



CONSULTING SOLUTIONS

# Marketing & Communications

Marketing is often overlooked in care sectors, but in an increasingly competitive market it is synonymous with success.



Care sectors have not always been competitive markets, but in the current environment, you can't afford to not market your business.

Marketing is a broad term and can include a range of functions including advertising, public relations, branding, direct sales, and more. Our team have ample experience in all facets of marketing and love seeing our clients get results.



## Marketing Strategy

Whether its brand awareness, increasing your client base, advertising, developing a social media strategy, or increased community relations, our team can work with you to develop a strategy and outline the steps and timeframes to achieve your goals.



## Brand Management

Understanding how your brand is perceived can help to ensure you are communicating a message that is consistent with your organisations values. Engage our marketing consultants to undertake a brand review and provide recommendations for effective brand management.



## Graphic Design

Our creative team can work with you to meet your graphic design needs. Whether it be developing a suite of brochures, creating social media collateral, or developing a polished presentation, our creative team have experience in marketing and apply a strategic eye to every piece of work they undertake.

## Marketing & Communications



### Advertising Plans

Researching all of the available advertising options and weighing up the options to maximise return on investment across a range of mediums in your area is time consuming. We can do the legwork for you and use our experience to put together a comprehensive advertising plans to achieve your goals.



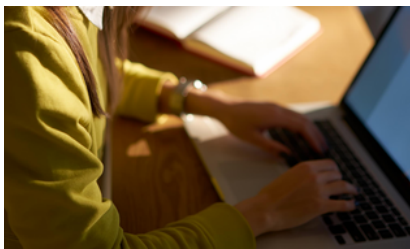
### Social Media Strategy

Social media is a necessity in the current market. While venturing into this space can be daunting, if you are considering dipping your toe, or if you have social media accounts that aren't being managed, we can help.



### Website Review

Is your website modern, up to date and easy to navigate? We have worked with many clients to review their website and make recommendations for improvements based on current trends and best practice.



### Copywriting

Using an experienced copywriter makes a big difference to the way your message is received. Updating or creating website content, brochures, annual reports, newsletters, media releases or other marketing materials, takes time most of us don't have readily available.



### Marketing Collateral Reviews

Keeping your marketing collateral current is time consuming and requires a specific skill set. We love working with clients to turn their drab collateral into modern, user friendly, uniform suites of marketing material.

If your project isn't on the list, call us to see if our consultants can help you.