



MARCOMMS
AUSTRALIA

Value-driven marketing
communications strategies
that engage hearts and minds

What separates one brand from another is perceived value.

Like beauty is in the eye of the beholder, value resides in the mind of the customer.

When you can articulate the distinct value of the solution you provide, you will connect with your customer in a most powerful way.



Who we are



Our team

Marcomms Australia is an award-winning team of marketing communications specialists. We're passionate about engaging hearts and minds, and building the brand visibility, marketability and credibility of our clients by leveraging their true value.

Our founder

A multiple industry award winner, Ros Weadman's signature approach of combining big picture strategic thinking with meticulous execution has been honed after more than 30 years in the professional communication industry, including 16 years in public relations and marketing management roles.

Ros is the author of BRANDcode®, a practical PR and marketing guide. She is tertiary qualified in professional communication, business management, psychology and secondary education, accredited with IAP2 and an accredited consultant trainer of Extended DISC diagnostic tool. Ros is a Fellow of the Public Relations Institute of Australia.



ROS WEADMAN | Director

What we stand for

Our vision

is a world where organisations embrace their true value.

Our mission

is to engage hearts and minds through value-driven marketing communications strategies that align culture, communication and customer experience.

We'll always stay true to our core values:

- ◆ **Optimism** in all we do
- ◆ **Credibility** of character
- ◆ **Growth** through education
- ◆ **Courage** to be what we believe
- ◆ **Relationships** built on trust



What we do



For business

For business clients, we discover, define then leverage their unique value proposition with powerful marketing messages across a diverse range of mediums at each stage of the customer journey. This helps them stand apart from competitors, build a public profile and attract their ideal customer.

For government

For government clients, we raise awareness and understanding of a service, policy, project or public issue, and inspire support and collaboration for better community, economic and environmental outcomes. This helps them engage stakeholders, achieve strategic objectives and realise their vision for the future.

Our integrated suite of strategic services and skills development programs:

- ◆ communication strategies
- ◆ marketing strategies
- ◆ public relations campaigns
- ◆ media relations
- ◆ community engagement strategies
- ◆ issues management and crisis communications
- ◆ content writing for digital, social and print mediums
- ◆ brand development
- ◆ branding and graphic design
- ◆ customised coaching, mentoring and training
- ◆ workshops, focus groups and meeting facilitation

How we do it

We engage hearts and minds through value-driven marketing communications strategies that align what an organisation thinks (culture), says (communication) and does (customer experience).

This helps ensure that the right message is delivered to the right market through the right mediums.

Culture

THINK

Craft a compelling narrative about the difference you seek to make that encapsulates your vision, mission, values and beliefs.

Communication

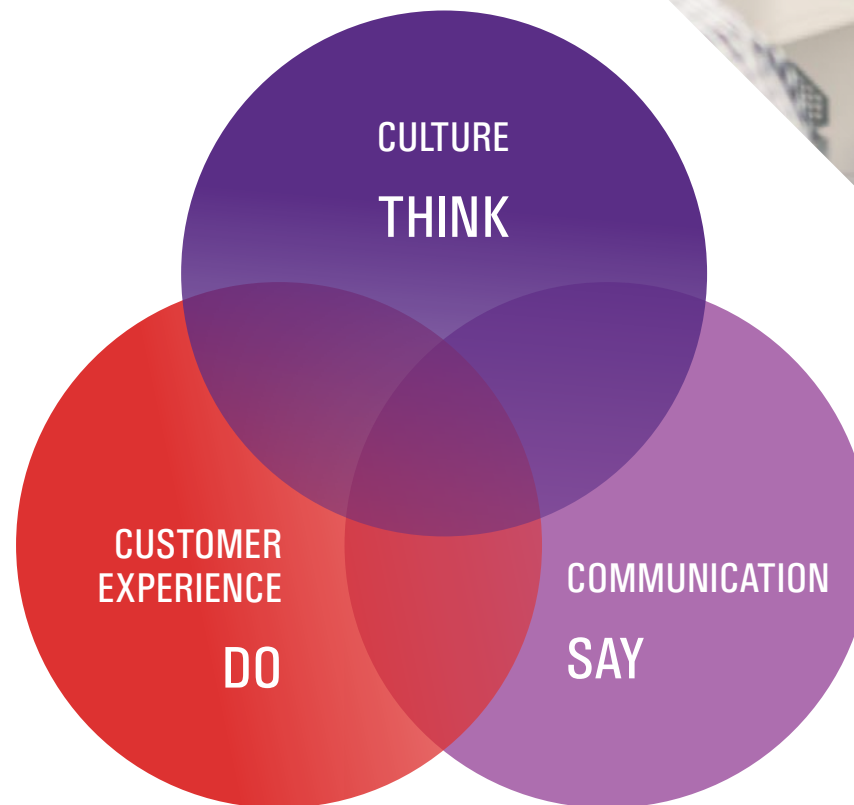
SAY

Develop content and visual communications that convey your brand's true value, style, attitude and voice.

Customer Experience

DO

Customise tools, tactics and techniques based on the needs and preferences of your target audiences.



What people say



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Ros's work helps clients get clear on who they are, the needs of their target markets and how they wish to be positioned in the marketplace. Every chance we get, we recommend our clients see Ros first as we know it will be highly beneficial for the final client outcome.

RICKY VERKAIK | Director, Zain Digital

Finding Ros Weadman was a breath of fresh air. She listens. She gets it... Everything just works. She is professional, dedicated and timely. And she really knows her craft. Basically, I can't recommend her more highly.

RAY KEEFE | Managing Director, Successful Endeavours, Casey Cardinia Business and Professional Services Award Winner 2016 & 2018

Due to the marketing activities that I am doing I am getting more leads than I ever anticipated...I highly recommend Ros to anyone that is looking to take their business to the next level.

ANDREA JENKINS | Principal Adviser, Jenbury Financial

Ros's attention to detail was amazing! She asked so many questions and was so thorough in her approach, so that she could provide us with the content that best represented our company. An investment well made and we would, without hesitation, choose Ros every time.

LANA BONNET | L&D Picturesque Painting

I have no hesitation in recommending Marcomms Australia to businesses, large and small. They have proven that they are professional, efficient, prompt and personable.

CRAIG DOUGHERTY | Managing Director, My Ideal Wedding

Ros was a great presenter and coach. She raised my marketing knowledge and provided me with a great marketing weapon.

ROBERT CHARBINE | Minuteman Press Narre Warren

Ros Weadman's passion is infectious. She turns traditional marketing on its head and provides all the tools for success based on her unique marketing code.

CAROLINE WARD | Ki Creative



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