

## What we do

### **Marketing strategies, plans and implementation**

Common sense solutions implemented immediately saving you time and money

### **Developing key messages and the most effective way to use them**

Ensuring that your messages are focused at satisfying your customers needs

### **Marketing tools including brochures, web sites, advertising and sales aids**

Developing and writing to deliver your key messages to your customers

### **Training in sales and business presentation skills and public speaking**

Assisting your people to *make that sale* by clearly delivering your key messages

### **Writing & editing sales documents**

Customer focused writing which clearly communicates your key messages

### **Submission writing**

Concise writing and presentation documents to win bids

### **Choosing and using the most appropriate promotional tools**

Research and sourcing to get your message to your customers the way they will understand it

# INCREASING YOUR 'PROFITABLE' TURNOVER

## Marketing strategies & plans using our proven step-by-step strategy\*

1. Expand your market
2. Establish four critical 'key messages' for your advertising & marketing materials
3. Identify and develop the most appropriate marketing tools for your business
4. Train to sell your messages effectively

\* Refer to Marketing Strategy Diagram

## Writing, editing and managing documentation

1. Write copy for your marketing materials
2. Manage and write your direct client communications tools
3. Tender and Expression of Interest management, writing and production



MARKETING & COMMUNICATIONS

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**PEARSE**

MARKETING &  
COMMUNICATIONS

& SUBMISSIONS  
PUBLIC RELATIONS  
THE LITTLE YELLOW BOX

Pearse

# MARKETING FOR BUSINESS IN REGIONAL VICTORIA

## Why we are good value for your business

### We understand the marketing needs of small & medium business

You don't waste time or money because we 'cut to the chase'

### We provide professional, effective and economical service

You get a focused service for a reasonable price

### We are specialists in rural and regional areas

You get the best solutions for your business

### We provide a rapid response for your requirements

You achieve fast solutions for your business to maximise your market share

“ We know the issues small & medium sized rural businesses deal with because we face them too. ”

# HOW WE HELP YOUR BUSINESS MAKE MORE MONEY

## We understand rural business

We live in and run our business in regional Victoria. We know the issues small and medium sized rural businesses deal with because we face them too.

Many Melbourne based consultancies just don't provide the rapid response or economical real solutions for companies in rural areas. We know. We've worked for them!

## Regional areas specialists

We live and work in regional Victoria. Our clients have businesses in Ballarat, Benalla, Bendigo, Campbells Creek, Castlemaine, Corio, Gisborne, Kyneton, Macedon, Mansfield, Myrtleford, Wangaratta and Woodend to name just a few. Over the years we've found out a lot about how regional markets function and how we can assist companies to work better in these areas.

### Some of our clients are

- *Service providers* including freight transport, furniture removalists, plumbers, machinery importers, pump repairers
- *Manufacturers* including windows, heaters, glaziers, timber trusses, jewellers, refiners
- *Professionals* including funeral directors, printers, graphic designers, IT software designers, employment agencies, project managers, architects, engineers, public relations, property developers, surveyors, video producers accountants, investment trusts, property valuers, real estate agents, interior designers
- *Retailers* including vehicles, carpet, tiles, hardware, plumbing, irrigation, heating & cooling, fitness, IT, materials handling, shop fittings, pumps
- *Automotive* including repairers, panel beaters and new and second hand sales
- *Hospitality* including hotels and convention centres

- *Local Government* including shires of South Gippsland and Macedon Ranges
- *Health* including Royal Woman's Hospital, Dental Health Services Victoria
- *Education* including RMIT, CAE
- *Builders* including major commercial, resort and retirement

## Professional operation

We have over 30 years of experience in Marketing, Business Development, Sales, Communications and Public Relations in the manufacturing, distribution and retail sectors. We have worked in small, medium and large organisations and have been running our consultancy since 2000.

## Effective

We work quickly and efficiently because of our broad experience, substantial expertise, extensive knowledge and huge range of industry contacts.

In all areas of Marketing and Communications we provide the resources to get the job done and make your investment really produce profitable outcomes.

## Economical and Value for Money

We don't run up large unnecessary bills. We just get in and get the job done. Our rates are variable and appropriate to your task. Generally we charge \$100-150/hr (plus GST). We negotiate reasonable rates with all costs fully disclosed, before we commence work.

If you wish we will negotiate a total project fee so you have a clear cap on costs.