

## ChatGPT Advertising Readiness Overview

### Overt Digital Marketing (ODM)

#### Agency Overview

Overt Digital Marketing (ODM) is a performance-driven digital marketing agency based in Australia, specialising in lead generation and e-commerce growth. We manage paid media across platforms such as Google Ads and Meta Ads, with a focus on measurable business outcomes including enquiries, sales, and return on investment. Our approach combines data-driven strategy, conversion-focused execution, and ongoing optimisation to deliver consistent results for our clients.

#### Experience & Capability

ODM works with a range of small to medium businesses across local services, e-commerce, and B2B sectors. Our core capabilities include:

- Paid media strategy and management
- Conversion rate optimisation
- Landing page design and development
- Analytics, tracking, and performance reporting

We operate with a strong emphasis on performance, ensuring that all campaigns are aligned with clear commercial objectives and measurable outcomes.

#### Approach to Advertising Quality & Compliance

ODM prioritises high-quality, user-first advertising aligned with platform policies and best practices. We avoid misleading claims, aggressive tactics, and low-quality lead generation strategies. Instead, we focus on:

- Transparent messaging
- Clear value propositions
- Accurate representation of products and services
- Long-term performance over short-term volume

This approach ensures that campaigns remain compliant while maintaining strong user trust and engagement.

#### Landing Page & Conversion Expertise

A core strength of ODM is the design and optimisation of high-converting landing pages tailored specifically for paid traffic. We ensure that landing pages:

- Align closely with user intent
- Provide clear and relevant information
- Deliver a seamless user experience across devices
- Support strong conversion performance

This capability is particularly relevant in environments where ad relevance may be influenced by landing page content and structure.

#### Preparation for ChatGPT Advertising

As advertising begins to emerge within ChatGPT, ODM is actively preparing for this shift towards conversational and context-driven discovery. Our preparation includes:

- Adapting messaging strategies to align with conversational intent

- Structuring content to support AI-driven relevance
- Ensuring landing pages meet quality and transparency expectations
- Aligning campaign approaches with evolving platform policies

We recognise that ChatGPT advertising differs from traditional channels, with greater emphasis on relevance, context, and user trust.

### **Client Fit**

ODM primarily works with businesses in sectors that align with early-stage advertising environments, including:

- Local services
- Home improvement
- E-commerce
- Education and training

These categories are well-suited to high-intent, context-driven advertising.

### **Interest in Early Participation**

ODM is actively seeking to participate in early-stage ChatGPT advertising opportunities as the platform evolves. We are committed to delivering high-quality, compliant, and performance-driven campaigns that align with the standards expected within AI-driven environments.

### **Contact**

Website: <https://overtdigitalmarketing.com.au/register-your-interest/>