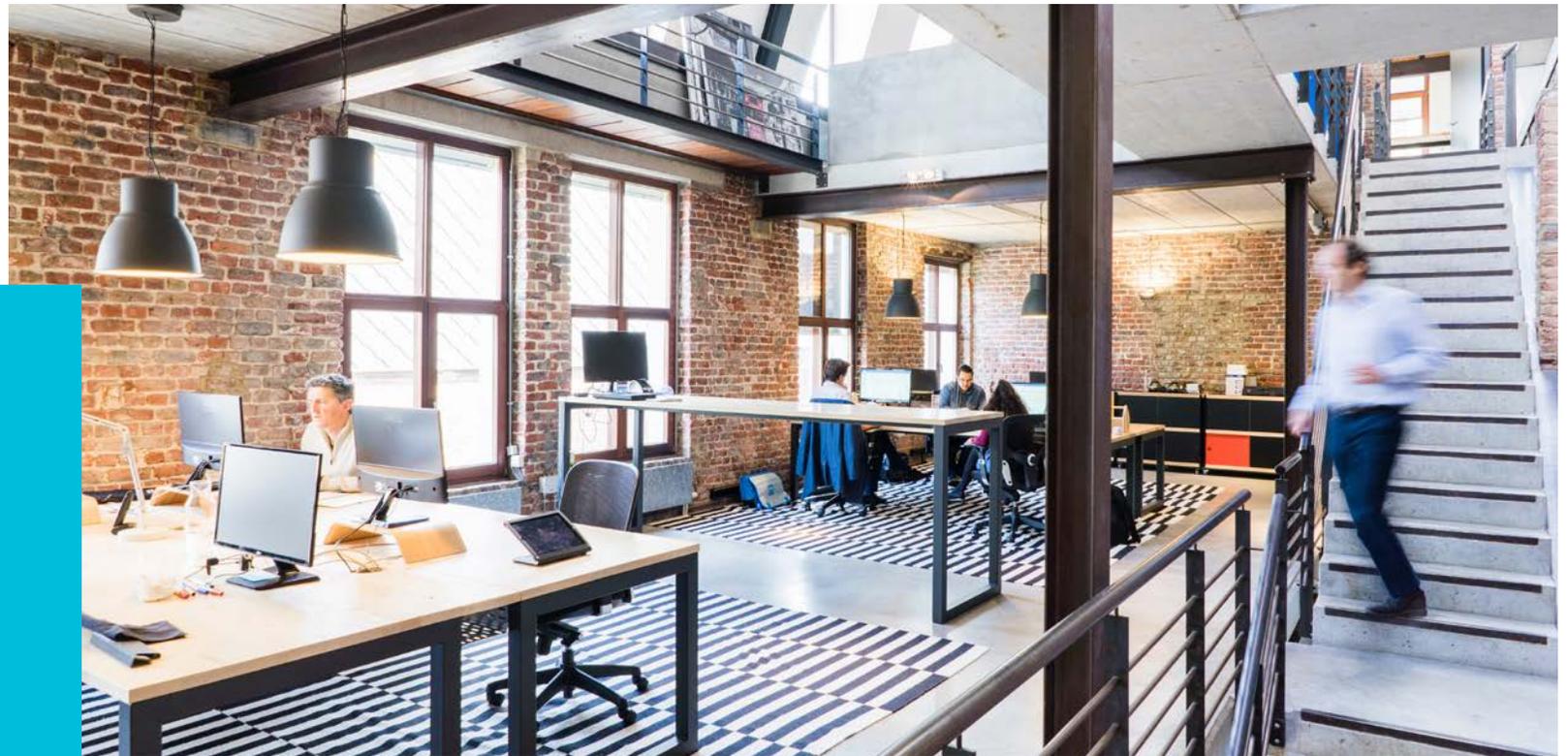


↗ Online Path

Finding
your path
to business
growth.





Imagine knowing your investment in digital marketing is making a tangible difference to supporting your business.





Services.

Search Engine
Optimisation.



Google
Advertising.



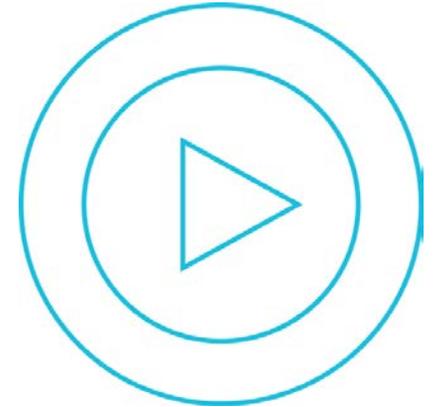
Social Media
Advertising.



Shopping
Advertising.



Video
Advertising.





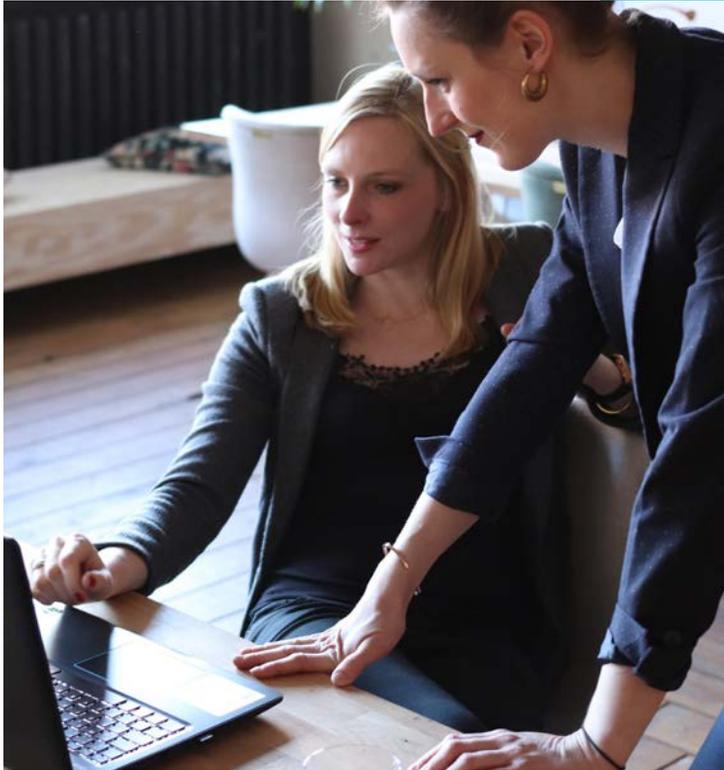
We understand it's complex.

A multitude of options for where
to invest in digital marketing.

A dizzying array of ways to find
your audience.

...And unfortunately an industry
full of cowboys. That's why we
started Online Path.





We believe a digital marketing agency should...

Be real people, with real business experience who will meet with you face to face.

Work closely with you to understand your business and devise a tailored strategy.

Be platform agnostic, no cookie cutter campaigns from us.

Have proven methodologies.

Share reporting dashboards so you are informed and in control.

Be driven by performance and weed out low-value initiatives.

Listen to you and learn from the past so we can make positive improvements.

Give you clear advice.

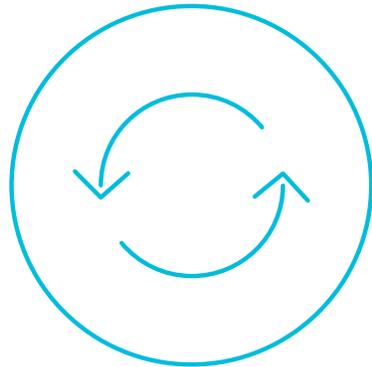


You can achieve your goals with Online Path.

More (of the right)
website traffic.



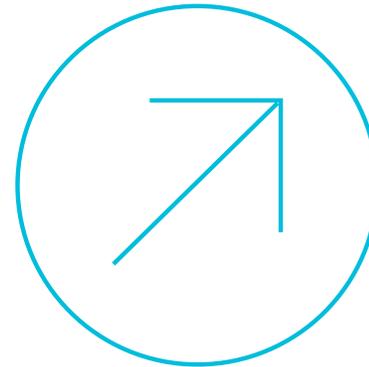
More
conversions.



More phone
calls.



Grow online
sales.





Performance counts.

TRANSFORMA

For Transforma we decreased cost per click by 20%.



178% more traffic for MyFLO with less ad spend.



Sold out events for Flinders University.



380% increase in organic traffic for Ellex.



71% less cost per view for Myer Centre.



26:1 return on investment for Oxfam.



How we're different.



We're a family run business that cares about our clients.

We love the technical detail, but we also like to drop the jargon and ensure you understand our recommendations.

We are here to build long-term relationships, not trick you into something you don't need.

We care deeply about return on your investment.



We're certified.

With Google making 500+ updates to its algorithm a year, it's important we remain informed.

Online Path is a Google Partner agency and our marketing team are all Google Ads and Analytics certified.





A proven methodology.



We analyse, plan, execute, review and adjust until we deliver results that make a difference.



Testimonials.

Brighter

“Michael and Mel are our secret weapon for driving results for our clients. We appreciate their professionalism and excellent client communication.”

Ben Murray, Director

TRANSFORMA

“Online Path understood what we were after from our first meeting and they delivered results. I have no hesitation in recommending their services.”

Tim Wood, Managing Director



“Thank you for the stellar work you have undertaken for us globally... you have quickly brought Ellex up-to-speed with best practice SEM/SEO – and the results have been incredibly impressive.”

Kate Hunt,
Global Marketing Manager



“Online Path understands business and its challenges. They are dedicated, reliable and professional and will work through your strategy to get you the results you want. Their understanding of digital marketing is amazing!”

Allison Kane, Director

Finding your path
to business growth.

 Online Path