



Make Your Mark.

What do your customers and potential customers think about you?

Great marketing helps you engage with your customers in a way that will make them want to purchase from you again and again.

Is that the type of marketing activity you want?



“Business only has two functions Marketing and Innovation”
(Milan Kundera)

How?

When an architect designs a house, they consult, analyse, work within certain constraints and develop technically sound creative plans.

When you need to Make Your Mark, Fit 4 Market consult, analyse and work with you to develop technically sound but creative plans.

E-marketing, TV, events, relationship marketing, web, print, direct mail, the choice is endless and constantly changing. How do you select what is going to help you Make Your Mark?

With specialist, experienced consultants, Fit 4 Market work with you to drive every aspect of your marketing activity.



FIT **4** MARKET

MARKETING + COMMERCIALISATION

MAKE
YOUR
MARK.

Clear Direction.

Know where you want to go but not sure how to get there? Not sure where you are going but know you haven't reached your potential? Fit 4 Market can help you Make Your Mark.

Sustainable marketing systems that integrate with the sales function to deliver real results. On-site mentoring to ensure that the plan becomes a reality.

Clear, practical, intuitive advice and implementation for all aspects of marketing from business development to branding to direct communication campaigns.

Increase sales, build market share, launch a new product, build current customer relationships. Make Your Mark.



FIT 4 MARKET
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Clients.

“We sell high value, complex business solutions with long lead times. The marketing ‘system’ that Fit 4 Market has helped us develop is now delivering quality leads and improving our current client relationships. There is no doubt that this marketing activity has assisted our double digit growth in the last 18 months.”

Sue Rorrison, Advance

“Fit 4 Market is now a regular partner of the business. They have not only helped us improve our awareness in the market and make our advertising more effective but also encouraged us to become a real icon in the area. This means that opportunities now come to us and not our competitors”. Tim Clark, Mount Barker Landscape Centre

“Strategic advice on how to boost our marketing and sales efforts. That is what we asked for and that is what Fit 4 Market has delivered”.

Peter Knights, CSSP

Make Your Mark. Call us on 08 8333 0734
email info@fit4market.com or visit us at www.fit4market.com



The Team.



Adam Basheer Managing Director

Add 10 years consulting to 10 years in marketing roles throughout the medical, grocery, pharmacy, food and beverage, information technology and agribusiness industries and you have Adam; Managing Director and a fierce advocate for the entrepreneur with significant commercialisation and venture capital raising experience.



Diane Kelly Consultant

Diane is a branding specialist with 14 years marketing experience across the globe. Vodafone and Unilever are amongst the companies that Diane has developed strong, integrated marketing campaigns for, drawing on her highly developed skills of brand management, communication and copywriting.



Meg Small Consultant

Meg has over 18 years marketing and management experience having held a number of senior global and local marketing roles in Australia and Europe. Meg has extensive experience in the development and delivery of integrated marketing plans, innovation, new market launches and communication to board level.



Megan McCormack Consultant

20 years of solid retail and consumer marketing experience for Megan, having worked primarily for national companies operating within extremely competitive markets. Safcol and Dairy Farmers were 2 of the key brands she managed prior to consulting and hitting the mark with medium sized retail and business to business clients.



Tania Hughes Consultant

With specific expertise in fast moving consumer goods (FMCG), Tania is highly skilled in developing packaging and marketing materials and developing market research initiatives for new products. She has more than 20 years in the business working for companies such as Berri's, Arnotts and SGIC.





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