

THE MARKETING GROUP ***business solutions***

Business Challenges
can be your
Best Business Opportunities



TMG BROCHURE

www.TheMarketingGroup.com.au

THE MARKETING GROUP
business solutions



"Good Luck is the Result of Good Planning"



“The Company you keep says a lot about the Company you are!”

The one question that should be regularly asked by every business leader is ‘Who are we outsourcing to and why?’

The relevance of these two questions is simple, and a lot of business people are surprised at the answers and the implications associated.

Let us address the ‘Why’ first. With the ever-expanding opportunities of support that are available today, it stands to reason that outsourcing is not just an option but also a sensible business move. There are very few organisations that have the resources to have their own in-house departments in Technology Services, Digital & Social Media, Marketing & Advertising to mention just a few. Today's business model is based more along the lines of running a core business model and outsourcing any particular requirements that will enhance both performance and outcome.

So, Why? Because it is simply a very smart business model!

Now, this brings us to Who? You see, everytime you outsource to another organisation you in essence are temporarily partnering with them, which leads to, in many cases, to dealing with a variety of suppliers at any one time.

Here at The Marketing Group, we recognised how time consuming this can be, not to mention the amount of resources that can be consumed in the process.

Our answer although, not a unique business model was developed through our many years of working with a wide variety of industries and understanding the complexities and the variable industry nuances that can be involved. This is where our Business Solutions model was born many years ago and is still offered as an affordable option to business owner's worldwide.

We coined the phrase *“The Company you keep says a lot about the Company you are!”* and based it purely on our experience.

I urge every business owner to ask themselves those two important questions, “Who are we outsourcing to and why?” If you find the answers are not what you expected, then the only suggestions we have is for you to take a moment to make contact with us and put us to the test.

We have no doubt in our ability to not only have the answers you are seeking but to be able to implement them in a cost and time effective manner!



Challenges, Solutions & Opportunities

At TMG we identify the **Challenges** that our clients face every day and then offer the **Solutions** that we believe will, in turn, open up beneficial **Opportunities**. What we have learnt over the past quarter of a century in business is that the Challenges that most companies face can, with the right Solutions, can open up very positive Opportunities not just for change but also to profit from.

We approach all of our clients business Challenges with the view to finding a Solution that is also an Opportunity to build and to grow from the experience.

Our Development

The Marketing Group is a progressive and dynamic business model that offers clients the opportunity to adopt a more simple and productive way of doing business.

In 1993 we launched and built a very successful clothing wholesaling business under the guidance of our parent company. We learnt quickly how important Marketing and Advertising was to a fledgling business. We quickly adopted a strong Marketing and Advertising platform and without question, this was the reason for the increase in business growth over a short period of time.

It was during these early years that we started to develop our own business models which were eventually offered to business colleagues and associates in a closed forum. It was at this time that we recognised the benefits that our business model could make to other organisations. These services were the platform on which we built what is now known as The Marketing Group – Business Solutions.

Today, we are very happy to say that we did not become complacent; more to the point we have continued to make additions to our stable of associated partners and service supplies and will continue to do so as the need arises for services that will compliment our company and more importantly offer our clients the ability to grow their business in a positive and progressive manner.

From the outset, our small team understood what was missing from all available support options was the ability to find a wide variety of options under the one roof. As we have expressed openly, this is not a unique service however, what we believe is that what makes our products unique is that they all have a degree of synergy with each other. A flow on or flow through effect is how we see it.

To give an example, a client may be looking for a Digital and/or Social Media service and not realise that the Technology Services they currently have are inadequate or that a supporting Advertising & Marketing campaign could be a great way to get the desired message out to current and prospective clients. There are also important issues to consider like, has your Systems & Procedures process been tweaked to handle these service and do you have the relevant documentation to enable a smooth flow of documenting and processing. The interactivity of these options are endless and that is in essence what we believe is unique about what we have to offer the market place.

"Effective people are not problem-minded; they're opportunity-minded. They feed opportunities and starve problems."

Our Team

Our Team is a collective of professional companies and staff that have come together to offer Productive Business Solutions through Collaboration and Cohesion.

Our entire team approaches every client's needs with the same level of energy and expertise. The industry knowledge that we can offer will provide valuable support and practical guidance for you and your business. We are committed to providing and implementing a solutions package to our clients that will not only enhance their business outcomes but assist in offering ongoing solutions into the future.

The services we provide are made up of a diverse range of organisations, professionals and business people that are able to relate to your current needs and that can be delivered offering outcomes that you require while improving your productivity, competitiveness and profitability. The process that the team at The Marketing Group will undertake is to look at all of your requirement with the aim of offering one complete service package.

Our team knows that outcomes are what our clients are looking for and nothing less will do. It is for this reason that we have combined the exceptional skills of a wide variety of backgrounds to enable us to achieve the desired outcomes.

Our view is to look beyond standard solutions and where necessary develop new insights that add value and ensure that all outcomes are achieved.

No matter what suburb, city or country your company is located in, our professional team can assist you with any business Challenges you may be experiencing.



Our team has developed solutions for a wide variety of companies, industries, and circumstances. We have combined years of experience that has come from facing the very same issues that our clients have experienced and perhaps you are experiencing right now.

Teamwork is a make or break situation no matter if it is an internal team working under a company or a team that is working for a company. The goals of the outcome should be the same and that is to understand the goal and develop a practical and applicable solution.

But it does not stop there. Any solution must be developed with the clear objective that the client or end user has a clear understanding of the process. This is paramount for any service provider!

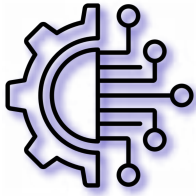
The Team at The Marketing Group not only understands that this is how services should be supplied, we live by it!

Our Team is Your Team, Our Services are Your Services, and Our Goals are to achieve Your Goals!

We look forward to working with You.



Our Services



Technology Services

Digital IT Transformation - IT Security - Managed IT Solutions

While all services are important, one of the most important required by any business can introduce is the Technology Services and in particular the monitoring and support of their entire technological infrastructure.

We provide a high quality, and reliable Managed IT Services. Because we value our clients' time and money, we build IT environments that work. Our Partner is highly regarded in the information and communication technology industry and by our client's for this reason. They have secured this position by delivering stable technology because they listen and understand the key drivers of operating for business owners, delivering digital IT solutions designed for how the individual business owner does business.

Being a dedicated development team and Australian based specialists who understand IT solutions should work for the client and, not the client trying to adapt to them. They listen to your needs and create endless possibilities, becoming your Business IT Partner, that can streamline and digitally transform your business resources to create an end-to-end automated solution tailored specifically to improve your business.



Digital & Social Media

Television, Radio, Newspaper's and Magazines were always a very effective forum to promote your business, however, none of these could compete with the Digital and Social Media model of today. This type of service has become, without doubt, a promotional game changer.

Social Media

Put simply, Social Media is the sharing of information. The more detailed reality is that the information is now shared via desktop computers, laptops, tablets and smartphones via a plethora of social media websites from virtual communities based, to video and photo orientated formats. It is suggested that these social media websites have more than 100,000,000 registered users and growing daily.

The benefit of this form of media to businesses is that it enables a level of communication previously never experienced. Social Media enables the development of highly interactive platforms through which businesses and organisations can share relevant information, which has changed the way individuals, and large organisations communicate.

Social Media marketing is a critical element of any online marketing strategy. Social Media is not just about advertising to customers, but connecting with them. This strengthens both your online visibility and therefore, your SEO results. The commitment is daily and can be very time consuming but this is without question the main ingredient to running and maintaining a strong and relevant Social Media.

Digital Media

Digital media can be an app on a smartphone or computer tablets, it can be a game on a game console, it can be photograph, video or audio and it can also be desktop publishing, blogging or news sites. Digital media covers a variety of disciplines and has had a significant, wide-ranging and complex impact on society and culture.

Digital Media is a blend of technology and content, and building digital media products requires teams of professionals with diverse skills, including technical skills, artistic skills, analytical and production coordination skills. All of these skills need to be balanced, with all team members focused on creating the best user experience.



Marketing & Advertising

The difference between marketing with advertising has often been confused. While both of these are important they are still very different. When you learn the difference, it can put your company on the path to substantial growth.

So, what is the definition between marketing and advertising?

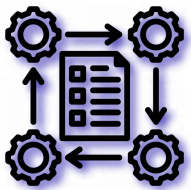
Advertising: A persuasive message that is a paid, public, non-personal announcement by an identified sponsor. This can be a non-personal presentation or the promotion of a firm and its products to existing and potential customers.

Marketing: Brings together both buyers and sellers to exchange or transfer products. This must advantage both parties via the systematic planning, implementation, and control of a variety of business activities.

Looking at marketing as a recipe is the best way to explain the difference between advertising and marketing. The recipe is marketing and advertising is an ingredient of the recipe. Other components of the recipe may be a media plan, product pricing, a strategy for sales the product, customer support structure, market research, the distribution of goods and services and public relations. All of these components work independently, while at the same time collaboratively with a targeted goal.

Like a recipe, marketing is the collective of ingredients and it is their strategic use that an organisation undertakes to encourage the consumer to engage with your company.

There are both diverse and dynamic alternatives to getting your message across to current and prospective clients and we can show you how.



Systems & Procedures

Let us start by understanding that a system is a procedure, it's a process, a method, or a course of action designed to achieve an end result. The only way to attain results that are consistent, measurable, and ultimately benefit customers is to creating effective business systems. Every area of your business, whether it is in administration, the sales team, the factory, or the warehouse, it is part of an overall system that with the correct principles can be applied to improve the overall performance.

One of the most misunderstood issues that any organisation can experience is the departments within a business do not communicate with each other. There are simple and effective physical and digital tools that can successfully resolve these issues.

The only way to manage the important details of your operation is to have an effective business system. This can be as simple as a taking the time to create a checklist which could take anything from ten minutes to a few hours or you could implement a more complex system that could take takes days or even a week or two.

The way to developing a successful business system is to alleviate the waste and inefficiency from your business. The end result is that not only are your employees working in a more positive and productive environment, but your customers reap the benefits as well. The proof of this is that you have happier customers and employees of which, improves the overall performance and drives up sales growth, which in turn improves the cash flow, which strengthens profit margins.

Simply understanding that a systems approach to business is based on detailed procedures, performance standards, and accountability. Issues like employee discretion, generalised solutions and a 'seat of the pants' operation become a thing of the past and we can show you how to keep it there.

"While the Challenges are Great, so are the Opportunities."



Specialised Software Support

Producing an end product no matter the application can be both time consuming and also can be an expensive exercise especially if you do not have experience in the many option. The wide variety of applications in the market place today are strong and versatile tools that are used many times every day by most businesses if not every business out there. The question that should be asked by all business owners is, “Are you getting the most out of the applications your company uses?” There would be very few business owners, managers or staff that could answer yes to that question.

The reason for this is due to the general approach most people have to technology, we embrace the basics and only attempt more options when we are forced to by necessity. This is where the issues started to come to the surface. As stated earlier, the time that can be consumed trying to learn the complexities of Formatting, Layouts, Tables, Charts and SmartArt in Word which are also in Excel along with Formulas, Data, Review and of course Developer where Macros, Drop Down Menus and where you can learn about a plethora of buttons and their uses. And, we are only touching on part of the Microsoft Office Suite, let alone having to wrestle with applications specific to Drawing, Design, Publishing, Cartoon, Video, Audio, Music and Cartoon Production or Screen Capture being just a few.

It goes without saying that these and many more applications are worth using, as they are daily, around the world. It only becomes difficult when you need to operate out side of the box or beyond the standard uses that these application become challenging.

We can offer support in the following selection of applications, but not limited to these;

Microsoft Office Suite	Word, Excel, PowerPoint, Outlook, OneNote, OneDrive and Teams
Mac Office Suite	Pages, Numbers, Keynote
Drawing	iGraphic, Graphic by Autodesk, Corel Draw, Adobe Suite, InkScape
Design	Wacom Design, Canva
Technical Design	AutoCAD by Autodesk
Publishing	iStudio Publisher, iBook Author
Video Production	Final Cut Pro, Insta360 Studio
Music Production	GarageBand, Audacity
Audio Production	Logic Pro X, Speechify, Talkia
Cartoon Production	Doodly, Toonly
Screen Capture	Loom. OBS (Open Broadcast Software)

These are just a few of the applications where we can offer support and the expertise to assist you in getting the best out of your applications.



Application Development

App development is of paramount importance in modern business landscapes as it enables companies to effectively engage with their target audiences, streamline operations, and establish a seamless digital presence. A well-designed and user-friendly app not only enhances customer satisfaction by offering convenient access to products and services but also fosters brand loyalty and recognition. Through personalized experiences, real-time updates, and efficient communication, businesses can gain a competitive edge, optimise processes, and tap into new revenue streams. In a world increasingly driven by mobile devices, app development serves as a vital tool for driving growth, maximizing reach, and adapting to evolving consumer preferences.



International Representation

The internet has made the world of business seem almost local. While this is a positive benefit, it is still very much about knowing Who, What, Where and When if you are looking at exporting.

Like many progressive businesses around the world, they are looking outside of their own borders and setting their sites on the exciting prospect of selling their products overseas. This can be to say the least, a daunting prospect full of a variety of business highs and lows. There are many that have walked this path covering a wide variety of industries, products and services and all have a story to tell. There are also many that have had enormous success in these endeavours and many more that have sadly fallen by the way side due mainly to a lack of knowledge, experience and preparation.

What we do know is that trying to sell a product in a foreign country that speaks a foreign language is just the start of the long list of important issues you will be faced with during this objective. What we offer is not the knowledge or the experience necessary to trade over overseas, it is the preparation that we can offer.

So how do you prepare to trade overseas? Well that can be answered in three words, Contacts, Contacts and Contacts. Introducing sellers to buyers and buyers to sellers is the most important platform you can have to start on the detailed journey of overseas trade.

It should be made very clear of the benefits of using the support that is offered through government departments and the many experienced import/export organisation based in most countries worldwide.

We can assist you in finding interested buyers and sellers for your products and services and then introduce you to organisations that will lead you through the finer points of overseas trade.



Bookkeeping Service

Our bookkeeping business provides a specialised financial service that assists organisations in maintaining accurate and organised records of their financial transactions. These transactions encompass a wide range of activities, including sales, purchases, expenses, payroll, and more. Our primary goal is to ensure that a company's financial data is properly recorded, categorised, and summarised.

Key aspects of our bookkeeping business include:

1. **Financial Record Keeping:**

Our bookkeepers meticulously record every financial transaction that takes place within a company. This includes invoices issued, bills paid, receipts received, and other monetary exchanges.

2. **Data Entry:**

Our bookkeepers enter financial data into accounting software or spreadsheets, ensuring accuracy and completeness.

3. **Categorisation:**

Transactions are categorised appropriately to reflect different aspects of the business, such as income, expenses, assets, and liabilities. This categorization is crucial for generating meaningful financial reports.

4. **Reconciliation:**

We reconcile bank statements, credit card statements, and other financial records to ensure that all transactions are accurately recorded and accounted for.

5. **Financial Statements:**

We generate financial statements, such as income statements, balance sheets, and cash flow statements. These reports offer insights into a company's financial health and performance.

6. **Payroll Processing:**

We handle payroll processing, ensuring that employees are paid accurately and on time while managing tax deductions.

7. **Compliance:**

We help companies stay compliant with tax regulations and financial reporting standards by preparing accurate records that can be used for tax filing and audits.

8. **Financial Analysis:**

Bookkeeping data forms the foundation for financial analysis, helping businesses identify trends, areas of improvement, and potential cost-saving measures.

9. **Client Communication:**

Our aim is to work closely with their clients, providing financial insights and helping business owners understand their financial standing.

10. **Customization:**

We can tailor our service to suit the needs of different businesses. Some businesses may require basic data entry and reconciliation, while others may need more complex financial analysis and strategic planning.

11. **Outsourcing Benefits:**

Many businesses choose to outsource their bookkeeping needs to specialized firms like ours due to our expertise, time saving, and cost-efficiency that we offer.

Our drive is to be a pivotal role in a company's financial management, providing the accurate and organised financial data necessary for informed decision-making and successful operations. we continue to offer a specialised expertise in financial record-keeping, categorisation, and reporting, enabling our clients to maintain financial transparency, compliance, and overall stability.



Voiceover

Our VoiceOver business is a professional service that provides voice recordings for a variety of purposes, often involving narration, audio content creation, and vocal communication needs. In this type of business, skilled voice artists lend their voices to projects such as commercials, audiobooks, animations, documentaries, video games, corporate videos, phone systems, e-learning modules, and more. VoiceOver businesses bridge the gap between content creators and talented voice actors, ensuring high-quality audio that effectively conveys messages to the intended audience.

Key points about a VoiceOver business:

1. **Voice Talent:**

We collaborate with a diverse range of voice artists who possess various tones, accents, and styles to cater to different project requirements.

2. **Narration Services:**

We offer narration services for a wide array of content, from commercials and films to podcasts and instructional videos.

3. **Script Interpretation:**

Our skilled voice actors bring scripts to life by interpreting them with the appropriate emotion, tone, and pacing to match the intended message or mood.

4. **Studio Recording:**

While we have access to professional recording studios equipped with high-quality microphones, soundproofing, and audio editing software the advancement in the audio industry allows voice actors to record and produce professional audio production there smaller recording facilities.

5. **Remote Services:**

We have taken advantage of the rise of digital platforms to enabled voice actors to collaborate remotely

with us from anywhere around the world.

6. **Audio Production:**

After recording, the audio is edited to remove any mistakes, noises, or inconsistencies. Additions like background music and sound effects are mixed to ensuring a polished final product.

7. **Customisation:**

We tailor our services to the specific needs of clients, offering options for accents, languages, genders, and vocal styles.

8. **Licensing:**

When necessary and depending on the project, we may offer different licensing agreements, granting clients the right to use the recorded content for a specified purpose.

9. **Quality Assurance:**

We ensure that the final recordings meet high standards of quality, clarity, and professionalism.

10. **Collaboration:**

When required, we often collaborate with content creators, advertising agencies, production companies, and other entities that require professional voice recordings.

11. **Cost Efficiency:**

We offer our clients a professional VoiceOver experience. We strive to produce the best produce output at a cost-effective price.

In summary, our VoiceOver business acts as a hub for connecting voice talent with projects that require spoken audio content. By offering a range of vocal styles, recording capabilities, and post-production services, these businesses contribute to the success of multimedia productions and marketing campaigns by delivering clear, engaging, and impactful audio elements.



*"Challenges are what makes life
interesting and overcoming them is what
makes life meaningful"*

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