

Building brands people



effective
naturally. ” ”

the guide 2015

effectivenaturally.com

Complex strategies simplified.

We're not your average marketing company.

We build trusted, long-term relationships between businesses and people,
highlighting individual moments that create a competitive advantage.

It's not about tell and sell, frequency and reach, it's about creating
a community of ambassadors for what you do based on value and trust.

We dig deeper than a manufactured promise.

We refine the brand,
engage the team,
delight the customer
and accelerate word of mouth.

We're an honest friend with a challenging spirit,
working with progressive and ethical clients to ensure they have
every opportunity to reap the rewards as a brand people love.

99

The percentage of Tasmanian businesses surveyed that could not provide an answer when asked what made them better than a competitor in a single question survey.

Our people...

Rick Marton

Brand & Culture Architect

Rick is an expert in fuelling positive momentum in business and careers to provide a competitive advantage and help his clients punch above their weight.

As a kid, Rick sold his parents car while they were at work. We guess identifying a buyer has always been in his DNA. He's been in business since he was 14 and is fascinated by the intricacies of human behaviour and the perceptions that make people behave the way they do.

His intuition can pinpoint an opportunity when others see confusion and clutter. He becomes connected to the cause of his clients and whether it's a global company or a family business, he takes their success personally.

Rick has worked across a range of industries and offers 52 years of parallel experience in modern marketing. He has recently overseen the tourism brand development for Northern Tasmania as well as driving the business case around consumer and community engagement for major developments. All of his clients are performing above industry trend. His insights are also included by such publications as Kochie's Business Builders and Dynamic Business.

If you're wondering how he has 52 years experience? Ask him when next you meet.

Rick facilitates all strategic workshops, coaching, focus groups and stage presentations whilst also overseeing brand strategy for partner clients.



Refine. Engage. Delight. Accelerate.



“I can happily reveal, that now we are in 2013 and using Rick’s advice and methods, we are experiencing a massive year of growth. I highly recommend Rick’s services to anyone looking to accelerate their business potential.”

Brett Engeman, Managing Director, Autodata Australia

Brand Discovery

The most clear and effective tailored marketing success strategy available in Australia under \$10,000.

Developing a brand is not just about advertising or a new logo. Your brand conveys what your organisation stands for, it communicates the value you offer and it's driven by the word on the street.

Brand Discovery has been crafted as the best process for us to analyse where you're at now, pinpoint what success looks like in the future then define a holistic but simple strategy to get you there.

Brand Discovery includes:

- Analysis of previous marketing spend and it's effectiveness
- Determine your most successful unique market position
- Facilitate a clear destiny, short term mission, core purpose, brand persona and values.
- Profile your perfect customers and their most valued needs
- Listing your top 5 messages and examples of an elevator pitch
- Strategies for your most qualified communications channels
- Top Accelerators and solutions to existing challenges
- Clarify, test and strategise the launch of your 'Next Big Things'.
- A 12 month calendar to ensure your brand will gain traction and clarity with initiatives across brand refinement, team engagement, customer experience, social media and traditional marketing.

Brand Discovery requires a full day of facilitation (or 2 x half days) with all key decision makers, detailed analysis and surveying by us prior to this and delivery of the draft roadmap 2 weeks after.

Not sure if this is the program you need?

Book a highly useful 2 hour coaching session, and if at the end of the session it looks like Brand Discovery is just what you need, we'll deduct the coaching fee from the cost of the program.

"I really got a great amount out of the time I invested with Rick. We covered all my objectives and more, and the one to one meeting was excellent. Rick was extremely professional and the strategies and ideas were practical, clear and concise. I would highly recommend to others."

Luke Davies, Davies Construction.

A photograph of a modern, single-story house at dusk. The house has a dark roof and light-colored walls. The interior is brightly lit, and the exterior is illuminated by warm, yellow lights. The sky is a mix of purple and blue. The foreground is a dark, textured surface, possibly gravel or asphalt.

**Influence
Amplified.**

Coaching & Consultancy

When it comes to getting you where you want to be, your strategy requires consistency and an objective voice.

For individuals and business, the ability to strategise, bounce ideas and call upon an objective voice to work through challenges and opportunities, can ensure you stay off the treadmill and continue to project forward.

Coaching sessions can cover items such as:

- determination of your competitive advantage
- analysing perceptions
- social media strategy and its constant evolution
- communications strategy
- turning challenges in to opportunities
- PR management (and strategising to remove risk)
- analysis of marketing activities
- development of strategic partnerships
- development of business cases
- pinpointing cause and effect behind negative feedback
- monthly coaching to keep focused, relevant and 'on-brand'

Brand strategy consulting with Rick

\$500 ex GST for first 2 hour block and \$180 ex GST each hour after

Social Media strategy consulting with Nick

\$270 ex GST for first 2 hour block and \$120 ex GST each hour after

Building Respected Relationships.



Accelerate

Building your online community through social media...

When you've already got a great reputation it makes sense to accelerate it. Ignoring the rise of social media leaves a huge gap in your marketing strategy but it also misses the opportunity to listen to your audience in a candid manner.

Effective Naturally offer a low-risk, proactive and strategic approach to using social media as a central two-way communication tool for your organisation.

Our investment in the very best, market leading software allows us to give unparalleled performance in:

- Publishing - delivering engaging, on-brand content with best practice
- Moderation - being part of our own but also the conversations on other pages
- Listening - know where your brand is being mentioned across the web
- Reporting - get to know consumer habits and access real time page performance
- Apps - utilised to run competitions, share content and maximise data capture
- Advertising and Performance - keep track of how the dollar is spent right down to knowing the cost associated for every fan from each campaign

It includes but is not limited to:

- integrating targeted platforms that best suit your business need - we can include Yelp, Facebook, Google Places, YouTube, Google+, LinkedIn, Pinterest, Instagram & Twitter. We can also include monitoring of your online reputation for mentions and in reviews sites such as TripAdvisor and UrbanSpoon.
- integrating a sales funnel that also attracts signups to build a valuable electronic database.
- a full strategic session and roadmap to subtly shape the conversation, mitigate potential reputation risks, and educate the market on what your organisation stands for, the value it offers and it's competitive advantage.

Accelerate is payable in monthly instalments including an advertising component starting at \$1770/month ex GST

info@theo



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FROM
TO

Brand Workshops

From sit down to flying through the air, there are many ways to build a culture that lives the brand.

RUN AWAY TO THE CIRCUS

Team building goes beyond boring challenges. We build a strength profile of individuals before the day, then cheekily group them as smaller teams that will create some interesting circumstances. A day at the circus school challenges participants to learn circus skills, then market their strengths in an actual circus performance.

Outcomes include:

- Learning the value of brand and what it encompasses
- Understanding the importance of brand delivery in matching brand promise and the role they play in it
- Infusing the client brand in to their particular circus performance
- Creating a competitive advantage
- Overcoming personal fears (like flying) and learning new skills
- Creating a more tolerant workplace of individual quirks
- Address previously identified team issues
- Branded medals for the winning team!
- Long term cultural shift rather than a quick dose of positivity.

*“The Feedback has been sensational. Thanks again for a job well done!”
Jordan Szmekura, Carlton United Breweries 2013.*

SUPERCARGE YOUR BUSINESS

We deliver these workshops once a year to the general public but they're also available to industries who may wish to ignite the brand power of their members.

Learn how to:

- Generate positive word of mouth
- Declutter a brand to maximise focus and message cut through
- Prevent the need for discounting by finding key value and purpose
- Create a competitive advantage
- Save money on, or maximise your existing advertising budget
- Open up more opportunities
- Create a calendar to be clear on 'what's next'
- Includes a step by step brand workbook

"Rick has an uncanny insight into people and business and how the two should work together. He is highly regarded in achieving strategic objectives using his unique skills, dynamic personality and extensive knowledge across many fields with particular expertise in brand innovation and identity, people diversity, technology and an unsurpassed dedication to knowing your business."

Rebekah James, Telstra Enterprise Change Management

Is your business where you dreamed it would be when you first started it?

If not, **let's make it happen.**

SPARC

Mapping your customer emotions throughout their experience ensures you stay on positive terms and nothing gets in the way of the sale.

SPARC is the Sales Process and Relationship Cycle.

From the moment a potential customer hears your radio ad through to the moment they're telling others about the great service you offered them, we look at every individual impression and map whether it's helping or hindering your opportunity to firstly get the sale, but secondly gain referrals.

We also work to create a smooth workflow so that there are no missed connections between the steps in the customer experience. These missed connections can mean customers simply drop off the radar and in extreme cases they are fatal flaws which can end the relationship forever.

The optimised process is then mapped, with key staff trained on the reasoning behind each step to achieve maximum consistency.



Speaking

Rick is an experienced speaker and thought leader on fuelling positive momentum in careers or in business.

Too many people find themselves working in the same position they were one, two or ten years ago. The struggles they had then are the struggles they have now.

The three presentations help snap out of the habits that hold us back and snap in to a world where we spend less time knocking on doors, and more time seizing the opportunities that come to us.

Keynote presentations::

- **Snap in to it!** - In a world of globalisation it seems the world's big brands continue to dominate. This light hearted presentation leaves the audience with insights in to brand marketing, the power of perception and tangible ideas they can use today to snap in to a successful business model.
- **iBrand** - a 45 minute presentation for school leavers, using brands as the language by which teenagers identify with the outcome of teaching them the importance of owning their unique brand, protecting job prospects and using social media positively.
- **BrandYou** - aimed at individual professionals who are looking to accelerate their careers and build influence in their industry.

Each speaking session includes pre-event consultation and collation of industry information to ensure the presentation is directly on-topic to address the needs of your audience.

Focus Groups Unplugged

"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them." Steve Jobs

Traditional focus groups often include strong personalities that end up leading the followers in a direction that doesn't give you accurate information. Rick Marton is an experienced facilitator that has a chameleon type ability to become one with the group and extract raw, clear answers through a strategic conversation.

He understands the intricacies of the conversation but will also pick up constant information that go beyond the basic answers originally sought. The benefit to this is that you may uncover a root cause of a problem that up until that time looked totally unrelated.

Most importantly your brand will leave a sweet spot in the heart of your guests because they'll actually enjoy their time, feel they've made a contribution and will share some laughs while doing so.

"Rick has a unique ability to cut through the marketing spin leaving a clear, concise direction to take your business to the next level."

Bede Clifton - Sales & Marketing Manager, Country Club Tasmania



"We do lighting. We think we do it pretty well, but marketing was something that we'd look at if and when we had time for it. In tough times, it's even more important to look at new ways of staying in touch with people and be just as consistent in our marketing as we are in our lighting. Effective Naturally help us create our direction and they've integrated into our team. It's actually fun and it's nice that we can focus on what we do, knowing that we're taking all the right opportunities to build our brand and make sure we're delivering what our customers appreciate." **Lindy Cummins, Halleys Lighting & Design**

Events

An event is the ultimate extension of your brand.

We understand they can be a large investment and that's why it's so important to notice every opportunity to leave lasting impressions on your target audience.

We take the time to understand the inner foundations of your brand essence:

- why you exist,
- the promise you make,
- the attitude of the business, and
- your unique point of difference.

We then infuse this essence into the creative design and flavour of the event. The relationships we've grown over the years are built on mutual respect and this translates to suppliers that are personally charged to deliver to the highest standard.

We've managed teams of up to 300 crew and suppliers over multi-day events, but have the versatility to see the smallest details like printing separate place cards for Vegetarian guests or arranging with the hotel to place personalised baggage tags on the bag of each guest with a personalised gift.

From gala award dinners to experiential roadshows, our experience in audience engagement is matched only by the energy and professionalism of our team.

Every impression counts. We deliver on budget, on time and on brand.

Common Questions

Are you a design agency?

No. Graphic designers, web designers and those who do 'brand identity' are absolute specialists in their field. We work with a range of quality designers who we'll pick based on who best fits the needs of our customer. We then help to facilitate that relationship ensuring the design always matches the essence of the brand. Remember we're there to align every impression.

Are you a marketing agency?

Not really. We don't accept casual clients for casual campaigns. Our integrity relies on helping a company to gain momentum and be more effective in the long term, not just the duration of an advertising campaign. Because of this we also ensure the brand is refined, the team is engaged, the customers will be delighted and that they're likely to be loyal ambassadors for what you do.

Can you manage events?

Yes. We are experienced in managing engaging corporate events. We're versatile in our capabilities however due to the nature of events will only deliver these for an existing partner client, or for events that have a labour component of minimum \$7,500. This ensures we stay focused on our partner relationships as event timelines can otherwise be distracting to our normal workflows.

Why do you have to 'apply' to be a partner client?

Not everyone sees things how we see them. The worst possible scenario is if a client simply wants us to make them a quick buck, or if we don't think their heart is in the right place. All of our clients love what they do and want to do the right thing by the consumer. If we're not 100% sure that this is the case, we may not offer a partnership. Brand Discovery and Coaching are however open to the broader public and don't require an application process as long as time is available.

If you have one company as a partner, will you coach others in the same industry?

The short answer is no unless there is absolutely no conflict of interest. We will not ever get in to the role of strategising against ourselves and thus our own partner clients. This would only end badly!

Do you think traditional advertising is still worthwhile?

Yes. But not as a quick fix. In fact we don't like quick fixes at all. Why do that when you could otherwise fix something so that it never happens again! All advertising is good to accelerate word of mouth or grow the size of the business. It all comes back to the fact that advertising is simply the vehicle, where you drive it and what you fill it with will determine the success of the journey.

Brands we work with....



Engagement Events



We can be on your team and your team only.

Apply now as spaces are limited.

effectivenaturally.com 1300 76 23 26

**employer
of choice**