



**TOBY CREATIVE**  
**BRANDING &**  
**MARKETING**

## FAX MARKETING

Whether you need to sell your products, share some big PR news, or tell a story, Ozmedia is the perfect FSP (Fax Service Provider) to easily deliver and manage fax campaigns. Manage your own fax lists imported from your CRM, or use the directory of industry fax contact list segments which you can separate by Australian regions to power your fax marketing campaign activities.

With Ozmedia there is no application fee, no monthly fee and no minimum spend commitment. You simply pay for the services you use, and you will get a cost estimate prior to every job you submit. The send cost is \$0.15 ex gst per page sent.

### Our Ozmedia Fax Services:

- **Ozmedia Account Setup**
- **Ozmedia Account Management**
- **Ozmedia Fax List(s) Creation**
  - CRM export into Ozmedia lists
  - Flat File .csv import into Ozmedia lists
  - Ozmedia's PR and 800,000 Australian business fax numbers
  - Spam Act and Do Not Call Register Compliance review
  - Subscriber List building activities
  - Migration and management from other platforms
- **PR Media Broadcast**
  - Access thousands of Press, Radio and TV outlets worldwide
  - All the latest up-to-date contacts to distribute your PR release
- **Ozmedia Fax Template Design**
  - Effective Graphic Design and Content Creation
- **Fax Campaign Management**
  - New campaigns generated, tested, approved, and sent
  - A/B Multivariate testing (day, time, design)
  - Segmentation of lists for optimal response
  - Template design modifications for engagement optimisation
  - Follow-up sends post initial send to non-delivered segments
- **Reporting**
  - Campaign reports and analysis
  - Hard & Soft Bounce management



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