



MARKETING • COMMUNICATION • EVENTS

Mel Kettle Consulting is a boutique marketing consultancy specialising in strategic marketing and communication.

Mel Kettle has nearly 20 years experience in developing and implementing marketing, communication, and strategic planning projects in the private, government and not for profit sectors. She is skilled in developing integrated marketing communication strategies that generate results for her clients.



Mel's two speciality areas are:

1. developing communication strategies that improve stakeholder relations, raise awareness and increase sales
2. researching, writing, editing, proofreading, and coordination of design and print to produce a wide range of effective communication materials including annual reports, websites, email bulletins, journal articles, newsletters, reports and brochures.

Mel has extensive experience working across a wide range of industries and projects to achieve outcomes that meet the short and long term expectations of numerous organisations. Her client list includes government, university, private sector and not for profit. In particular she has worked with a range of businesses to:

- project manage key communication programs including change management/internal communication, product launches, research programs
- run strategic marketing communication workshops that identify/clarify communication objectives, customer value proposition and points of difference, target markets, and an audit of current communication activities
- develop, manage and evaluate cost effective marketing communication strategies outlining goal, objectives, target market/audience, strategies, tactics/tools, budget, action plan
- provide advice and practical ways to integrate social media (twitter, facebook etc) with traditional communication
- provide simple and practical tools for business to implement with limited time and budgets
- mentor employees to up-skill staff and increase in-house capabilities
- produce written materials including brochures, magazine/journal articles, website copy, newsletters and fact sheets.

Mel has a Bachelor of Arts (Tourism) from the University of Canberra and a Master of Business (Marketing) from QUT. She is a member of the Australian Marketing Institute, Australian Institute of Management, National Speakers Association of Australia and the South East Brisbane Chamber of Commerce.

Mel Kettle Consulting

ABN: 98 630 649 390

61 Nordenfeldt Road, Cannon Hill QLD 4170

Tel: 0404 600 889 E: mel@melkettle.com.au Twitter: @melkettle W: www.melkettle.com.au

Some of the services provided by Mel Kettle Consulting are:

1. Marketing communication project management

This includes a developing, implementing and evaluating a marketing communication strategy to meet the projects goals and objectives. Activities may include publication development, industry communication, media liaison, launch and seminars, website, social media.

2. Marketing communication workshop and development of strategy and action plan

This includes a three hour strategy workshop to identify/clarify marketing communication objectives, SWOT, customer value proposition (product, pricing etc) and points of difference, target market/s and an audit of current communication activities including key messages, strategies, tactics and return on investment/evaluation.

Following the workshop, Mel Kettle Consulting reports back with a recommended communication strategy. The communication strategy will provide an overview of the workshop discussions with recommendations, communication tactics and a practical action plan.

3. Social media integration

This involves looking at your target market, your existing marketing activities and developing a strategy to incorporate social media such as twitter, facebook and LinkedIn.

4. Individual or small group (up to 4 people) mentoring sessions

These mentoring sessions (face to face or on skype) will allow you to ensure that your marketing plans generate results. Before each session you will be asked to identify the purpose of the session and the outcomes you hope to achieve. Clients are asked to provide relevant documentation in advance to assist with preparation.

5. Development of communication materials

Mel has written hundreds – if not thousands – of communication pieces, for a wide range of audiences. She is particularly skilled at converting technical and scientific language into plain English. She has written annual reports, brochures, magazine/journal articles, fact sheets, website copy and much more. Mel has a strong network of suppliers including graphic artists and printers that she works with to ensure quality, cost-effective work that meets your objectives and deadlines.

6. Professional speaker

Mel offers a down-to-earth and practical approach to marketing in her presentations and workshops. She includes relevant case studies and actionable advice for small businesses to ramp up their marketing to win more clients. Topics include Low cost marketing; Doing business in the age of social media; Effective networking; Networking in your pyjamas, Networking to get a job.

The CRC for Construction Innovation has benefitted enormously from Mel's ability to deliver solutions for a diverse set of challenges – communications and media, event coordination and committee secretariat. The CRC has engaged Mel Kettle as a consultant for over three years to 2009. She has done an excellent job managing a number of projects for us, and has consistently delivered high quality work within tight timeframes. Mel's professionalism, work ethic and enthusiasm make her a pleasure to work with.

Dr Keith Hampson
CEO, Cooperative Research Centre for *Construction Innovation*

Connect with Mel:

Follow her blog – www.melkettle.com.au

LinkedIn – www.linkedin.com/in/melkettle

Twitter – www.twitter.com/melkettle

Mel also writes a food blog – www.chocolatecheesechips.blogspot.com

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