



Is your business unleashing its **marketing potential for business success?**

Often marketing doesn't receive the attention it requires.

Not because it's not important. Mainly because business owners don't have enough insight to know where to focus their efforts and based on previous tactical and reactionary campaigns, and may be sceptical of the return on investment from marketing. Most business owners know they need marketing to unlock their next level of success, but they either don't know where to start or have been 'burnt' by overspending and ad-hoc marketing that delivered little to no return. Many don't think marketing is for them as they don't have big budgets and they are unsure of who they should be targeting and how to target them.

Marketing is the lifeblood of any business

Grow's marketing strategy is designed to:

- Highlight **key trends** in your industry and unpack the marketing implications for your business
- Develop a **strategic** and focused approach to marketing
- Help you understand your **current market position** compared to your competitors and confirm a compelling positioning in the market
- Create compelling and consistent **messaging** for your business
- Determine the **strength of your brand** together with its weaknesses, inconsistencies and opportunities for improvement and development
- Create a robust **marketing plan** that will drive brand awareness; attract good quality leads and the 'right' customers as well as ensure a high level of customer loyalty and referrals

What can you expect?

Phase 1



Brand and Marketing Audit

An in-depth analysis and evaluation of your industry, the market, your clients, the brand and your marketing and sales activities to date.

Phase 2



Brand and Marketing Workshop

A facilitated workshop with the management team to unpack the findings of the audit and gather insights to build a robust brand and marketing strategy.

Phase 3



Strategic Brand and Marketing Plan

A comprehensive and practical brand and marketing strategy is created using key insights from phase 1 and 2 and packaged in a way that is immediately implementable.

How will you benefit?

- Developing your marketing objectives ensures your marketing efforts are focused and impactful and aligned to your business goals
- A strong marketing strategy will ensure that all marketing efforts are unified and consistent
- Well thought-out positioning and messaging will define your company's differentiation in the market
- Understanding your most profitable markets and channels will ensure your marketing efforts generate favourable returns
- A systematic approach to marketing will ensure there is constant marketing effort in your business and that your marketing efforts are integrated with key business functions

Here's what our clients say



"The challenge with the marketing firms we have dealt with in the past is that there is a large gap between theory and application. Grow Marketing not only gives great insights into what marketing can and should do for a business, but most importantly teach you how to implement so you can experience the rewards."

Warren McLaughlin, Managing Director
Flex Technology Group

"It was truly a relief to find a partner in Grow Marketing that understands that marketing is more than just social media and billboards. Their approach of creating a strategy to make advocates out of current customers and identifying non-competitive industry partners will clearly be a great value add before any "quintessential" marketing gets done."

Dino Plumari
Plumari Property Group