



EDIGITALAGENCY.COM.AU



2024 Media Kit



AUSTRALIA'S MOST VISITED DIGITAL MARKETING WEBSITE

why eDigital



✓ **Niche Destination.** 9+ years offering best digital marketing & social media content, tips & advice.

✓ **Popular.** 1+ million marketers visited eDigital website in the last year.

✓ **Niche Content.** 850+ highly relevant, carefully crafted digital marketing articles & well curated stories

✓ **Authoritative.** 650+ marketing search term combinations ranking on Google Page 1; offering SEO juicy backlinks to your site.

✓ **Fresh Content.** Weekly articles carefully curated by our expert digital marketing specialists, writers, designers and illustrators.

✓ **Relevant.** 5k+ loyal subscribers.





about eDigital

1+ million visitors in the last year

5+ thousand subscribers



Australia's most visited
"digital marketing" site

Whether you are a mark tech vendor or marketing services provider, you know how complex is to be part of the modern marketer's purchase journey. To be successful at reaching, earning preference and encourage marketers to trial or purchase your products, your brand needs to be in the right places at the right time when marketers are looking for relevant advice, insights and information.

Powered by our dedicated team of digital marketing specialists, content creators and writers; we offer best practices and solutions most marketers are searching for.

eDigital publishes niche, practical, actionable and carefully crafted digital marketing content that gets amplified on our social media channels.

about our content

eDigital is Australia's most visited digital marketing site.

We understand digital marketers' most pressing issues and challenges and the content they want to consume.

Our content is carefully crafted for practical problem solving, offering marketers real solutions and opportunities.

We offer the perfect environment for MarTech vendors who want to connect with marketers via premium content pieces.

Every week, eDigital publishes new, relevant and trending marketing content to ensure marketers can access the best practices, actionable tips and practical advice.

We keep asking the same questions:

What are the most popular /recurrent digital marketing issues and challenges marketers want to solve?

What are the top best practices & tips digital marketers can use regardless of their level of expertise?



content types

1. **Homepage takeover.** We promote your brand on our homepage.

2. **Expert Q&A:** we interview your CEO, or CMO to bring new exclusive insights about a trending topic.

3. **"Best of" List:** we feature your company as one of the top options for a specific need.

4. **Vendor review:** we review your offer and write an article about it.

5. **Educational content:** promote your state of the industry report, whitepaper, comparison sheet or eBook.

6. **PR & News amplification:** promote a new feature, integration, partnership or acquisition.

7. **Event promotion:** promote your upcoming event, podcast, keynote presentation, webinar or product release/launch.

8. **Offer:** promote your specific offers, deals, promotions or discounts.

9. **Topic 101:** promote a basic guide.

10. **Case study:** promote the great work achieved for a happy client.

11. **Product demos:** promote your live product demo session.

12. **"How to buy"** guide: offer professional advice on how to buy a specific product/service.

13. **Infographic:** promote your infographic via an exclusive visually impactful article.

14. **"Back of House"** article: reporting from the view of a pro marketer about a specific topic, tool or challenge





our audience

Top professions

Digital Marketers, Social Media Managers, Brand Managers, Business owners & entrepreneurs

Top ages

25-34 yo (44%)

35-44 yo (22%)

18-24 yo (18%)

45-54 yo (11%)

Top geo-locations

AUS, USA & UK

Gender

51% female

49% male

Affinity Categories

Arts, Entertainment, TV, Online Video, Travel & Sports.



our newsletter

Subscribers:

5k+

Frequency:

weekly

Average open rate:

36%

Style:

Minimal



Opportunities:

- Exclusive eDM
- eDM Sequences
- Banner ad

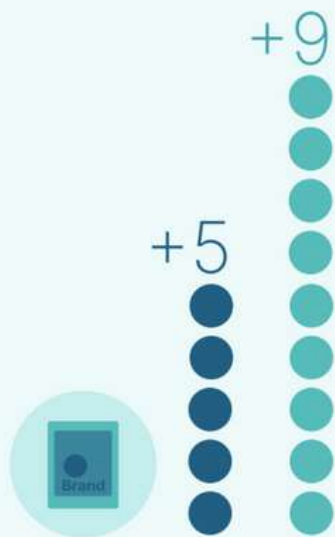
Build your brand

Ads are intrusive.

On **eDigital**, you craft the story and benefits of your brand as a unique content piece or as a premium mention in one of our existing popular articles.

Premium content can drive far better gains in purchase intent, brand familiarity, affinity & deliver ROI.

Source: Nielsen



Branded content

- Familiarity gain
- Affinity gain

Source: Nielsen Brand Impact Norms May 2022



contact

Contact us on:

edigitalagency.com.au/contact/

More info:

edigitalagency.com.au/advertise/

