

FACT SHEET

Working with Market Savvy

Introduction

Market Savvy is an integrated marketing business based in Bulimba, four kilometres from the Brisbane CBD. We work with private and not for profit clients to expand your brand and increase your profile.

Question:

What does 'integrated marketing' mean?

Answer:

- Advertising builds awareness
- Public relations (or communications) tells the story
- Relationships make personal connections
- Events create experiences
- Community partnerships demonstrate credibility
- Sales intensify consideration

And marketing puts all of this together.

We work with you to provide advice and services across the full marketing range. This ensures that your customer interactions, attraction and retention methods are consistent and high quality. You will benefit from the most relevant and tailored mix of activities to expand your brand and increase your profile.

Reasons to engage Market Savvy

There are a wide range of reasons why clients engage our services. Some of these include:

- Business owners or leaders wishing to obtain clear and accurate advice regarding their existing and future marketing activities (can be businesses with or without internal marketing resources)
- Decision makers who are looking to expand their organisations into new areas, new products or services that require marketing support and advice
- Business leaders who are 'too close' to their brand and require marketing advice and implementation activities
- Business leaders who are time poor and prefer to engage a marketing expert who will 'make it happen'
- Organisations seeking independent information and support to guide internal marketing and sales teams
- Organisations seeking professional advice to build internal capacity among boards, management teams and operational teams

We work with organisations to conduct specific projects; or we provide ongoing support and assistance to ensure the organisation's marketing efforts are maintained at a professional and effective level over a longer period of time.

Getting started

Usually the first step is a telephone conversation as a way of introducing us to each other, to learn about what we both do and how we might work together. Then if there are synergies we usually suggest meeting up to talk more about your needs.

At the first meeting we listen and learn more about your business and discuss your marketing objectives. We will talk about the different marketing activities available to your business and suggest ways in which we can work with you to solve your problems and achieve your goals.

If appropriate and compatible, we will then offer to provide our methodology and suggested approach to you in writing. This proposal will also include our terms and conditions and fees.

Once approved, we will book in dates and start times with you for the agreed activities, arrange agreement in writing and secure a deposit to start the work.

Working with us

For new clients we usually start with an initial briefing and advice-giving session. This creates the following positive outcomes:

- Background information, understanding of resources and capacity
- Goal setting against time and budgets
- Determining what marketing activities will 'fit' and which will be irrelevant (saving time and money)
- Getting to know the brand attributes to build strength in the right direction
- Establishing a consistent framework for all future marketing activities (ensures each activity builds strength for the whole program and eliminates wasted efforts)
- Working out how decisions will be made and who will manage the marketing activities
- Getting to know your business and agreeing on target audiences and key messages which will underpin the development of any marketing materials (saves future briefing sessions)

Then we will work with you to implement various approved and relevant activities. These activities may include:

- Marketing action plans
- Strategic marketing plans
- Business and marketing plans
- Market research
- Customer surveys and focus groups
- Developing or refreshing your brand
- Creating new stationery
- Establishing clear and attractive marketing materials (brochures, flyers, advertisements, billboards etc)
- Creating a new website or updating existing sites

Activities continued ...

- Establishing online marketing activities – Adwords, SEO, email campaigns
- Customer management programs and Keep in Touch programs
- Referral programs
- Sponsorship plans
- Membership programs
- Marketing and fundraising plans
- Signage and uniforms
- Public relations and media profiling activities
- Customer and stakeholder events

For each activity we will:

1. Talk with you about the project in advance to understand your requirements
2. Provide you with a written proposal for approval. The proposal will list the planned steps and activities for each project
3. Book dates with you and commence the project
4. Keep you informed at all times
5. Provide you with the agreed number of approval steps
6. Engage sub-contractors as agreed
7. Deliver the project to you as promised

Confidentiality

We will not disclose the details of your project or any sensitive information about your organisation with any other third parties without your approval. At times we will engage third parties (such as graphic designers, photographers and web builders) and these people will be briefed with all the necessary information to conduct their part of the project. These agents will commit to maintaining confidentiality of your project and information as well.

From time to time we may ask you for testimonials or to create case studies for our website. This will have promotional benefits for your organisation. However if too sensitive, we can leave names and obvious details off these activities and all information will be shown to you for approval before being used externally.

Commitment

Throughout every project we promise to keep you informed at all times, communicate with you regularly and clearly and update you with project developments, budgets and timeframes.

We will establish deadlines with you relevant to the needs of the project and ensure that all time commitments are maintained (pending client approvals).

Each activity will be conducted with the highest professionalism, attention to details and service standards.

Exclusivity

Market Savvy works with a wide range of clients from the private and not for profit sectors. For the most of the time, giving the confidential nature of our work, we do not experience conflicts of interests between our clients. In many cases (where appropriate) we have been able to link clients together to create mutual benefits.

However where there is an extremely competitive situation (ie. Pepsi and Coke) we will honour the first client we are working with and not take on work for direct or encroaching competitors. We will talk to you about these situations if and when they arise and always keep you in the loop as necessary.

Payment

You are paying for expertise that will cut through the marketing clutter and provide you with the answers you need to achieve your objectives. You will save time by engaging us, which will prevent wasted efforts and trial and error. We are across the myriad of marketing options and can clearly develop a program that will work for you. We also know of the different costs and benefits involved with each approach and can steer you in the right direction to save you time and money.

We only work with the best suppliers and know who to trust and rely on. It's the old story that if you want a job done right you go to an expert in that field.

When we meet with you we will provide you with a few suggestions so you can understand how we work, but beyond this phase we will establish a paying arrangement.

During agreed projects, we will keep you informed of project progress and if you need extra activities or the brief changes midway, we will chat with you and arrange to put in a quote for the new piece of work that you will approve before it is commenced.

We work to either project fees – fixed fee for fixed activities; or in some cases we will work on an hourly rate where the project is very fluid and regularly changing in nature. In some cases we may also work on a retainer arrangement so that you have a fixed amount of support over an agreed period of time usually at a reduced rate.

Whichever we decide, it will be fair between both of us and you won't receive any unexpected surprises or unapproved invoices. Basically we will always keep you in the loop and you will always know where you stand.

Thank you

Thanks for your interest in Market Savvy. For more information about creating strong marketing outcomes for your organisation, please contact me on 07 3899 8335 or email megan@marketsavvy.com.au.

Best wishes

Megan

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