

Throwing Marketing dollars away... for a chance result?



Half the money I spend on **advertising** is wasted;
the trouble is I don't know which half." - John Wanamaker

Thanks to...

freagle

there's no better way to research & market what you do...

Superior Results

we challenge traditional marketing models

**The Truth is...
Nothing else compares!!**

How is **freagle** different?

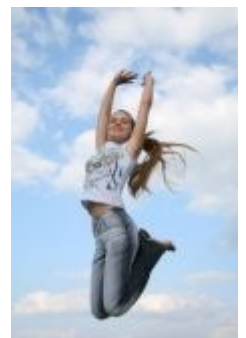
freagle pulls excited consumers towards your company. You are accessible to a national database of people, all energised to learn about you! This is pull marketing, all initiated by the customer

... and we take this even further!

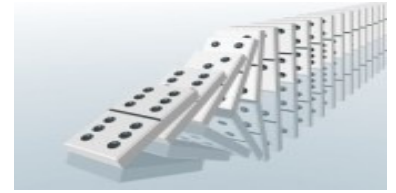
- ✓ **You can experience our national business listing service FREE. Publish your full contact details, Business Logo, active links to your website, email & phone contact and location map. All FREE!**
- ✓ Our system automatically captures a warm database of people who are specifically interested in your product/ service all on their own initiation! The customer does not feel “hunted”... they are invited to have fun and win with you! This creates a positive emotional connection with the market!
- ✓ Our System takes the guesswork out of identifying “your perfect customer”. We gather direct feedback about your business, products, service & website through our Forums, Social Networking, Home Page Popularity and Reporting Services.
- ✓ Strategic multi-featured branding system motivating individuals to interact with your marketing 24/7-365.
- ✓ You can order personalised reports & set strategic targeted campaigns. Utilise our system to maximise your marketing dollars! Send highly targeted offers to predefined warm leads.

Consumers are no longer passive “game”. They compare, research and opt-in to trusted relationships fostered over time.

freagle is innovative marketing that works!



We Take The **Gamble** Out Of Marketing



2 Steps Away From Receiving Unprecedented **FREE** Marketing

If you are prepared to put up a product / service* with a minimum RRP of \$20 in exchange for 30 days of unprecedented national exposure, then:

1. Register on our website
<http://www.freagle.com.au/MerchantRegistration.aspx>
2. When you receive an email from us confirming your advertising account, sign in to your administration account and create and schedule your free 30-day marketing campaign. You could have your business in front of thousands within minutes.

** FREE Product/ service must be genuine, authentic & unconditional with min RRP \$20.*

The Benefits Are Amazing...

Initial Impact

Receive FREE Advertising 24/7 throughout your 30-day period

- ✓ Unlimited exposure & corporate branding to our entire database.
- ✓ Advertising of your website, your location, and your contact details.
- ✓ Open-line communication with consumers by having an active presence in our forums and social networking! It's a great way to meet and learn about consumers who are actively communicating member-2-member, member-2-business!
- ✓ Attract warm leads which you can then analyse and connect using our value-added services.
- ✓ Test and measure the viability of a product you wish to sell before committing expenditure on production or supply.

Reinforcement

Submitting new marketing campaigns regularly encourages existing members to re-engage with you, and attracts new members to your brand.

This keeps you fresh in the marketplace with thousands of current & new members reviewing your advertising, and inspires interest, awareness & trust. This ultimately strengthens the relationship between your brand and our members and wins you valued customers.

Each campaign you schedule receives a guaranteed 30 days of marketing.

freagle is no-risk marketing that works!



We Hit The Marketing



2 Upgrades To Maximise Your **freagle** Marketing Results

“Engagement” is the magic word!

Consumers will NOT engage marketing until they are ready to. As a consequence, advertisers have become more creative, sometimes absurd, in order to get attention.

On the internet, some systems have taken to simply interrupting users to “get in their face”. That has just served to create negative perceptions of the advertiser, and advertising in general.

freagle is a breakthrough in that consumers readily engage it **because** of the advertising. It has completely turned the traditional B2C engagement model on its head.

There are two ways in which you can maximise engagement:

1. Enabling our unique **interactive banner ad** (IBA) system which exponentially increases your exposure. This feature allows you to insert banner advertising about which you can ask associated questions thus educating consumers.

IBAs can be static and link directly to a nominated URL on your website, thus **driving traffic**, or they can be **Audio** or **Video** banners that are designed to deliver whatever message you want to.

2. Connecting with our members who have identified their interest in you by **email** or **internal messaging**.

The Results Will Amaze You ...

Because **freagle** actually attracts warm leads for you, these advertising upgrades have delivered businesses results they have never before experienced. For example:

- ✓ Consumers actually take the time to learn about the businesses who employ IBAs. The more questions you create for an IBA, the more time consumers spend learning about you, your business, your product, and your website.
- ✓ With traditional marketing, a 1% conversion rate is considered excellent. With **freagle**, the average conversion rate is 6% though one business experienced a 73% conversion rate. In short, we are 6 times more effective than other mediums but a fraction of the cost, which therefore makes us tens, if not hundreds of times better value than other marketing solutions.

Show us a better way of marketing...!



ReSearch the Marketing



2 Upgrades To Identify Your 'Perfect Customer'.

Knowledge is power because it gives you understanding. The more you know about consumers, the better chance you have of converting them into customers.

Surveys are an easy way of gathering information on your product or service. Reports provide demographic breakdowns of the people who selected your business as a favourite.

There are two ways in which you can maximise engagement to find the perfect customer:

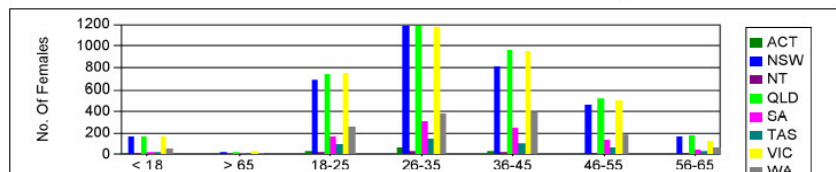
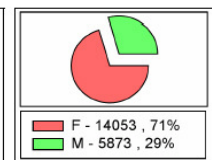
1. **Build surveys** and link them to specific products and demographic profiles of your preferred 'ideal' customers. For every **completed survey**, we have a small fee. No more random costly surveys sent through the mail! Only pay on results!
2. **Personalised reports** that provide demographic breakdowns of the people who showed genuine interest in your product or service. The **freagle** platform has been built to identify your ideal customer incorporating gender, age range, state level, local level, postcode and suburb.

Sample Report 1
(Multiple Reports Provided)

Sample Report 1:
Female market response to a product offer.
Reported by state & age range.

Report: Females by State
Period: February FSD

	<18	18-25	26-35	36-45	46-55	56-65	>65	Totals
QLD	168	734	1183	968	529	180	24	3786
VIC	170	748	1177	954	509	127	34	3719
NSW	165	686	1190	813	463	164	24	3505
WA	57	256	383	389	190	66	12	1353
SA	26	165	311	249	139	43	7	940
TAS	20	94	151	111	65	30	3	474
ACT	6	38	68	39	17	11	3	182
NT	4	23	34	20	10	3	0	94
	616	2744	4497	3543	1922	624	107	14053



The Results Will Improve Your Return On Investment...

Know, Target & Create Results!



Capitalise on the Marketing



1 Way To Encourage Sales

Whilst the burden of converting interested consumers to actual buyers rests with you and your sales and marketing processes, **freagle** offers a loyalty program through which many participating merchants have benefited.

freagle members will be rewarded with **freagle** points each time they make a purchase through an Affiliate merchant. By accumulating **freagle** points, members improve their chances of securing a free items of choice.

1. Join our Loyalty Program (also known as the Points For Purchase Program) and our members will be rewarded for purchasing from you.

The Importance Of Relevance

Relevance

freagle is the absolute cutting edge marketing & research tool! Through our system you can track natural market fluctuations and desires 24/7-365.

How?

Our system provides relevant, to the minute, market feedback. It tracks the profiles, behaviours and interests of the consumer. Nothing else compares to this revolutionary new marketing & research system.

You now have one of two choices to make. Risk or Reward?

1. **Risk:**
You can continue to use existing hit-and-miss marketing methods and second guess your customers' desires in the hope you get it right

OR

2. **Reward:**
Use our FREE marketing to build your brand before maximising your benefits through our optional [value added services](#).

freagle is about delivering you measurable and accountable results with every campaign. You will find it also significantly reduces risk.

**At Last! The Secret Is Out...
Results Driven Marketing & Research That Works!**

