

# Whitford Thinking

## Strategic Marketing Consulting

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*The right strategy gives you the power and energy to provide direction, face challenges and ultimately - grow*

Whitford Thinking is a strategic marketing service that can provide a range of services to support your business; which includes developing business plans, assessing your current market position and providing solid business solutions for business growth.

Services I provide are:

- STRATEGY development - reviewing your current market situation, developing short term and long term business and brand strategies with plans for growth
- BUSINESS PLANS - Work together on defining 'what are your business goals, how do you plan to reach them and what will success look like'.
- PROFITABILITY - analysis of product and event financial performance
- COMMUNICATION plans; including media and creative strategy, social media planning and promotion, digital planning and promotion implementation
- CREATIVE briefing and management; including logo creation, advertising campaigns, below the line elements and website development
- MARKET RESEARCH - assess your business needs on consumer / customer research and brand / business health.
- EVENT MANAGEMENT as required. What events could help build your business profile? How would these be best managed? Are you providing economic benefit to your business?
- SPONSORSHIP analysis - are you getting bang for buck? What partnership opportunities are there for your business in the market place? Are you selling your assets for the right price?
- GOVERNANCE - provide guidance on
  - good business governance including leadership and management
  - support in managing the government communication process
  - recommend sound communication processes

With 18 years experience in Retail, FMCG, Wine and Event Management contact me today to see how I can help you gain the power and energy to grow.

### Contact details

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