

Strategic Marketing Services

Empowering Business Growth

INTEGRITY | PARTNERSHIP | EFFICIENCY

Guiding our clients through marketing excellence pathways to achieve their desired business growth.

Our proactive approach to outsourced marketing is founded on integrity, client partnerships and efficiency.

Platinum Mix is an intimate marketing consultancy where we apply our extensive knowledge and experience to our clients' businesses across many industries, empowering business growth through

end-to-end marketing solutions.

Our outsourced marketing services gives peace-of-mind in the knowledge that your strategic marketing is focused on improving the profitability of your business, whilst being managed by an experienced marketing professional.



Marketing & Brand Workshops

For maximum engagement to get your brand and marketing strategy on track.



Go-To-Market Planning

Go-To-Market plans with a complete marketing blueprint for the next 12 months.



Implementation

Outsourced marketing management services to execute marketing deliverables.

B2B Marketing Experts

We have over 20 years' experience working with businesses across a wide range of sectors. Some of our clients just require a series of workshops to get their marketing strategy on track, and some require fully outsourced marketing management. We are flexible, and align our services directly with an individual business' marketing objectives.

Some clients prefer us to manage all of their marketing, but we also support and work with existing marketing teams,

assisting them with the development of marketing and brand strategy.

Why we are different

We're passionate about B2B marketing strategy and have vast experience, proven track record, plenty of vision and strong project management skills whilst remaining focused on our client's marketing objectives.

Brand and Marketing Workshops

Go to platinummix.com.au to view our entire range of marketing services. We find that most of our clients get great value from starting with either or both of these workshops, which gets their marketing strategy back on track and aligned with growth objectives.

Branding Workshop

Your brand is the story of your business. It sets you apart, and is your opportunity to tell your customers what's different about you. If you don't believe in your brand, neither will they!

The Branding Workshops are an opportunity for key stakeholders in your business to get aligned and involved in developing your brand strategy which will include the client proposition and determining the personality and character of your brand.

The workshops follow the brand wheel principles, to ensure you have a strong brand and core values that create trust and establishes an emotional connection with your market. You will leave the workshop with a strong client-centric positional statement centred on Why, How and What you do.



'The Essentials' Marketing Workshop

Business success comes from knowing your customer, understanding what makes them tick and which marketing channel to optimise. If you don't really know who you are selling to, how can you sell to them?

This 'Essentials' marketing workshop will assist you in understanding your market, build client personas, target your messaging and communicate effectively with your clients.

We will take you through a step-by-step process which culminates in a report that provides your business with the 'Marketing Essentials' strategy that will ensure every marketing dollar is spent wisely.



Let's Talk

If you want to get your marketing back on track, need to refine your marketing or brand strategy or don't know what marketing you need, but know you need to do something, email Becky at becky@platinummix.com.au or call on **0438 972 173**. Always happy to chat about marketing!