

***“If you are considering how to manage your marketing, read on...”***

## Who we are? What we do?

House of Marketing provide ongoing marketing and communications support for your business. We work with you on a long-term basis, becoming a valuable part of your ‘work family’.

We are not a typical ‘marketing agency’. We are your Marketing department. We will drive activities based on your business objectives and take ownership for the marketing decisions, management, implementation and reporting of progress.

Your business accesses a proactive and experienced marketing & communications team, gaining you back time and money. You will no longer have to manage marketing in-house and pay associated employee expenses.

We work with your business to create ongoing marketing plans that are achievable and realistic, within your budget, utilising any marketing dollars to gain the greatest results.

## Our ‘why’?

House of Marketing has been built as a result of many businesses struggling today to find a marketing solution that works. This is especially true when only a part time, or one or two full time resources can be employed.

Marketing today requires so many skill sets:

- Marketing strategy writing
- Brand management
- Digital & traditional marketing skills
- Graphic design skills
- Website & developer skills
- Content writing & PR skills
- Event management abilities
- Data analytics & reporting.

House of Marketing has built a team to provide these requirements for your business. We share our resources across clients to keep fees reasonable. Every client has an assigned Client Marketing Manager and a Marketing Coordinator.

## Everyone wins!

As our client, you benefit from our full range of skill sets and experience while our team can work and learn with each other in a professional and creative environment. It just makes sense!

## Why would you work with us?

- Highly experienced team
- Reduced employee costs
- Zero turnover / no loss of knowledge
- Gain precious time not managing employee/s
- Scalability – we can scale with you
- Flexibility – we are not tied to a ‘project’
- 9am to 5pm Monday - Friday communication
- 70+ years of collective experience
- We are a great team of good folk

## Our Clients?

We work with all sizes and types of businesses.

We work with professional service, product & consumer goods, health, not for profit, agriculture, building, technology, fitness & lifestyle businesses.

We are always happy to provide client references so you can speak with our existing clients.



# Your Marketing Department



## How does it work?

We meet and learn about your business, discussing your business and marketing objectives, if you have them. If not, we can guide this process. This is a complimentary session and provides an opportunity to see if there is a good fit between your business and our team.

Following the meeting House of Marketing then emails you a proposal that outlines our discussion and options for progressing forward together. This generally includes a set monthly fee to provide all your marketing, design and communication services each month.

If you choose to engage us, we finalise the paperwork and get started!

We commence with setting up files and requesting all necessary passwords and access to files required. We use Dropbox, Google Smartsheets and technology to make this process simple. We arrange best contacts to work with in your business and introduce your marketing team to you.

Often during the first month we agree to write a Marketing Strategy if one is required.

We drive activity and ask for your input as required. We always stay in communication with you and encourage you to call, drop-in or email anytime.

## House of Marketing Team

Creating a special place to work was paramount when HOM started. Key to this are our people. Our team has been carefully curated to support your business needs and create a team of excellence. This enables us to provide the full suite of expertise needed to fulfil your marketing and communications requirements.

We make coming to work easy, so that doing the work takes the main stage.

House of Marketing are a team of committed and experienced marketing and communications specialists. We offer flexible working arrangements so that we attract the best talent who work around their lives. Every day we are proving it can be done, and we are proud of this.

## Sometimes you just need 'one' thing done. We can help.

If you do not require ongoing marketing assistance but need occasional help, or a single marketing job completed we can help.

We can assist you with the following:

- Website updates and new builds
- A new logo, brand mark and style guidelines
- An article, blog, copy or press release
- Collateral – brochures, flyer's, business cards etc.
- Event management
- Merchandise design & sourcing
- Signage design
- CRM & social media site set ups
- Photography
- Editing videos
- and so much more!



## We'd love to help you and your organisation.

If you would like to explore what's on offer with House of Marketing, please get in touch!

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