

Ready to **leap** and
grow your business?



Yes, but don't know how?

Here are 10 important factors for successful growth....

1. Develop a clear vision for your business
2. Understand your customers and your market niche
3. Be True - know your strengths and weaknesses
4. Look for opportunities - don't wait for them to come to you
5. Deliver on your promises and exceed expectations
6. Define your uniqueness, your point of difference
7. Communicate clear and consistent messages
8. Seek feedback and then make changes accordingly
9. Invest in the RIGHT marketing strategy and tools to attract the RIGHT clients
10. Analyse and measure your results.

Need help?

Backtobasics Communication Services can help you to develop cost-effective marketing communication strategies to attract the RIGHT customers to grow your business.

We can help you achieve...

- ✓ Sustainable Growth
- ✓ Profitable and engaged clients
- ✓ Greater brand awareness
- ✓ Positioning in niche markets
- ✓ Credibility through professional, tailored and well-written marketing communication tools.



Backtobasics
COMMUNICATION SERVICES

What our clients say...



Adriana has helped us develop a marketing plan that included the development of a new logo and updating our current website. She has been guiding us through the various stages of our plan and implementation. Adriana's help with implementation has been really important to us. We just don't have the time needed or the experience.

As a result of working with Adriana we feel we now have a focussed marketing plan that will make a real difference to our company profile. It has given us the tools we need to take our company to the next level.

Adriana is organised, efficient and knowledgeable. It has been a very good investment in our business having her on board.

*Luke Kruberg, Director
LAK CONSTRUCTIONS*



Why Us?

- ✓ Honest, fresh approach, tailored to suit you - no "cooking cutter" solutions
- ✓ Professional and Personalised service by qualified senior marketing consultants
- ✓ Expertise - 20 years experience across diverse industries including property, finance, technology, retail, health, corporate and government
- ✓ Skilled communicators - copywriting for websites, corporate brochures, newsletters, invitations, presentations, media releases, social media articles and posts
- ✓ Allied with business advisors, journalists, event organisers, graphic and web designers, photographers, printers, social media experts, IT providers and industry representatives

- ✓ Value Add - we look for opportunities to grow your business through our networks
- ✓ Educate - we help you to learn more about yourselves, your customers and how to market your business better.

What our clients say...

We engaged Adriana Summers to assist us in developing a targeted marketing campaign plan, to actively grow our QLD business. Adriana has a wealth of knowledge, and patiently worked with us to focus our ideas and develop a clear strategy, which is something we lacked prior. Adriana continues to provide us with ongoing support and advice as we roll out our marketing plan. We also engage Adriana for her exceptional copywriting skills for direct mail outs.

We find Adriana to be very easy to work with in her approach, and she brings a fresh perspective to the table every time. BacktoBasics Communication Services has undoubtedly improved the way we market and communicate with our current and future clients, ultimately assisting us to strengthen and grow our business in Qld.

Sean Kays, QLD State Manager
The Information Management Group

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**Take the Leap -
Let us help you
grow!**

Backtobasics Communication Services is pleased to offer an initial complimentary consultation to understand your business, review your marketing tools and give honest advice and guidance - no obligation.

Call: 0423 568 626 or Email:
summers@backtobasicscommunication.com.au



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