

**TIRED
OF BEING
YOUR OWN
MARKETING
MANAGER?**

THE
Change
STARTER

YOUR READY-TO-GROW™
OUTSOURCED MARKETING TEAM.

THECHANGESTARTER.COM

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IS YOUR BUSINESS READY TO LEVEL UP FROM DIY MARKETING?

(BUT NOT READY TO EMPLOY AN IN-HOUSE MARKETING TEAM?)



The Change Starter[®] is your ready-to-grow[™] outsourced marketing team that helps you establish a new standard of marketing whilst you get back to growing your business.

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Led by seasoned Marketer and Strategist Stevie V Brown, a 20-year veteran of the marketing industry with years of global, big brand and small business experience, your marketing game is in safe hands.

WHAT WE'LL DO FOR YOU

We'll create a tailored marketing strategy for your business, plan your annual marketing calendar, and assemble a bespoke team of qualified marketing professionals to implement your entire marketing plan, and track and optimise results; all under one agreed annual budget.



THE *Change* STARTER

IMPLEMENTATION SERVICES

Our Implementation services are not limited to what you see here. We make recommendations based on what is right for your business, not based on the partners we have 'on hand'. We continuously meet with, interview, and recruit new Implementation Partners to expand our channel capabilities, so if we don't have the partner for the channel that's needed, we'll find them.

BRANDING

- + Positioning
- + Logo Design
- + Tone of Voice & Style Guides

CONTENT

- + Ideas & Plans
- + Articles & Blogs
- + Landing Pages
- + Whitepapers

CREATIVE

- + Ideas
- + Copywriting
- + Design
- + Shoots

EMAIL

- + Templates
- + Blasts
- + Automation
- + List Building

PRINT MATERIALS

- + Brochures
- + Flyers
- + Signage
- + Brand Collateral

SEO & SEM

- + Keyword Plan
- + On-page
- + Backlinking
- + Google Ads

SHOPPER

- + POS
- + Points Offers
- + Retailer Engagement

SOCIAL MEDIA

- + Organic
- + Paid
- + Influencer
- + Inbox Lead Gen

TRADE MEDIA

- + Print Ads
- + Digital Ads
- + Sponsored Content

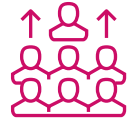
**NEED SOMETHING ELSE?
WE'VE GOT YOU**

WEBSITES

- + New Builds
- + Renovations
- + Optimisations



WHY WORK WITH US?



Your very own 24hr global marketing team without the cost and hassle of recruitment & employment.



We take on the risk if you don't like the work we present. It's in our best interest to present quality work first time.



We'll manage your marketing even whilst you sleep, so you'll get time back to work on your business.



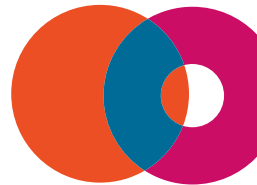
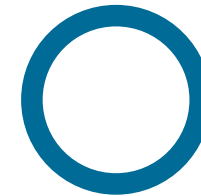
Through us, you'll have access to a pool of pre-vetted qualified marketing professionals from across the globe saving you the time and complexity of finding, contracting, and onboarding providers yourself.



Your budget is billed in even monthly instalments with no hidden costs - great for cashflow.



We'll give you the clarity you seek by setting an actionable strategy and calendar from which everything flows.



“ THE CHANGE STARTER MODEL AFFORDS YOU A GLOBAL TEAM OF QUALIFIED MARKETERS, NONE OF WHOM YOU NEED TO RECRUIT, PAY, OR MANAGE YOURSELF. ”

WHAT RESULTS CAN WE ACHIEVE?



Increased Website Traffic



Improved Google Ranking



Social Media Reach & Engagement



Email Campaign Engagement



Clarity Of Your Competitive Positioning



Professional Appearance Of Your Brand



Leads To Your Business

“ ALWAYS THERE FOR SUPPORT AND GOOD, SOLID WORK. MATT AND I BOTH APPRECIATE THIS, AS IT’S NOT EASY TO FIND COMPETENCE + CARE. ”

- ANGELA JAMES,
SYDNEY PELVIC CLINIC

REAL RESULTS

Actual results for one of our clients over 12 months.



+236%

NEW WEBSITE VISITORS



#1 GOOGLE RANKING

+7 TARGETED KEYWORDS



+307%

SOCIAL PAGE IMPRESSIONS



+47%

UNIQUE EMAIL OPEN RATE



HOW MUCH WILL IT COST? YOU TELL US! (NO, REALLY!)

As long as your annual marketing budget is a minimum of \$80k, and equals between 7-10% of your annual revenue, we will take your budget under our trusted management, then plan and implement your bespoke marketing strategy, while you get back to running your business. Our clients commit to a minimum 12 month services agreement, which allows us to do the housekeeping, optimise the system and get you long term results! Plus, you won't need to also hire a marketing employee, so we've already saved you \$84,500*!

*Average Marketing Employee Salary in Australia. Source: Glassdoor

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READY TO LEVEL UP?



YES PLEASE!

APPLY NOW for a **FREE** Marketing Accelerator session with Stevie to find out if we could be a good fit.

NOT FOR US.

Please forward this on to an established business owner who is ready to level up their marketing.

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GET THE BOOK!

The CARE Factor Fix™ How to Finally Get Results From Marketing

Lack of instant reward and the time needed to change buyer behaviour, competes against an expectation of immediate sales and a casual budget to propel businesses to give up on marketing. The CARE Factor Fix™ is a framework for assessing and fixing the broken marketing function in your business, so that you can create the conditions that will bring intentional, consistent and measurable results.

GET IT NOW

ABOUT THE AUTHOR

Stevie V Brown MSc is a Marketing Strategist, Systemiser and Coach with 20 years' experience in marketing. She is experienced in a vast range of marketing disciplines.

