

When you can't afford your own
marketing department, but
can't afford not to have one.



Your outsourced
marketing department.

When you can't afford your own marketing department

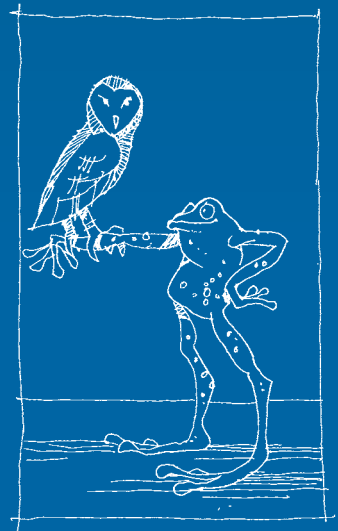
Many businesses don't have the time, skills or experience to develop and implement effective marketing plans themselves. However, in an increasingly competitive environment, effective marketing can turn a good business into a great business. It is also difficult to employ marketing professionals with the skills and experience for a reasonable wage.

This is where BlueFrog Marketing can assist your business.

BlueFrog Marketing is a marketing consultancy that provides SME business owners with specialist in-house marketing services in a range of different disciplines. BlueFrog Marketing works as **your fully out-sourced marketing department**, or on specific projects that you may need.

BlueFrog Marketing work with both large and small organisations delivering solutions for your marketing challenges. Our knowledge and experience over 30 years covers a wide range of industries including industrial, manufacturing, services and healthcare.

We have experience and proven results working with companies such as A-Gas, bioRevive, Bluescope Steel, Heatcraft, Hocking Stuart, Melbourne Brick Company, and Rawdon Hill.



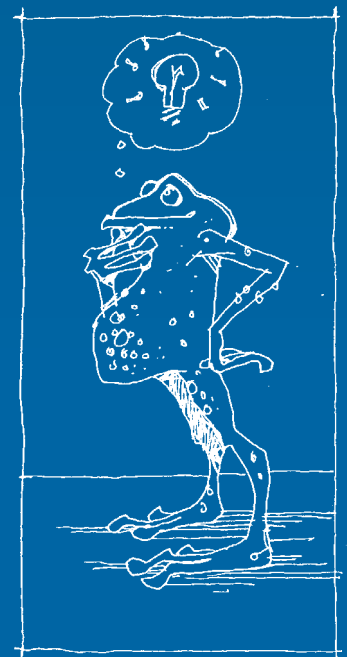
But can't afford not to have a marketing department

BlueFrog Marketing can analyse your current marketing programs to focus areas that maximise your return on investment and develop new opportunities or alternative marketing strategies that fit closely with the needs of your business and operations.

With a proliferation of marketing options available today, it is important to find the most effective marketing strategies to suit your unique business, industry and budget as well as to administer these strategies comprehensively to ensure successful outcomes.

There is little doubt that successful marketing can bring significant rewards to any business, but what may suit one business does not necessarily suit another. BlueFrog Marketing develops marketing campaigns for your business, investigates new opportunities and reviews existing strategies to maximise the returns you put into your marketing.

At the same time, BlueFrog Marketing administers and implements your marketing programs allowing you the freedom to run your business and oversee the specifics of your marketing campaign.



BlueFrog's unique service

BlueFrog Marketing are a multi-award winning marketing consultancy based in Bayside Melbourne. Drawing on a combined experience in sales and marketing of more than 60 years, our team is able to tackle challenging marketing issues and deliver successful growth strategies. In healthcare, manufacturing, finance, professional services, industrial, FMCG and retail environments, we have a proven record of success.

Our success has been judged by industry associations and awarded with Victorian and National honours in the AMI Marketing Awards for Excellence on at least 6 occasions.

Marketing is a definition bandied around and often incorrectly defined like door to door selling, sales or just promotional activity. At BlueFrog, we have developed our own definition of effective marketing:

- › Understanding your current and potential customers to carefully position your product or service to their needs to achieve exchange readiness.
- › Matching the company's resources and competencies and developing processes to deliver the product at maximum volumes and profit margins.
- › Continuing reinforcement of the product and measuring the effectiveness of programs to improve all activities.

Our primary focus, and the reason for our strong growth are the results we have achieved for our clients. These include a \$9m sales increase and a national AMI award for Cyclone®, the 3rd largest new pharmacy product with sales of \$2m in 2003 for bioRevive, double digit growth in a declining market and two national AMI awards for excellence for Melbourne Brick Company.



What BlueFrog specialises in

Strategic Marketing Audits and Planning

Whether you need to find the chinks in your existing marketing armour or develop a strategic plan for a new or existing market, Blue Frog has the capability to help you achieve success. We have developed strategic plans that have lifted sales, increased bottom line profit and changed whole company perceptions on product and brand value.

Marketing Program Implementation

If you need an engine to drive the execution of marketing programs, we can provide the people and talent to do so. With experience ranging from online media to advertising, direct mail, promotions and more, we can drive the process or work with your existing agencies and staff to get the job done.

Marketing Outsourcing

A natural extension of our strategic planning and program implementation is department outsourcing.

Blue Frog provides a very cost effective alternative to an in-house department and this works very well for several of our long-term clients. Our founders and senior management work closely with you to set strategic direction, write marketing plans, implement and report to your Executive on results as if we were members of your own team. In fact, that is what we become. For some clients, we even carry their business cards. Of course, this type of relationship carries additional responsibilities on both parties none of which we take lightly. We ensure your corporate skills and experience in this area are well protected and learnings well documented when and if it needs to be handed back to an internal function. We have performed this role successfully for many clients.



Market Research

Whether you want to conduct a simple survey with customers or an in-depth mix of qualitative and quantitative brand research we have internal and external resources to help you get the answers you need. To assess your business model, develop a new brand or check your progress towards your goals, you need to know what your customers think. And Blue Frog can help you get there.

Workshops

If you have a need to develop your own marketing talent, we have a range of effective interactive workshops that will help nurture and develop your team into better marketers. Ranging from strategic planning to program execution and measurement, our tools and processes are drawn from proven practical experience in all types of marketing situations.

Marketing Systems

For some corporations, such as franchising, it is critical to synchronise national branding and marketing with local sales and marketing efforts for licensing or franchise concepts to work.

For this reason, Blue Frog Marketing has developed a complete system of national brand and marketing development, franchisee workshops and mentoring and franchise workbooks and software support.

Drawing on our marketing experience in many industries, this system adds only a small cost to franchise development per franchisee yet delivers a huge increase in the effectiveness of marketing in franchises and other "distributor/agent" business models.



Mentoring

We can also provide individual mentoring to marketing staff at any stage in their career. We have mentored everyone from first time marketers to CMOs and our industry experience will help them and you get customised programs in place for their development.

We can also provide strategic support on marketing issues at board level.

Performance Management/Team Development

If you want to have an effective performance management system in marketing you need the right tools. We can help you create a system from scratch that suits your situation or fine tune a system if it needs to be more effective.

Contact BlueFrog Marketing

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