



www.ebonyivorymarketing.com.au



YOU CAN'T SELL A SECRET!

So, let us tell the world your secret.....

- Do you have a unique product or a service in high demand but no one seems to know you exist or how to find/buy from you?
- Are you struggling to find enough customers to be successful or afford the lifestyle you would like to live?
- Do you just not have enough time to promote your business, along with all the other tasks you have to do daily?

Ebony & Ivory Marketing Services promises to *help you sell your secret.*

Using both traditional and modern marketing platforms, our services are designed to make you more visible to your target market, improve customer engagement levels, build brand awareness and increase your bottom line!

We guarantee a fully customised, no-fuss service to meet your needs, expectations and your budget.

WE'LL COME



MEET YOUR TEAM



Ebony L. Ebenwaldner

Owner & Founder

ebony@ebonyivorymarketing.com.au

As the owner and founder of Ebony & Ivory Marketing Services, you can rest assured you are in good hands.

With over 25 years as a marketing professional in national and international marketing teams, I have extensive knowledge and experience across many industries. This experience allows me to bring global ideas to the local level - ensuring high quality marketing initiatives are implemented for maximum success.

As a Ballarat local, I understand the needs of our local community and will work to target campaigns that help you stand out from the crowd and build your brand for long-term success.

Outside of the office, I am a mother, wife and competitive masters athlete. You will often find me walking, rowing or even swimming (but not often) at Lake Wendouree. I particularly love attending the local community events and am always looking for the next market, festival or musical theatre show I can check out.



SERVICES AVAILABLE

01

DIGITAL MARKETING

- Social media campaigns across multiple platforms
- eNewsletters
- SMS campaigns*
- Content creation

02

GRAPHIC DESIGN

- Logo design
- Flyers / Menus*
- Brochures & Collateral*
- Print advertising*
- Newsletters*
- Corporate stationery*

03

WEBSITES

- New website design*
- Website maintenance
- Website content
- Blog posts

04

INTERNAL MARKETING

- Staff uniforms*
- Company merchandise*
- Staff photos / profiles*
- Staff certificates / awards

05

CAMPAIGNS

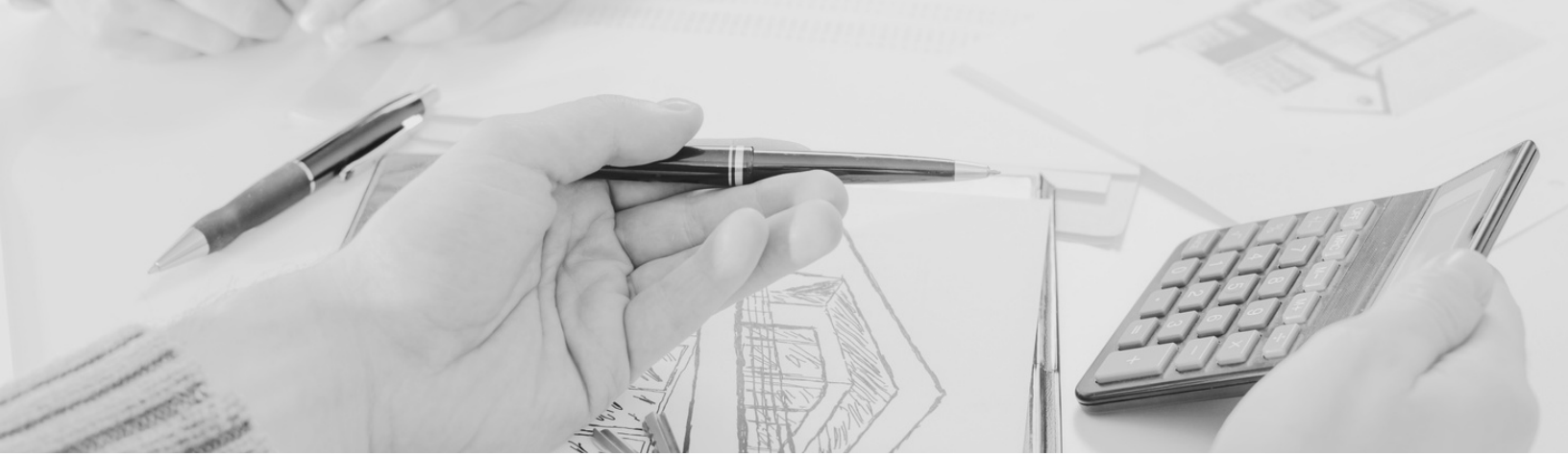
- Brand awareness
- Sales promotions
- Under new management
- New product releases
- Event promotion

06

OTHER

- Strategic marketing plans
- Media releases
- Radio advertising*
- TV advertising*
- Signage*
- Field day equipment*
- Video (& editing) *

*Outsourced costs such as printing, uniforms, merchandise, signage and specialist services are additional



PACKAGES AVAILABLE

Ebony & Ivory Marketing Services wants to provide the level of support you need regardless of where your company is in its life cycle - be it at the very beginning or if your business is centuries old. Our high level of quality and experience are guaranteed to help you achieve the next step in your business goals.

Our packages have been designed to support these business goals by ensuring they are fully customisable and budget friendly. All packages are designed to meet the needs and expectations of each business, with no job too big or too small.

01

Getting Started

The Starter Package. Project by project basis. This may include a new logo or a new website. You may need help setting up your social media pages or creating some flyers or brochures.

Charged @ \$125 p/h*. No minimum hours.

02

Little & Often (Max. 10 clients)

The Maintenance Package. You already have everything set up, you just need someone to keep it going. Regular social media posts, updates to your website, a new season sales campaign and/or a regular newsletter.

Charged @ \$115 p/h*. Minimum 10 hours per month

03

The Lot (Max. 3 clients)

The Yearly Package. For the company that needs a marketing person but doesn't have enough work and/or can't afford a full-time marketing position. Tasks done on demand in collaboration with Managing Director / Sales Manager.

Charged @ \$110 p/h*. Minimum hours 20 per month

*Outsourced costs such as printing, uniforms, merchandise, signage and specialist services are additional



NEXT STEPS



Marketing is a collaborative process. Let's get together and have a coffee & a chat about where you are, where you would like to be and work out how we can get you there.



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Thank you!
