

# COMPANY PROFILE



iHEARTMEDIA



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M O S T  
**MARKETING**  
D O E S N ' T F A I L  
**LOUDLY**

It fails quietly, in the background,  
while budgets get spent and nothing moves.

**WE EXIST  
TO CHANGE THAT.**

# WHO WE ARE

iHeartMedia is a performance-driven digital partner focused on one outcome:  
generating real business results.

We don't operate as a content factory or a posting service.  
We build systems that attract the right audience, convert interest into enquiries,  
and create measurable growth.

*If it doesn't drive results, it doesn't belong in your strategy.*

## OUR APPROACH

***We Solve Business Problems. Not Marketing Tasks.***

Most agencies focus on activity  
***posts, campaigns, impressions***

We focus on impact

***leads, conversions, revenue***



Every decision is built around one question:  
***How does this move the business forward?***

## WHAT WE DO

### Conversion-Focused Web Development

Websites designed with intent built to turn traffic into qualified leads

### Strategic Social Media

Content that positions your brand and drives action not just engagement

### High-Impact Video Content

Visual storytelling that captures attention and holds it long enough to convert

- **Integrated Digital Campaigns**

A connected system across platforms designed to generate consistent enquiries

*This includes:*

### Google Ads (Search & Display)

Capture high-intent users actively searching for what you offer

### Meta Ads (Facebook & Instagram)

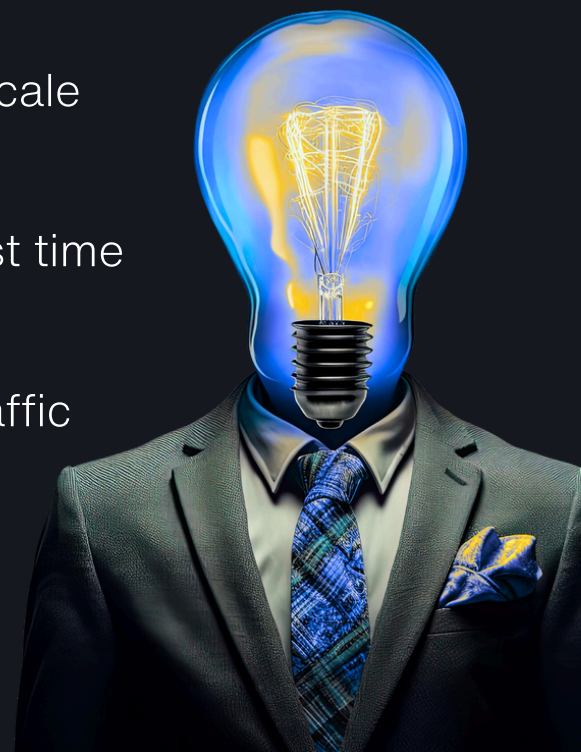
Target, nurture, and convert audiences at scale

### Retargeting Strategies

Re-engage users who didn't convert the first time

### Landing Page Optimisation

Maximise every click and reduce wasted traffic



# AI & AUTOMATION SYSTEMS

Marketing shouldn't stop at generating interest.

It should capture it, respond to it, and convert it in real time.

We implement intelligent systems that ensure no opportunity is missed.



## *This includes:*

- **AI-Powered Chatbots**

Always-on engagement across your website and platforms answering queries, qualifying leads, and guiding users instantly

- **Lead Capture & Routing Automation**

Every enquiry is captured, organised, and directed to the right place without delay

- **Instant Response Systems**

Reduce response time from hours to seconds improving conversion rates and customer experience

- **Integrated CRM Workflows**

Track, manage, and nurture leads through a structured pipeline

You don't just get more leads  
you handle them better, faster,  
and more efficiently than your  
competitors





## WHY CHOOSE **IHEARTMEDIA?**

### **01** NO GUESSWORK

Every move is backed by strategy, data, and intent

### **02** NO GENERIC CAMPAIGNS

Everything is built around your business, your audience, and your goals

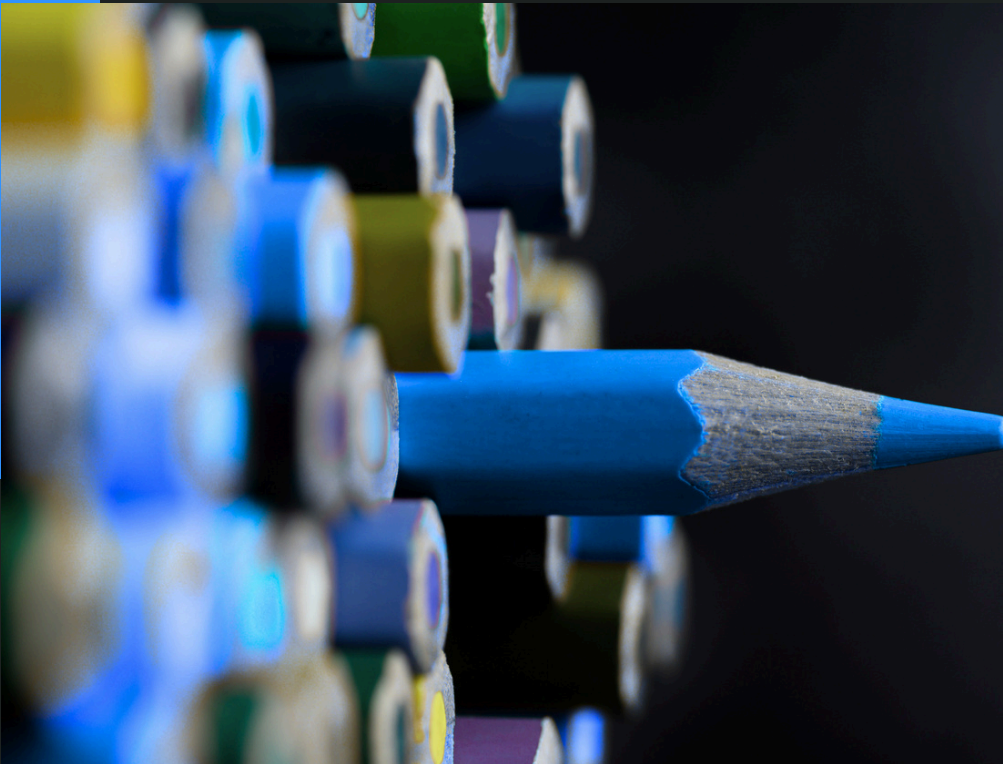
### **03** NO WASTED BUDGET

We prioritise what drives results, not what fills reports

### **04** NO AGENCY EXCUSES

We don't hide behind timelines or trends  
we build systems that work

# OUR PHILOSOPHY



Attention can be bought.  
Conversion has to be engineered.

We position your brand where it matters  
and build the path that turns interest into action.

***We don't operate as an external supplier.  
We function as a growth partner.***

## OUR ROLE IN YOUR BUSINESS

*That means:*

- Understanding your business model
- Identifying revenue opportunities
- Building scalable marketing systems
- Continuously refining performance

# Built for Businesses That Expect More From Their Marketing

iHeartMedia partners with brands that are serious about growth  
and understand that marketing should drive measurable results.

We don't add noise.  
We build systems that perform.

# Get in Touch

*iHeartMedia*



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