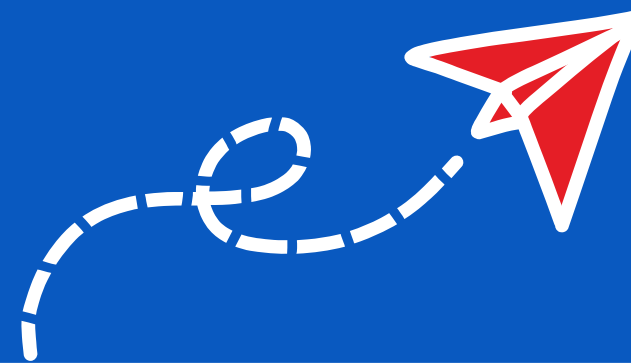
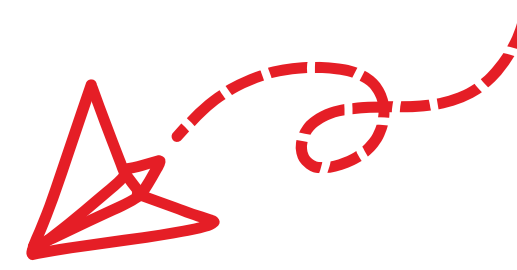


AMPLIFI

Brand yourself better!





What is Amplifi?

Amplifi is an exclusive subscription service designed to elevate your social media marketing and take your content strategy to the next level. Whether you're Buyers Choice branded or have your own branding, Amplifi has you covered.

When you subscribe to Amplifi, you can rest assured that high-quality and engaging content is regularly posted to your social media pages.



Purpose

In today's world, almost everybody is on some form of social media. Not only that, almost everybody uses Google to search for products and services.

So if you're not taking advantage of social media and Google content in your marketing strategy, you're missing out on an inexpensive way to reach your audience and grow your business.

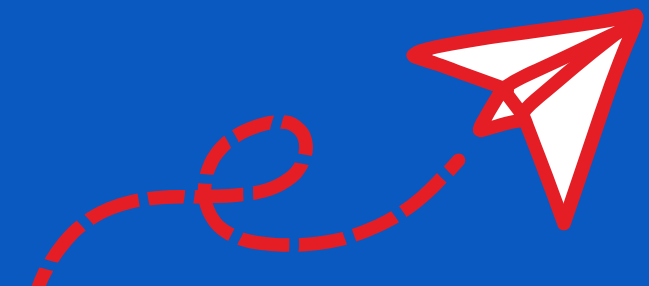


Benefits in using social media and Google in your business.

1. Increase brand awareness and stay top of mind.
2. Increase website traffic and generate leads.

20 - 500+
touchpoints

Avg consumer journey





What's included:



Post type and frequency

- 2 posts a week. Image, caption and hashtags.
Included: RBA cash rate post on the 1st Tuesday of each month at 2:30pm.



Platforms

- Facebook pages and/or Google Business Profile
Why? We've found in the finance industry that Facebook and Google have the highest engagement, audience and results.



Instagram add-on (extra cost)

Are you interested in growing your digital presence beyond Facebook and Google? Ask us about our optional Instagram add-on.

Post Examples

Buyers Choice Mortgage & Finance
9 September · 🌐

Have you considered the benefits of refinancing? 🏡
With interest rates rising, now may be a great opportunity.
Here are our top 3 most important benefits when refinancing.
R... See more

3 Benefits of Refinancing

Let's take a journey



2 Access to equity

By reducing your monthly repayments and saving more over the course of your home loan, you can unlock access to equity that you might have never had.

With more access to equity, you can use it towards other goals such as:

- Buying an investment property.
- Renovating.
- Going on that well deserved holiday.

The Pros and Cons of Debt Consolidation

Less monthly payments

Combining your debts into one payment can make it easier for you to manage your finances. This means you are only repaying one debt, instead of many.

Fixed-rate and terms

Debt consolidation loans can give you access to fixed-rates and terms, giving you more stability on repayments.

Potential to boost credit score

If you can consistently stay on top of your monthly repayments, over time this may likely improve your credit score.

Lower interest rates

Each of your debts may have different interest rates. By consolidating them, you only need to pay one rate, potentially saving you money on interest.

Costs and fees

Be sure to ask about any fees that may come with consolidation loans. Local Buyers Choice specialists can help you understand the costs.

Potential to lower credit score

If you can't manage repayments, causing more debt, this can lower your credit score.

More interest

By consolidating debts into a new loan, you may end up paying more interest over the long term.

Gives one creditor all of your debt

If you ever miss any of your payments, it may give your creditor all of the power.

Pros

Cons



Home Value Index

August 2023

+0.8%

Source: CoreLogic



Branding options:

Amplifi is available in three branding options to suit your needs:



Unbranded

What's included continued:



Social media review and 30-minute consultation

- Social media review:
Includes a new Facebook/Google banner image, call-to-action buttons, SEO review for Google Business bio. All information is up-to-date and more.
- Consultation:
An opportunity for us to go through the results of your social review as well as chat about any topics you may want to learn more about, such as responding to Google reviews and how to share your own additional content to your pages.



Professional headshot

- For your profile photo and beyond!
Members Australia-wide are able to have a professional headshot taken at our studio in Melbourne. This can be used on your Facebook banner image, your profile picture on socials and more!

We will also provide you with the high-quality image for use outside of your socials such as your website and email signature.

Price:

\$ Price

- **Base package:** \$49/month (min. 6-month commitment)
 - \$249 set-up fee (includes onboarding and a 30-minute consultation)

Why? Social media content is typically a long-term strategy which means you're unlikely to see results in a short period of time. That's why we recommend you commit to a minimum of 6 months.

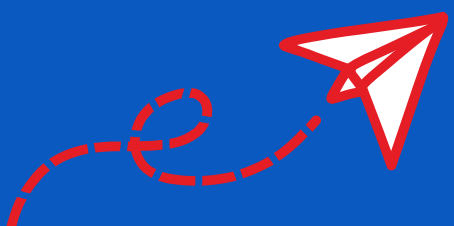
- **Instagram add-on:** +\$10/month

This covers the additional cost of the software we use to manage your pages.



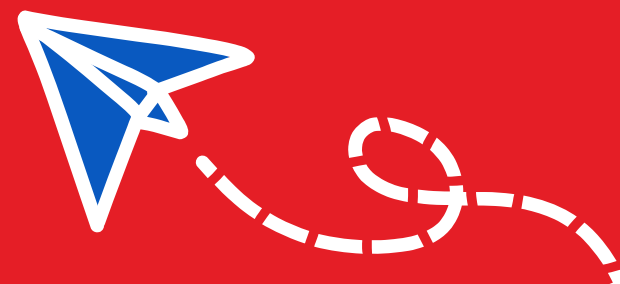
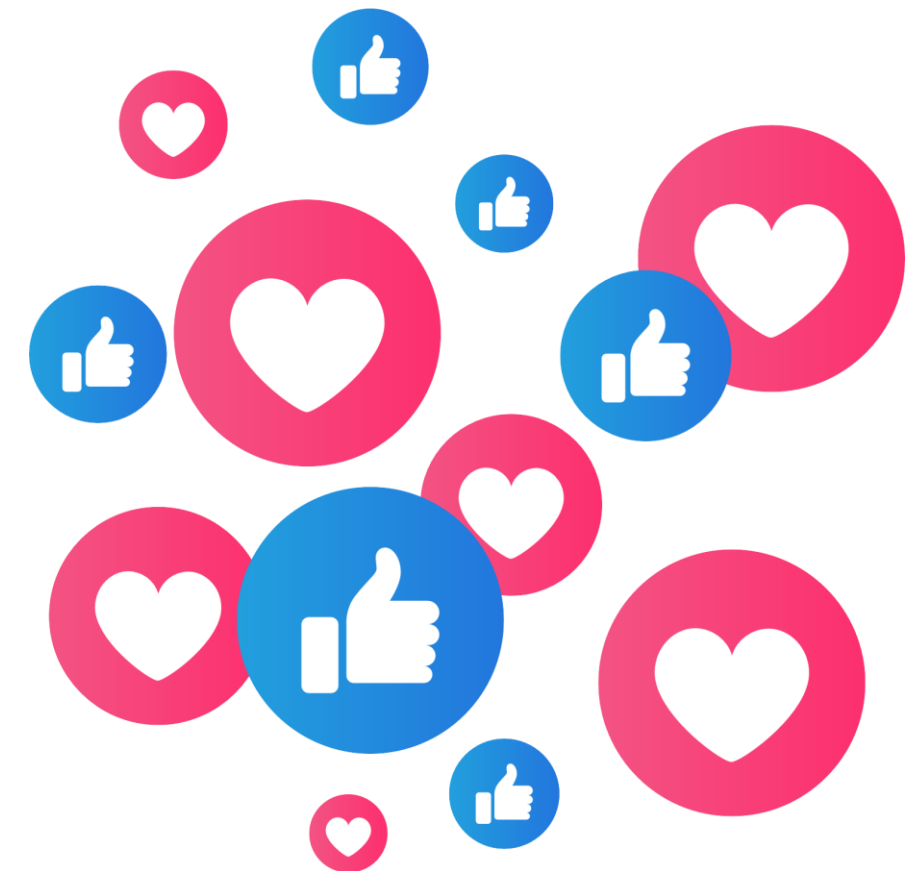
Things you should know

- **This service is available to all members Australia wide.**
- **Your subscription will begin at the start of the month.**
 - (e.g. if you sign up halfway through the month, your subscription will officially begin at the start of the next month and you will begin paying from that point.)
- **This also applies when you choose to opt-out. Your subscription will end at the end of the month.**
 - (e.g. if you opt-out halfway through the month, your subscription will officially end at the end of that month.)



What's next?

- Send an email to Luke at luke@mqga.com.au if you would like to opt in.
- Luke will provide you instructions to give access to your Facebook page and/or Google Business Profile.



Any questions?

AMPLIFI

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