



Garnish Marketing is a Marketing Consultancy based in the North of Brisbane, we service all areas in Brisbane, Sunshine Coast and the Gold Coast.

Essentially we act as a marketing department for companies that either have over worked marketing departments or none at all.

We offer a complete service from the research stage right through to measuring what works and what could work better.

garnish

Marketing and sales support



Complete Service

We are unique in our approach to Marketing a Small Business because we not only concept and develop the strategy, we follow the strategy, offer lead generation services and then measure it all to make sure the marketing campaign actually generates a return on your investment.

Regular Marketing Meetings

We meet with you monthly and provide update reports weekly. Your major stats are recorded monthly and are sent to you prior to our monthly marketing meeting.

At Garnish Marketing we believe in processes, we are methodical yet fast. We also know what works, what doesn't and we monitor your campaigns to ensure you get the best possible outcome.

Trust Garnish Marketing to look after your business growth.

Our process works like this:



Research is vital to the success of your marketing campaigns. You need to know who your competitors are, what they are doing to take some of the market share, what your target market responds to and is actively looking at, and then you need to know what avenues are available for you to use within your marketing campaign so you choose the right methods to market your business effectively.

We offer a variety of research services:

Competitor Research	Knowing who your competitors are is vital to the success of any marketing campaign. We research your top 5 competitors; we look at their marketing campaigns, what they do well, what they do badly and what you can mimic. We breakdown which websites they are listed on and find out if they have social media presence.
Target Market Research	It is important to define your target market/s (you may have more than one). By defining these groups we are then able to build campaigns that target these groups specifically. The broad brush approach just doesn't work. Refine, niche and promote. We will investigate what the people in these groups do, where they go, what they read, how they travel and report back to you.
Advertising Research	Knowing where to advertise and what advertising options you have is important. Some of the advertising you are doing may not be yielding results and there may be a good reason for this, we will research the avenues you could take and report back with costs and media kits for later discussion at the Marketing planning stage.
Keyword Research	Keywords help your website to be found, we will work out what keywords your competitors use, which ones you should use and provide you with a report of suggested keywords and key phrases to use in the web copy and within your Google adwords campaigns.
Website Analysis	Your competitor's websites are what is stopping your website from getting hits, if they are taking the lion share we need to find out why. We will look at your website and compare it to your top 5 competitors. We look for the functionality of website, ease of navigation, use of keyword rich copy, use of meta tags and descriptions, call to action, and ease of how to contact you.

Online Directories

You need to ensure your business is listed in all of the well respected online directories and in some of the specialised ones for your industry. We will locate the directories and give you a report of which ones we feel you should be in and what you need to say on each one. We will also look at some good and relevant paid directories and add them to the Marketing Plan for consideration before finalizing the plan for action.

Networking Opportunities

Networking works, we will locate all of the opportunities that exist near you and send you a list with costs to join and how often they meet.

Tradeshows

Exhibiting at Trade shows can be worthwhile if you go to the right ones, that are well organised and you follow up every single lead afterwards. We will compile a list of tradeshows worth considering in your marketing campaign.

TV

TV works for some small businesses, regional TV can be great if done properly. We can develop a list of TV stations you could appear on and find out the rates to advertise.

Radio

Radio is great for small business, both community and commercial radio can have a positive impact on your business. We can compile a list of stations to consider and get some quotes for a specific campaign and duration.

What your Sales Team need

Your Sales Team will need very specific items to be able to get the potential client excited. These may include things like forms, marketing material, spec sheets and samples. We will work with your sales team and even go out on one sales meeting with them to identify the areas that need to be improved and how we can make it happen on a marketing level.

Customer Surveys

Your existing loyal customers buy from you for a very good reason, its important to know why they keep coming back so we do not change it and we keep doing it - only better. We will survey your top 10 customers and ask them for their feedback then report back to you with our recommendations for ongoing sales and marketing support.

Planning - Budget | Strategy | Marketing Material plan | Message and set campaigns | Social Media Plan | Email Campaign Plan | Advertising Plan | Sales Kits and Tools | Action Plan

If you don't have a plan, then the saying is that you plan to fail. We structure your plan according to the research we complete and the budget you have set. Knowing what you have going on every month to move your business forwards is key to achieving growth in your business.

Budget	Knowing how much you have to spend each month is vital - once you have the figure we can work out the cost of your overheads, and then work out the benchmarks and targets you need to hit to achieve your financial goals.
Marketing Strategy meetings	We allow time for monthly strategy meetings.
Campaign Concepts and Pitch Developed	We will concept out the best pitch to attract your target market and elevate your business to increase sales and exposure. This will be the culmination of our planning stage and this is the document that we will refer to when developing future campaigns. We will have your style guide in place so you can have integrity with your brand and each aspect of your marketing will be developed to work within this structure.
Marketing Action Plan Concepted and Finalised	Marketing plans are all very well, but unless you have a timeline and an expenditure guide per month you will never implement it. Knowing what you are doing, when and how much it's going to cost is vital to making sure the campaign works as planned.
Marketing Strategy Developed.	Once we have all of the research completed we will develop the marketing strategy document which not only has a copy of the action plan in it, it has the benchmarks and financial forecast in it as well.

Set Up - Website Development / updates | SEO & PPC | Social Media Profiles | Email Template | Affiliate Database

Once your plan is complete there will be an element of setting up to complete before we can move onto the design stage and ongoing marketing phase. It is important to have all of your templates, profiles and directory listings set up before you move forwards.

Website development - quotes and functionality

Your website should be smart, easy to use, simple to understand, not too cluttered, keyword rich and attractive to look at. We will work with you to see if your existing website needs re vamping or if you are developing a new website - that you are planning the website with everything you need from day one. We can work with website designer (our recommended ones or someone you choose) to develop a site that really works for your business and increases your sales.

SEO and PPC campaigns

Having a website alone is not enough, now you need to make sure that the copy is keyword rich, your website is optimised and that you have a Google adwords campaign set up or some other form of getting sponsored links to your site to build its profile. We can manage the set up for you.

Social Media profiles set up

Social media - like it or not is here to stay, having a profile online is a great way to get people to like your business and find out more about what you do. We offer a service where we will write your social media updates on your behalf. We work out your yearly social media plan and stick to it.

Email Marketing software set up and templates created

Sending out attractive emails that are branded is a great way to market your business in a low cost way. We can develop the templates using your chosen software (or we can recommend some).

Affiliate Strategy created

Having other companies work to promote your business on your behalf is a great way to build respect and a database. We can work on this idea and make suggestions on whom could potentially be your affiliates.

Sales Kit developed

Includes Sales Letters, Email responses, Sales Information sheets and forms for use within sales process.



Design Stage - Stationary | Online banners | Vehicle Graphics | Building Signage | Event Banners | Printed Collateral | Advertising | Trade Show displays | Labels | Merchandise | any other marketing you require

At Garnish Marketing we have a dedicated design team who look after all our design work from the smallest postcard right up to building signage and anything else required. We ensure that we stick to your corporate colours and maintain brand integrity, we do not stretch or misuse your logo in any way shape or form. Depending on what you need to have design, determines how long it takes us to complete the design phase, but we offer design work as an ongoing service in our continuous marketing package.

Stationery

This includes Letterhead, business cards and With Compliment slips.

Website

Concept and assistance with web developers to completion.

Online banners

Design on online banner campaigns includes submission.

Pull up banners and event signage

Design of pull up banners and management of job.

Vehicle graphics

Design of vehicle graphics, quotes and install management.

Marketing Material

We will design all of your marketing material required to make your business work.

Trade Show Displays

If you decide to do a trade show we will develop your stand area to suit the size and style.

Point of Sale Displays

We can develop point of sale systems for stockists or your own showroom.

Labels

We can design and print labels of any shape and size and manage all print jobs.

Merchandise

We will obtain all quotes and manage design and creation of any merchandise required.



Communication - Database Build | Lead Generation by phone | Email and Mail distribution | Follow up calls | Appointment setting | we also offer a Business Development Service - upon request.

We offer a complete Lead Generation service from building of the targeted database, right through to contacting that database to lead generate for you. We will send out follow up emails or posted items and we also do follow up calls and appointment setting.

Database build	We will build databases specific to your target market of an agreed quantity of companies per month.
Lead Generation by phone	We will contact the database by phone to find out who is the best person to talk to at that company. We will usually allow 3 minutes per call for basic enquiries.
Follow up Emails and/or post	We will send a follow up email/piece of mail to generate interest.
Follow up phone calls	We will follow up all emails/post a few days later and gauge interest.
Appointment setting	We will make appointments where necessary.
Face to Face Appointments	We will also attend face to face appointments where necessary.
Business Development role	We will happily attend events, networking and functions on behalf of your company as your BDM.

Continuous Marketing - Email Marketing | Press Releases | Website Management | Social media Management | Advertising Campaign Management | Blog Writing and posting | Article writing | ongoing research | ongoing print management

At Garnish Marketing we believe that repetition is vital with your marketing, once you have all of your systems and templates in place, it is then time to use them - constantly. We offer a continuous marketing service which incorporates sending of email campaigns, social media management, website management, writing of press releases, blogs and articles and posting of them where relevant.

Email Marketing	We are able to write and send out weekly or month email marketing campaigns on your behalf.
Press Releases	We are able to write regular press releases to promote your business.
Website updates	We will manage your website for you regularly.
Social media updates	We will manage your social media profiles on a daily or weekly basis for you.
Advertising Campaign management	We will run and manage your advertising campaigns so you never miss a deadline again.
Sales Strategies - ongoing	We will work on new sales strategies as we see the need to develop fresh ideas.
Development of new campaigns	We will continually think up new and innovative campaigns to help to promote your business.
Special offer and new product launch campaigns	As you develop and launch new products or special offers we will work the launch into the campaign.
Blog writing	We offer a blog writing service - which includes promotion through social media and email campaigns.
Article writing	We offer an article writing service - which includes submission.
All Research required	We will carry out all research required to ensure you are on top of what is happening in your industry.

Measuring and reporting - Google Analytics | Email Clicks | Social Media stats | Telemarketing results | Incoming Admin results (email and phone) | Newsletter sign ups | Vouchers redeemed | any other way we can measure your business we will.

Without measuring your marketing - how do you know what works? When you come on board with Garnish you will receive a monthly report which tells you what is working and what needs to be addressed. There is very little point in continuing to do something that yields no results. We are always looking at results to ensure that your campaign really hits the mark.

Google analytics and conversions to sales

We will analyse the reports and look at your sales to see what converted.

Email click throughs

We will report on the monthly click throughs via your email campaigns.

Social media “likes”, status and numbers of friends

We will report on how many people are “friending” you or “liking” your business page and also make comment on the relationships being developed and if they are generating sales/leads.

Telemarketing reports of leads and sales

We will provide you with a weekly report on any telemarketing we carry out.

Internal Administration follow up - “where did you hear about us?”

We will work with your administration team to find out where your new client heard about you.

Newsletter sign ups

We will report on all new newsletter sign ups and where they came from.

Vouchers redeemed, qty used and values of sales received against value of discount

If you have a voucher system in place we will count the amount of vouchers redeemed and work out from your sales how much you made from that campaign.



Garnish Marketing has a team of experienced Marketers and creative artists working to create effective marketing campaigns for your business. Here is a little about our team.

Angie Hammond

Originally from London, Angie has worked in a variety of industries, starting with the publishing industry straight from Uni; she then did a fair amount of world travel where she fell in love with Australia. Working in the Marketing department of several high end textiles companies both in the UK, Australia and NZ Angie gave her experience with launching regular products to a specific high end market. After 8 years working in the textile industry Angie decided to move into a Sales role for a commercial furniture company and then moved onto to head up a Sales and Marketing team with a Freight Forwarder in Brisbane.

Angie has a vast amount of experience in dealing with small to medium sized businesses and has successfully built up and run Garnish Marketing for the past 5 years.

Knowing what makes a business work is crucial to helping a business to thrive and Angie believes that she has the experience and knowledge to make this happen. “With our team and our diverse range of experience we are able to give any small to medium sized business the best chance of success available.”

Angie has two young children, a very supportive hubby and two loveable dogs. Angie spends her free time with her young family and keeping fit by running and doing a variety of fitness classes.

Chris Lyons

Chris is a 13-year Marketing and Advertising veteran who has recently joined the Garnish team from the United States. He was born and raised in Seattle, Washington where initially he began his career in advertising and later worked his way into digital marketing for RealNetworks.

More recently he initiated the video games space where he developed his skills in retail marketing for Nintendo and Ubisoft. Here he managed and drove retail partnerships with small to large retail chains in the US including: Target, Toys R Us, Kmart, Best Buy and EB Games.

He spent the last three years of his life working within the San Francisco area before moving to Brisbane to marry his wife and start a new life in Australia.

Vicky McLoughlin

Vicky McLoughlin was born in Liverpool, England and moved to Australia in 2004. Vicky has a Management degree, which she completed at Sheffield Hallam University, UK and has held a number of different Marketing and Business Development roles since graduating.

Vicky's industry experience includes Walt Disney World (Florida, USA), Marriott Hotels (UK), Local Government (UK and Australia) and Brisbane Marketing (Australia). Vicky has also completed a number of training qualifications and has enjoyed teaching others about Business Skills and Marketing Concepts. Vicky was proud to become an Australian citizen in 2007 and after working for three years in Melbourne is now firmly settled in Brisbane with her husband and family.

On her days off Vicky enjoys taking her kids to all the local tourist attractions (probably more than they do), walking, drinking a fine wine in the sun and when possible, traveling!

Lydia Smith

Lydia is originally from Sydney, but lived in Malaysia and England before moving to Brisbane in 2007. In 2010 she graduated from the Queensland University of Technology with a Bachelor of Creative Industries (with Distinction). As a Marketing student she interned in the Marketing and Publicity Department at UQP, an independent publishing house, creating online and print advertisements. Lydia also completed several industry-based assessments, such as a Promotional Campaign plan which was presented to Nova Radio executives. She has been working as a Graphic Designer since 2008, and also creates t-shirt and bag designs in her spare time.

In her spare time Lydia enjoys watching films, and attending music festivals with friends and family.





Over the years we have helped a number of pubs, restaurants, farmers markets and bed and breakfasts with their marketing.

Some of the work we carried out included:

- Photo shoots
- Website development and management
- Lead Generation
- Marketing Material Development
- Flyer development and dispatch
- Email Marketing development
- Building Signage and Banners
- Menus
- Advertising design

In Hospitality it is so important to put your best foot forward both in person as well as through your marketing, everything is taken on face value and this is what builds your reputation. Getting your marketing right will help you to streamline other areas of your business that need attention.

Contact us for a complimentary consultation.

Some of the clients we have looked after include:

Thistledown Cottage - www.thistledowncottage.com.au

Bayview Hotel - www.thebayviewhotel.com.au

Thai Ginger - www.thaiginger.com.au

Farmers Markets - www.noosafarmersmarket.com.au

www.northlakesfarmersmarket.com.au

Bramble Bay Bowls Club

Having helped a number of manufacturers and wholesale companies over the past 5 years, we have a very good understanding of how these types of companies operate, what works and what doesn't on a marketing level.

Some of the work we carried out included:

- Development of Environmental Statement
- Sustainability Statements
- Research into new markets
- Database building
- Website development
- Lead generation
- Marketing material development
- Email marketing development

Manufacturers and Wholesalers talk predominately business to business; this means your marketing needs to pitch in a language that the target market understands; it's very different to a domestic pitch. At Garnish we understand what is required and how to apply these principles to your business.

Contact us for a complimentary consultation.

Some of the clients we have looked after include:

Geneng

M Melfi Designs

Southern Cross Textiles

- www.southerncrosstextiles.com.au

Furniture Concepts

Instyle Blinds and Interiors

Free Form

MWM

Shea Marine

- www.sheagroup.net

H2O Innovations





We have helped a number of different types of Professional Services over the past few years, from Local Real Estate to Top End Law Firms, Business Consultants to Registered Training Organisations and everything in between.

Some of the work we carried out included:

- Branding
- Website Development
- Lead Generation
- Marketing Material Development
- Radio ad script writing
- Newsletter development and dispatch
- Design of banners
- Delivery and dispatch of brochures by hand
- Press Release development and submission

We manage all types of projects for our clients; we can do anything that helps to market a business to a target market.

Contact us for a complimentary consultation.

Some of the clients we have looked after include:

Maddies Real Estate

Olympic Fire Services

FYI Messages on Hold

- www.fyimessagesonhold.com.au

Cameron Davey Consulting

- www.camerondavey.com.au

Mc Innes Wilson Lawyers

NPVDA

Australian Safety Learning Systems

Anne Barry Accountancy

Globenet Real Estate

High Performance

Shoreline Group

- www.shorelinegroup.com.au

Garnish Marketing has assisted a number of retail outlets from florists to fancy dress stores, medical suppliers to children's party parlours, newagents to commercial furniture and many others.

Some of the work we carried out included:

- Website development
- Creation of PowerPoint Presentations for Sales Teams
- Web Copy development
- Database building
- Lead generation
- Marketing material development
- Email marketing development
- Advertising design and submission
- Press release development and submission

Retail Marketing is so very different from Business to Business Marketing, it's all about the consumer and how you can help them, entice them to buy and keep them as customers. It's all about the offer and the pitch.

Contact us for a complimentary consultation.

Some of the clients we have looked after include:

Petite Princess Parlour

UCI

Beads by the Beach

Moreton Medical Equipment

Bliss Blooms Bouquets

- www.moretonmedicalequipment.com.au

Nextra Cannon Hill

Christine's Costumes

Hip Pocket Work Wear

- www.christinescostumes.com.au





Garnish has helped a number of tradies promote their business; we have helped an electrician, gutter cleaner and a mowing company.

Some of the work we carried out included:

- Research into target markets and competitors
- Web copy development
- Database building
- Website development
- Brand identity
- Lead generation
- Marketing material development
- Vehicle signage
- Email marketing development
- Advertising design and submission
- Press release development and submission

We know that tradesmen have little time, big dreams and few helpers; we tailor each strategy to help them wherever required to build their businesses into the empires they dream of.

Contact us for a complimentary consultation.

Some of the clients we have looked after include:

DJK Electrical

A Cleaner Gutter

- www.acleanergutter.com.au

Red Rocket Mowing

Garnish Marketing has experience in working with the Health Industry, Fitness Industry, aged care industry and with women in particular.

Some of the work we carried out included:

- Organisation of Events
- Affiliate marketing programmes
- Banner and Flag development
- Database building
- Website development
- Email marketing development
- Lead generation
- Marketing material development
- Advertising design and submission
- Press release development and submission

The Health and wellness industry requires a different tact, we need to be emotive, caring and nurturing in our approach. At Garnish we understand the importance of respect especially in this area. You can trust us to get the message across simply and effectively.

Contact us for a complimentary consultation.

Some of the clients we have looked after include:

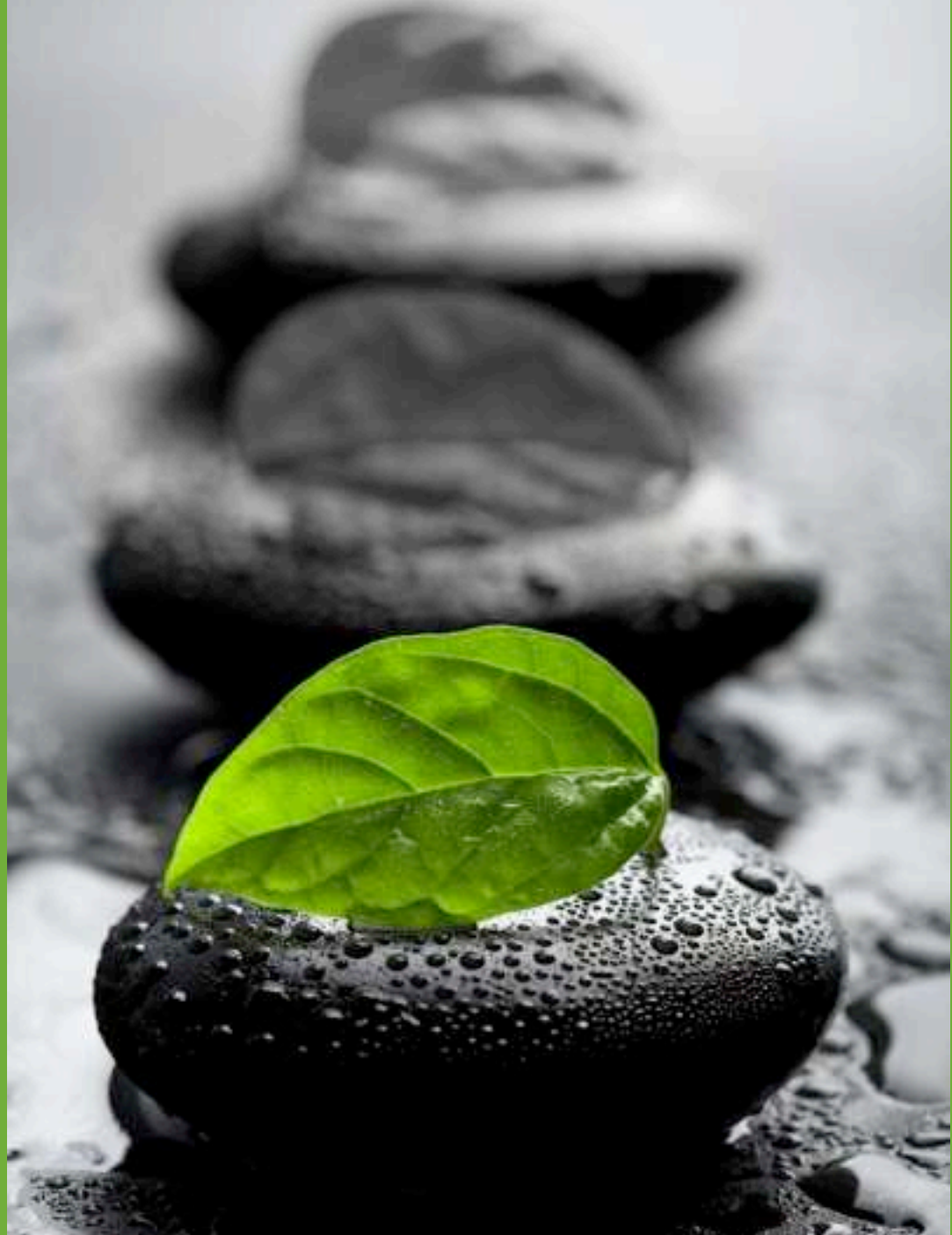
Embrace Life

- www.embracelife.net.au

Fuel 4 Life Fitness

Heather Hill Nursing Agency

Honestly Woman





At times we are asked to work with fledgling companies that may have just started or have not even begun; we work with these companies to develop the brand, the products, their processes and their marketing.

Some of the work we carried out included:

- Development of products
- Quotes from overseas manufacturers
- Assistance with freight
- Brand identity development
- Website development
- Lead generation
- Marketing material development
- Email marketing development
- Advertising design and submission
- Press release development and submission
- Trade show assistance and support

From tiny acorns grow great oaks, we know this, we understand the philosophy behind a small business and the passion that is poured into it. We work with you to ensure your business gets every chance at becoming a successful small to medium sized enterprise with a healthy profit margin.

Contact us for a complimentary consultation.

Some of the clients we have looked after include:

A Little Bird

Eco Pouch

Aussie Mac Cracker - www.aussiemaccracker.com.au

Our Terms

When you sign up with Garnish Marketing you will be requested to engage us for a minimum period of time

Our minimums are

10 hours a week for a period of 3 months

We ask that every new client signs our Work-hire Agreement, this confirms to us that you understand our terms of trade, our retainer minimums and it also acts as a confidentiality agreement between Garnish Marketing Pty Ltd and you, the Client. The Client receives a copy of this form once signed for their records.

Our payment terms are strictly 7 days and we have a pre payment policy in place. Any late payments are issued with a \$25 admin fee for every week the invoice is overdue.

We take one week's payment up front as a deposit when the Work-hire agreement is signed – this is payment for the first week's work and is non refundable.

Should you wish to cancel your retainer contract with Garnish Marketing Pty Ltd we require 14 days written notice of your request.

Please note that our fees are only for labour, we do not include any third party costs in our fees. All third party costs are your own and will be invoiced directly to you unless you request otherwise, if we add any third party costs to our invoices we will charge a \$25 admin fee. If you request us to purchase something which costs over \$100 for you on your behalf we will request payment for the item upfront.

Garnish Marketing Pty Ltd has full Professional Indemnity and Public Liability Insurance and is a registered business. ABN: 83 137 767 438



Garnish Marketing

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www.garnish.com.au

Garnish also owns and runs www.mymarketingresource.com.au