiful Hawkesbury Valley.

ATTENTION EXPERTS

THANK YOU



Attention Experts

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