

Mel Kettle is a marketing communication specialist, workshop leader and facilitator, and professional speaker. She has nearly 20 years experience in developing and implementing marketing, communication, and strategic planning projects.

Mel is passionate about helping businesses implement cost-effective marketing communication strategies that integrate social media with traditional communication to improve stakeholder relations, raise awareness and increase sales.

Mel offers a down-to-earth and practical approach in her presentations and workshops. She includes relevant case studies, practical tips and easily-actionable advice so outcomes can be achieved.

Mel has a Bachelor of Arts (Tourism) and a Master of Business (Marketing). 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.



Topics include:

- **Low cost marketing** – does marketing confuse you? Overwhelm you? You're not sure where to start? You only have a tiny budget? Marketing is an essential part of every business, but can be a bit confusing when you are starting out or if you haven't had to think about it before. This session is filled with low cost and easy to implement marketing ideas that will help you effectively promote your business.
- **Marketing to grow your business** – marketing doesn't need to be confusing. Follow these simple steps to help you identify your goals, target market, key messages, tactics and evaluation methods so you can develop a useful marketing plan [*note: this session is best run as a workshop*].
- **Business in the age of social media** – everyone seems to be tweeting, getting LinkedIn or friending with Facebook. What does this really mean for you and your business? Learn practical tips and advice on how to develop strategies to use social media effectively in your business.
- **Effective networking** – walking into a room full of strangers is terrifying to many, however the more you do it, the easier it becomes. As networking is one of the most effective ways to generate business, being an effective networker is an essential skill to have. Mel gives practical tips on how to choose networking events to go to, and what to do once you are there so you can get maximum value out of your time. Can also include tips on networking using social media.
- **Networking in your pyjamas** – learn how to network effectively without leaving home! Using social media such as twitter and LinkedIn get practical advice on how to make connections and build relationships that can lead to business growth.
- **Networking to get a job** – 70% of jobs today are found through networking. How can you network to meet more people, learn about new opportunities and find out what's happening in your industry. This presentation also talks about online networking using LinkedIn and twitter.

These topics can be presented as keynote, half day or full day workshops.

Mel Kettle gave an engaging and entertaining workshop about low cost marketing to 40 Brisbane Woman members recently. Mel was a wonderful speaker, she was confident and interacted naturally with the audience. Her style was conversational and her language was simple, yet effective – not confusing the audience with unnecessary jargon. Instead she provided simple, yet effective strategies that all audience members could implement into their businesses. Mel's advice really helped these business owners to take a new, fresh look at their marketing activity. The room was buzzing after her talk and I had so many wonderful comments from members afterwards.

Kylie Welsh, Founder, Brisbane Woman

For information or to book contact Mel on 0404 600 889 or mel@melkettle.com.au

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