

MACINNIS MARKETING OVERVIEW



WHAT WE KNOW TO BE TRUE

**Ready for a customer-centric approach to small business marketing?
You're in the right place**

1. The old way of selling and marketing doesn't work anymore
2. Your customers should be at the centre of everything you do
3. There's a better way to market without blowing your budget

HOW WE ARE DIFFERENT

We're the leading authority on customer-centric marketing practices worldwide. No small claim, but we absolutely, hand-on-heart believe it.

For us, marketing is all about humanizing service. We believe the more intimately you understand and honour your customers, the better you'll be at building lifetime loyalty and value.

We offer an end-to-end small-business marketing solution, built on the backbone of our proven methodology, the Simple Marketing System. This takes you all the way from plan to action, leveraging customer insights, research data, service design practices, and cutting-edge technology along the way.

The result? You'll make better marketing decisions, attract a regular stream of ideal customers, and create a brand that your employees and customers love.

Our wholehearted mission is to help you implement a customer-centric marketing approach, and then celebrate as you reap the truly transformative rewards. Make no mistake: this is game-changing stuff. We're ready. Are you?



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ARE WE A PERFECT MATCH

We've partnered with a number of our clients for 5+ years and over 40% of our work comes from repeat customers. Why? Because we're picky about who we work with, partnering only with clients who are a perfect fit to ensure a win-win result. Over the years, we've fine-tuned our ideal customer profile down to the very last detail.



Is this you?

- You're a CEO or Manager of a \$1 million +, service-based business, somewhere in Australia
- You've been in business for more than five years
- You have a Sales team, but little or no marketing support
- You're sick of the status quo and ready for change!

Your problem:

- Traditional broadcast marketing to large generic groups is ineffective and outdated
- The customer is now totally in control of where they look, how they connect, and whether they decide to buy from you (or not)
- Marketing must be a central part of your business model (although you're a long way from that yet)
- You must create a lifetime customer experience as your key differentiator (in fact, you know this is do or die)
- Partnering with an expert, listening and learning, and then taking inspired action is the key to your company's success

*"I wanna work with Dan". She's customer centric. She ticks my boxes!!!
Marina Ward, Ecogroup*

What you need:

- An expert marketing consultant to create a strategic yet practical marketing plan to take you forward
- A flexible resource who can turn that plan into results-driven action: leveraging your internal resources, sourcing and training a marketing admin, or becoming your outsourced marketing function (depending on what suits you best)
- A long-term partnership, built on an absolute and unyielding commitment to customer centricity as your key competitive advantage

HOW WE CAN ASSIST - Where to start

From Plan to Action – a complete small-business marketing solution

As the CEO of a service-based business, you're flat out juggling a million different balls. We get it. Many consultants just end up creating more work for you, which is the last thing you need. Our approach is simple and streamlined, allowing you to work smarter (not harder) to generate maximum results.

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Our end-to-end solution covers three key areas:



Start with a plan

Together, we'll build a marketing strategy that results in a simple 12-month marketing schedule, ready to be implemented and measured.



MARKETING PLAN

MacInnis Marketing offers an interactive consultative package for small business owners who want a practical plan to attract ideal customers to their business in a continual stream. This Package includes a Marketing workshop, Research and Strategy and a **1 Page Marketing Plan**.

MARKETING WORKSHOP

In this Marketing Workshop we get together and discuss the goals of your small business and develop a mud map of where you are and where you need to be to grow your small business strategically. This can be held as a virtual workshop or face to face at your office or offsite.



RESEARCH AND STRATEGY

Based on our initial Marketing Session we develop a list of gaps and questions we need to answer. This usually involves us doing some research to find out the answers to key questions so we can build a solid marketing strategy. Identifying your key customers needs, your value proposition and the best way to market is the outcome of this section.



MARKETING PLAN

We then develop a 6 to 12 month Active Marketing Plan that outlines the specific tactics we need to employ to achieve the goals we have identified for your small business. This plan covers timing, budget, owner and categories. We can then assist with this implementation or work with you to identify the right resource.



MACINNISMARKETING.COM.AU
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Delivery 4-8 weeks depending on the level of research required.

Cost estimate \$1500+GST*

* Price can vary depending on research component.



Build a brand that delivers the value promised

Leveraging employee and customer insights, we'll work with you to build a brand that creates a delightful and memorable service experience (both physical and emotional).



Get busy and action the plan!

Now it's time to bring your brand to life and action the tactics outlined in your 12-month marketing schedule. This is a constantly-evolving process, whereby we'll measure and refine our tactics based on customer feedback and data.

Dan is literally transforming our business and giving us the focus and tools to be successful in Sales, Marketing and Business Management. She gets the tasks going immediately so that you are moving on your path straight away but she also understands strategy and easily picks up on business models and the people within those. I would highly recommend her empathetic nature to any organisation looking for business focus and results "Pat Mannix, The Physio Accountant"

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WHAT WE DO:



Strategic marketing plan

Don't know where to start? We'll work with you to create a strategic marketing plan that can be implemented by your staff. Sometimes this will require some coaching of junior marketing staff, which we can happily do for you too.



Marketing advice and workshops

Want to develop your own strategic marketing approach in-house? We can act as an experienced soundboard to your team at a board or senior leadership level.



Outsource your marketing

Want somebody else to do the hard work for you? No problem – we can become your outsourced marketing department. This usually takes the form of a retainer whereby we plan and then implement your marketing based on a set number of hours and activities per month.



Outsource your marketing

Want proven resources to assist your existing marketing team? We offer a comprehensive membership resource that gives you access to all of our curated materials and templates.

Want to find out more about how we can help you with customer-centric marketing? Book a free, 15-minute coaching session at www.macinnismarketing.com.au

Or, check your marketing effectiveness by taking our marketing audit. We'll get back to you promptly with some free, no-obligation marketing advice.

"Dan has worked with us over the last 24 months to build a strategic approach to sales and marketing. She has provided a soundboard and a hand on approach to our business and this has proved to be very valuable as we develop our team and marketing approach. Dan has helped us develop sales tools including, case studies, flyers, website and a CRM system. We now understand our value proposition and can confidently attract the right clients who want to work with us. There are always challenges in running a small business but Dan has provided us with the marketing savvy that continually improves our businesses. She continues to work with us as almost an integral part of our team, her understanding of our company and value proposition is second to none. She is a valuable asset to whoever is fortunate enough to work with her." Read Hedditch, ARO Systems.

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OUR PROCESS

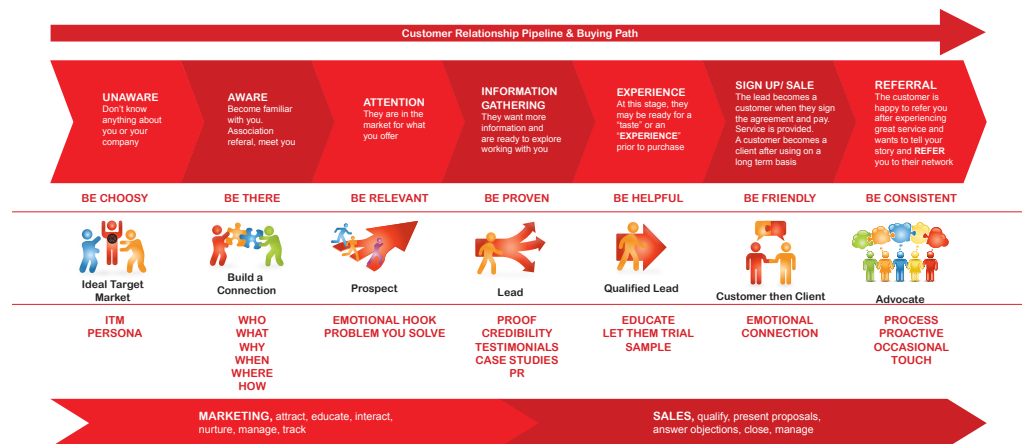
Our proven process delivers the results you need

At MacInnis Marketing, we pride ourselves on being methodical, independent, cutting edge, and – most importantly – customer centric.

We've spent the last five years fine-tuning our own streamlined methodology, the Simple Marketing System. This proven system involves building your marketing from the inside out (focusing on your customer), and then progressing clients along the buyer's journey.

THE STRATEGIC MARKETING SYSTEM

Process to attract ideal customers



WHAT WE ARE



Results-driven

We measure everything we do to ensure the marketing plan we've built together delivers results. At the end of the day, only two results really matter: sales and happy customers. Our clients stay with us because we deliver great results time and time again.



Rhythmic

If you're looking for a one-off campaign to create quick leads, you're in the wrong place. We create long-term, sustainable sales and marketing engines that will continually feed your business opportunities – in good times and bad.



Passionate about education

We educate you and your team so that you understand how to make better sales and marketing decisions – everything from advertising on Facebook to segmenting your list. There's no point getting to the end of our time together and finding you haven't learned anything along the way.

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IT geeks

We love adopting new technology, so if there's a faster, better, or more economical way to do something, we're onto it. This is a real differentiator for us, as technology and marketing are so interconnected. Come and geek out with us on our web – it's awesome!



Thought leaders

We don't just sit on our laurels. Danielle MacInnis is a recognized thought leader, who is continually called on to present at speaking gigs, and is regularly published in online and offline small-business publications. She also authors a blog that gets over 3000 hits a month, with 4000 subscribers and growing, as well as a podcast where she interviews global marketing experts. Danielle is a Certified Practicing Marketer with the Australian Marketing Institute and privately coaches several students through her other company Brain Jam.



Independent

We pride ourselves on being independent and always recommend the right solution for our clients' needs, be it a software or service provider. We're completely vendor agnostic, so you can trust that we'll always offer you objective advice.



Collaborative

We work both *for you* and *with you*. After all, marketing is a process and it works best when we come together as a team and share collective knowledge to make the best marketing decisions. No one knows your business like you and we believe we're great at what we do. Together, that's a winning formula for growing your business.



Fun!

We work hard, we play hard, we think outside the box, and we absolutely love what we do.

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What we're not

Quick and dirty

We don't implement one-off, short-lived tactical campaigns without clarifying your marketing strategy first. Why? Because we don't believe it's a good way to spend your money.

Product or retail focused

Our specialty is working solely with service-based businesses. Our methodology has been purpose-built for this particular niche, and this is where we do our best work.

Think we'd work well together? Schedule a free, 15-minute coaching session on our website.

OUR VALUES - shape how we work with you

At MacInnis Marketing, we're a little bit different. Our values are not just an arbitrary list that we've chucked up on our website to look good. They're our lifeblood. We live and breathe them every day, in every way, in every single client interaction. Here they are – our wholehearted commitments to you:

- **Authenticity:** Being honest always, being ourselves, and doing our best to deliver you the best marketing solution for your business.
- **Passion for customers:** Being thoughtful by putting your needs first. Investing fully and wholeheartedly to ensure you get the best possible value for your marketing dollar investment.
- **Innovation and IT:** Declaring our geekiness with pride, keeping abreast of current IT marketing solutions, and recommending the most affordable and suitable marketing technology for your business.
- **Sharing knowledge:** Freely communicating everything we know to improve your marketing knowledge and skill base.
- **Creativity and fun:** Brainstorming, thinking outside the square, enjoying the process, and constantly collecting great ideas for marketing in small business.
- **Using the 'pay it forward' principal:** Wherever possible, helping you, helping others, and all without any expectation of being paid back.

Do these resonate? Think we'd work well together? Check out at our website.



ABOUT DAN

I believe that there's nothing more important than the way we feel. Unsurprisingly, this empathy for the customer has proven to be my biggest asset in my professional career. I started out working for big corporates like Hewlett-Packard, Delfin, McDonalds, and Telstra, but soon became frustrated by red tape getting in the way of practical marketing efforts to attract customers.

Using my customer empathy and insight, I created a truly innovative approach to marketing strategy – the Simple Marketing System. And, soon after, MacInnis Marketing was born in 2006. I love working with SMBs because they are nimble, fast acting, closer to the customer, and have a competitive advantage in this new marketing arena.

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My secret sauce remains powerfully simple: understanding a person's point of view to create meaningful marketing. What do I mean by meaningful? Marketing that creates a relationship between a customer, employee, and company that is more than the service itself. Now, that's something truly special.

My wholehearted mission

As the CEO of a service-based business, you probably feel overwhelmed and lost when it comes to marketing. At my very core, I understand, I empathise, and – most importantly – I can help.

I've made it my wholehearted mission to help CEOs just like you by implementing a customer-centric marketing system that is genuinely transformative. I do this by:

- Leveraging my twenty years of sales and marketing expertise;
- Telling it like it is;
- Holding you accountable; and
- Ensuring the best ideas are actioned so they make a real difference to your bottom line.

"We engaged Dan as part of a team to improve our marketing strategy in order to increase our presence in a number of key verticals. Working with Dan has been great as she has a wealth of marketing related knowledge which she has been more than willing to share. Dan has always been able to provide plenty of information and ideas which we've then worked through together to come up with the most appropriate course of action. She is enthusiastic and motivated and I would highly recommend Dan to anyone that was considering working with her in the future".
Scott Penno Allied Telesis

It's this insight, marketing genius, and actionability that makes MacInnis Marketing the standout choice for your small business.

And what do you want to achieve? I'd love to connect and discuss how I might be able to serve you. [Join me on LinkedIn](#) or [contact me directly](#).

CLIENTS

Our clients' success is our success

Since 2006, we've been delighted to work with a number of service-based businesses in a variety of business segments, including:

- IT
- Construction
- Utilities
- Consulting
- Beauty
- Telecommunications
- Accounting and Finance
- Lifestyle, Coaching, and Wellness



We're proud as punch to say that some of our clients have been with us from the very beginning, and many others have used our services for several years.

Whatever your marketing requirements, our success boils down to our customer-centric approach. To learn more about how we work visit our website.

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