

INTRODUCING...

Marketing Is Us

... Strategic Marketing *Solutions*



Marketing Is Us

About *Us*

Marketing Is Us, is a Brisbane based specialist marketing consultancy, providing customised, strategic and measurable business and marketing services to small and medium sized businesses in the retail, not for profit and tourism industry sectors.



Our Service Model



We help you *every* step of the way.

Our Services

Based on our Service Model, **Marketing Is Us** provides a range of specialist business and marketing consultancy services including:

Planning

- **Business planning** – the most holistic approach to business development. A comprehensive business plan defines where you are now, where you want to go in the future and articulates the means by which to achieve objectives and long term success. It is a blue print for your business's future.
- **Marketing planning** – an integrated and thorough examination of the market in which you operate, the influences, your customers, your current activities and products/services. This analysis provides the foundation for the development of targeted and effective marketing strategies in a measurable and documented framework. It is your customer and product blue print.

Research

- **Industry and customer research** – the foundation of the most effective plans. Knowing your customers and the industry in which you operate facilitates the creation of targeted strategies which will reap results.

Analysis

- **Data interpretation** – What does the information mean? What opportunities are revealed for your business? These are clearly defined during this phase.

Strategy

- **Brand Building** – Everything you do as a business communicates something about your brand – from the way your product/service is presented and delivered to your customers, to the messages your marketing activities convey. Our analysis will reveal how your brand is perceived in the eyes of your customers and we then formulate a plan to enhance its value for you.
- **Integrated multi media promotional campaigns** – The strongest promotional mixes integrate a range of elements such as advertising, direct marketing, publicity and web. Each element reinforces the other in a unified approach to reach objectives. Our promotional plans are targeted and integrated to obtain the results you seek.
- **Budget formulation** – How much is enough? What should I spend to get the return I want? How and when should I spend it? How do I measure it? A good budget addresses these questions and ensures maximum return on your marketing investment.



Action

- **Advertising planning and creation** – a key promotional element to increase awareness, inform customers of your services and entice desired reactions. Print, radio, outdoor, digital – we can assist with choosing the right mix and then creating messages, advertisements and campaigns to suit.
- **Media planning** – We plan and manage your media requirements selecting the most appropriate media vehicles at the right time, increasing the likelihood of your customers seeing and hearing your message. We also negotiate the best media rates, ensuring every dollar in your budget is maximised and you obtain optimum 'bang for your buck'.
- **Sponsorship identification and negotiation** – Partnerships with other key businesses are a powerful way of extending your marketing budget and aligning your brand and business with likeminded entities. Its another way of reaching your target audience. We integrate sponsorship if appropriate into the promotional plan, identify potential partners and manage the negotiation and development of these important new relationships to your business.
- **Web Marketing** – The most exciting development for businesses and marketers today. The internet has removed geographical boundaries to your market place providing access to huge numbers of potential customers. A well designed website has become an essential and cost effective promotional tool for every business – and it doesn't have to be expensive. As part of an integrated marketing strategy, your other promotional efforts drive traffic to your website – which is then leveraged to build your customer database. E-communication tools such as e-newsletters and e-alerts are cost effective, measurable and significant in building relationships with your customers by staying in touch and keeping your brand top of their mind!

Review & Evaluation

- **How did we go?** – An essential step which then feeds back into the planning cycle. Measures actual outcomes against objectives.

Director *Anne Sorensen*

Founder and Director of **Marketing Is Us** is Anne Sorensen, a strategic marketing specialist with more than 20 years experience gained from senior marketing management roles in the retail, not for profit and tourism sectors in Melbourne, Brisbane, London and New York.



Retail:

Working for the Gandel Group, Westfield, Paladin and Thakral she devised and implemented strategic marketing programs which assisted the growth in asset values and record sales of key Australian shopping centre properties including Melbourne's Chadstone – the first retail shopping centre to be valued at \$1billion and to generate \$1billion in sales; CBD boutique retail centre, Australia on Collins, popular Melbourne tourism destination – Southgate and Brisbane's Westfield Carindale.

Not for Profit:

Anne has designed, implemented and managed strategic marketing and communication programs, or contributed her expertise in a voluntary capacity, to a range of not profit providers, which resulted in increased brand awareness and growth in funds and services.

Entities with whom she has worked include: National SIDS Council (Red Nose Day Campaign) where she devised and managed a national campaign which raised more than \$4million and secured new sponsors; The Anti Cancer Council of Victoria (Daffodil Day and Think Pink), Melbourne City Mission, Ovarian Cancer Research, St Vincent de Paul and RSL Care.

At RSL Care, one of Australia's most respected retirement living and aged care providers she planned and managed a marketing program which realised a 100% return on investment for sales of independent living unit for all developments, and achieved publicity valued at more than \$6million. She also devised a research investment decision tool to facilitate organisational investment decision making.

Tourism:

Anne has developed marketing programs for a wholesale tourism provider in New York and a conference organiser in London.

She has lectured and tutored in a range of marketing subjects at RMIT University, Melbourne; the University of Queensland and Queensland University of Technology.

Anne's specialties are strategic marketing planning – industry and customer analysis, segmentation, opportunity and trend identification, creative, targeted and integrated promotional planning including all types of advertising, media planning, sponsorship negotiation, web development and online marketing.

The range of services and products upon which she has successfully worked has been targeted to a variety of audiences including Gen X, Y, Mum's and Retirees.

Anne has received several Property Council of Australia Shopping Centre Marketing Awards including their Gold Award for Overall Marketing Excellence, and has been named Byvan's Marketing Manager of the Year.

She holds a Bachelor of Business (Marketing) with Distinction, an MBA and is a Certified Practising Marketer registered with the Australian Marketing Institute.





Marketing Is Us

Our *Partners*

Marketing Is Us is a strategic marketing specialist. Our partners include many of Australia's best design, print, multimedia and digital agencies; research, data mapping and emarketing specialists.

Contact *Us*

Rather have a coffee than think about your marketing? Why not do both? Please call for an obligation free consultation on **0408 713 024** or email info@marketingisus.com.au. We look forward to buying *you* the coffee!

Strategic Marketing *Solutions*

RETAIL : NOT FOR PROFIT : TOURISM

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