

MEDIA RELEASE

The Digital Company launches HomeImprovement2day.com.au

Online marketplace for Home Improvement specialists

SYDNEY (23 June 2015) – The Digital Company (TDC) has announced the launch of its HomeImprovement2Day.com.au marketplace website in Australia with future sites planned for New Zealand, South Africa and Canada.

The HomeImprovement2Day website runs on TDC's proprietary marketplace platform allowing businesses operating in certain home improvement categories to list themselves on the website and then manage and optimise their listing for emails, calls and clicks. The key focus of the HomeImprovement2Day website is to help businesses improve their utilisation through new customer leads.

HomeImprovement2Day in Australia will launch with over 22,000 builders, electricians, plumbers, installers, designers and more, and this number is expected to more than double within 12 months.

Categories on HomeImprovement2Day include air conditioning, bathroom renovation, carpenters, concreting, decking, heating, home automation, painting, plastering and more across all Australian suburbs and states.

Businesses understand the need for new customers and that this requires a great online brand presence, and then the need to optimise this presence through consistent text, rich media, ratings and reviews, and of course easy to find contact details that helps drive more contact.

TDC researched the market before launch and could see while there were numerous strong competitors, a space existed for a unique and different offering on a lower cost base, but still able to drive a similar audience. Given the flexibility and ease of set-up and process on the TDC platform this was easy to achieve.

For more information about The Digital Company, visit www.thedigitalcompany.com.au and for more information on HomeImprovement2Day visit www.homeimprovement2day.com.au

About The Digital Company

The Digital Company builds Online Marketplaces that connect businesses to customers and operates numerous Online Marketplaces across 3 sectors and 4 countries including Australia, New Zealand, South Africa and Canada.

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For further information, please [contact us](#)