

# MARKETING HATS LOOK BETTER ON US

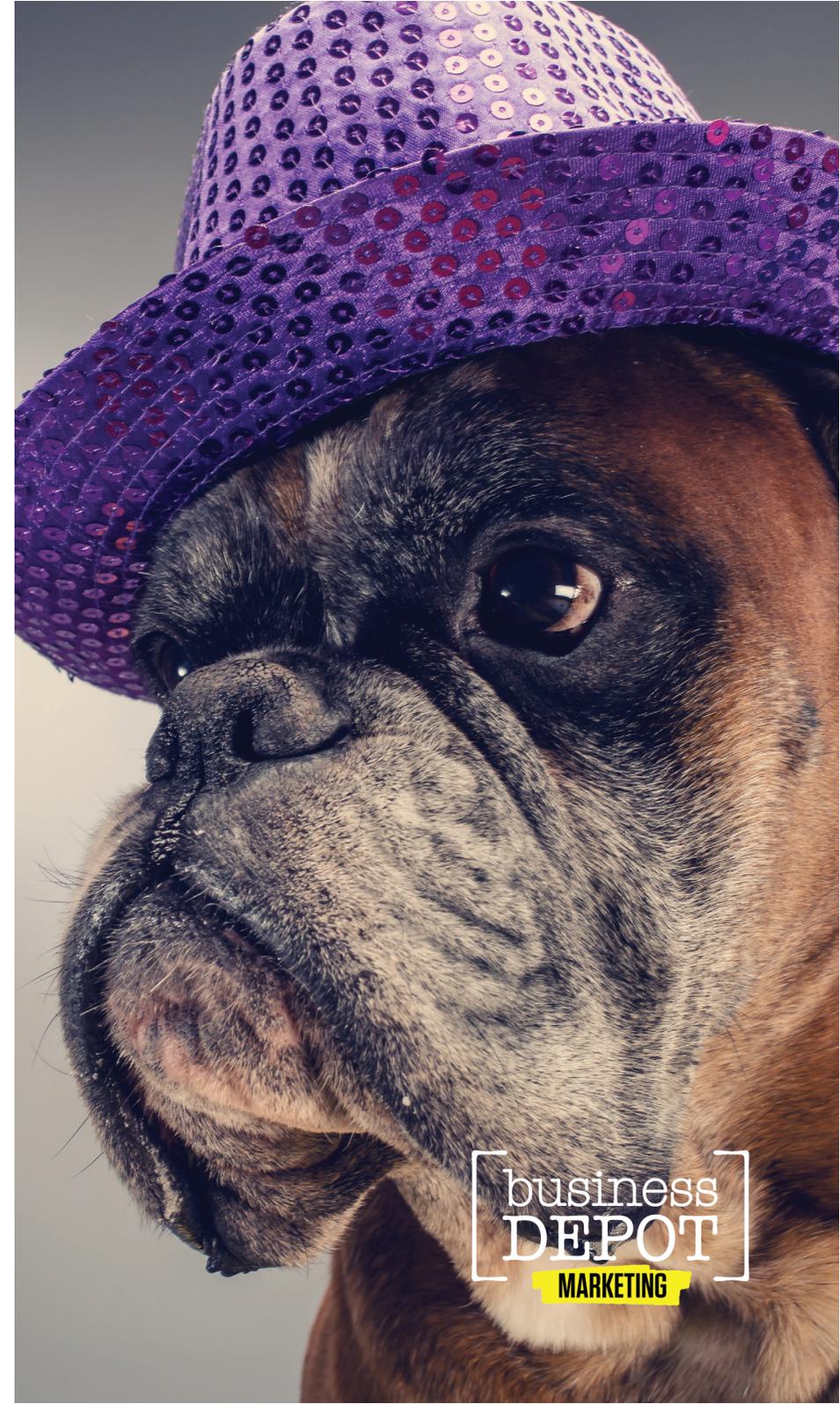
[you can't do everything yourself]



[business  
DEPOT  
MARKETING]

**Marketing** is an overwhelming world for a business owner. With the many hats you wear on any given day, you are faced with many challenges.

Don't let **marketing** be one of them.

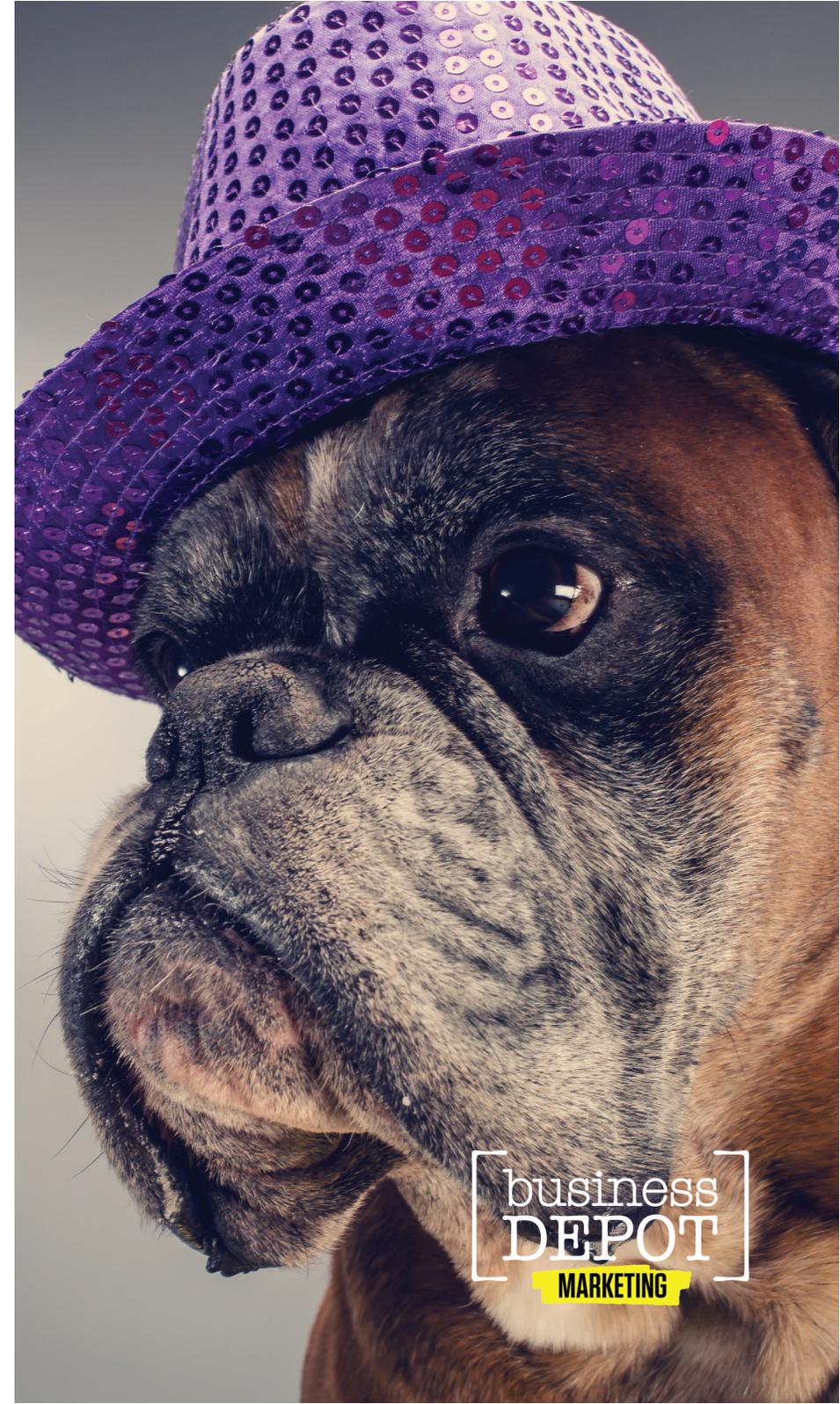


business  
DEPOT  
MARKETING

# SUBSCRIBE TO A MARKETING MANAGER

Our Marketing Manager subscription service provides you with a trusted marketing leader who understands your business goals and uses their marketing know-how and experience to guide your business towards reaching its full potential.

You may not be able to afford the overheads of a full time employee right now, so your business can benefit from our helping hands at a fraction of the cost so you can get to the point where you CAN hire that full time marketing support.



business  
DEPOT  
MARKETING



We exist to take on the stresses of **marketing** from you and help move your business from where it is now, to where it needs to be.

# SUBSCRIPTION SERVICES

Choose any of the below services to include in your subscription and your Marketing Manager will deliver these services throughout the month.



## MARKETING PLAN DEVELOPMENT

Following your onboarding you will be provided a marketing plan to help coordinate and measure all marketing efforts.



## ON-GOING MARKETING ADVICE

Access the marketing advice you need each month via phone, video conference or face to face.



## MEASUREMENT & REPORTING

We provide you with an analysis measured against pre-defined success metrics so you can see what's working.



## MEETING ATTENDANCE

Our marketing specialists will attend your board and strategy meetings as your company's "marketing representative", offering relevant advice and strategies.



## VIDEO MARKETING

Lean on the video production expertise of our team to produce quality video content that connects with your online audience and move them to action.



## EMAIL MARKETING

Email is one of the most effective ways to move people through the marketing and sales funnel, so we'll also provide you with email/EDM support.



## GRAPHIC DESIGN

You don't want your marketing and brand assets looking like they were designed in Microsoft Paint, do you? We will provide monthly graphic design assistance.



## CONTENT MARKETING

We will take on the creation of content assets and manage the publication and distribution of your content through your various channels.



## SOCIAL MEDIA MARKETING

We help you navigate your business through the noisy world of social media by managing your online communities.



## WEBSITE MANAGEMENT

We will manage the updating and maintenance of your website working with your digital partner, as well as posting your content to your blog.

# SUBSCRIPTION PACKAGES

We have a range of monthly subscription packages available in our Marketing Manager service to suit any small-to-medium sized business. Let's have a chat and together we can determine which package will help you achieve your business goals. We can also offer a bespoke option depending on what your business needs.

## FIRE UP

**\$1000/month**

- Marketing Plan Development
- On-going Strategic Marketing Advice
- Measurement and Reporting
- Social Media Marketing

## EMPOWERED

**\$1,500/month**

- All Core Services
- Meeting Attendance
- Competitor Analysis and Monitoring
- Email Marketing
- Content Marketing

## NEXT LEVEL

**\$2,000/month**

- All Core Services
- Meeting Attendance
- Competitor Analysis and Monitoring
- Email Marketing
- Content Marketing
- Agency Management
- Graphic Design
- Website Management

## BESPOKE

**Monthly subscription cost provided on scope.**

# HOW YOUR SUBSCRIPTION WORKS

1.

## ONBOARDING

A good marketing strategy will not only focus on how to get your business from A to B, it will detail any obstacles you may come up against and strategies to push through. That's why we begin our journey together with a discovery workshop and audit/strategy session to set the scene.

Your subscription cost may change following the onboarding as we may discover things you do and do not need.

2.

## MONTHLY MARKETING SUPPORT

Following your on-boarding, you will have access to a marketing manager who will facilitate the services listed in this proposal.

Once you have reached your limit of service inclusions within your subscription, we will either provide you with an estimate to complete required services, or discuss increasing your subscription package to accommodate your needs moving forward. Alternatively, should we discover you do not need some of the services, we can decrease your monthly subscription.

3.

## ADDITIONAL SERVICES

Additional services outside of your subscription and the setup of any marketing systems or platforms are quoted as a separate cost. This includes, but is not limited to:

- Email marketing platforms setup
- Video Production
- Copywriting [not including content for blogs etc.]
- Social Media page setups
- Google AdWords account & campaign setup
- Website design and development
- CRM & Marketing Automation systems

# HOW YOUR ONBOARDING WORKS

Before we can start doing some great marketing together, we need to understand more about what you have done in the past, what has and hasn't worked, and what your focus is moving forward. The following two workshops help us set the scene and provide us with all we need to deliver a marketing plan for your business.

## DISCOVERY & AUDIT SESSION

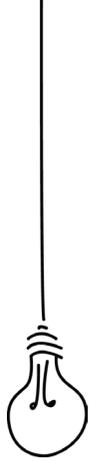
We'll go through your business plan and goals, and audit past and current marketing strategies and activities, market position and customers. This is important so we understand what has and hasn't worked in your past marketing efforts, and understand more about your customers.

## "FOCUS" WORKSHOP

In this session, we focus in on your branding, marketing and specific challenges such as competitive threats, new product introduction, etc. We'll also identify marketing opportunities, KPIs and goals, and strategies to achieve these goals. Following this workshop, your Marketing Manager will provide you with our very own marketing plan.

If you already have a documented marketing plan, your onboarding will be shorter than usual.





**GET IN TOUCH  
WITH US TODAY TO FIND  
OUT HOW MARKETING  
CAN HELP EMPOWER  
YOUR BRIGHT IDEAS**

## **GET IN TOUCH**

-  [businessdepot.com.au/marketing](https://businessdepot.com.au/marketing)
-  [marketing@businessdepot.com.au](mailto:marketing@businessdepot.com.au)
-  07 3193 3000
-  Level 1, 27 James St, Fortitude Valley Qld 4006

## **LET'S GET SOCIAL**

-  [businessDEPOTau](https://www.facebook.com/businessDEPOTau)
-  [businessdepot](https://www.linkedin.com/company/businessdepot)
-  [@business\\_DEPOT](https://twitter.com/business_DEPOT)