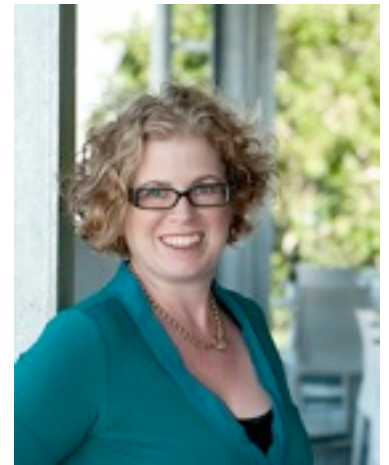


Mel Kettle is a marketing consultant, an engaging speaker and an expert in doing business in a digital age. She has a Master of Business in Marketing and over 20 years experience in working with organisations to help them create communities using meaningful marketing. This results in an increase in sales, greater customer loyalty and improved relationships.

She is passionate about helping organisations implement effective marketing communication strategies that integrate networking and social media with traditional communication.

Mel's speciality areas are:

1. developing marketing communication strategies that improve stakeholder relations, raise awareness and increase sales
2. educating her clients about effective networking to increase efficiency and productivity while engaging with their target market
3. social media - educating clients about getting maximum results from LinkedIn, twitter, facebook, blogging and more.



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
- educate and mentor to improve networking skills to build ongoing relationships
- 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.

Mel has a Bachelor of Arts (Tourism) from the University of Canberra and a Master of Business (Marketing) from QUT. She is on the Board of the Queensland Choir and a member of the Australian Marketing Institute and the National Speakers Association of Australia.

Some of the services provided by Mel Kettle Consulting are:

Marketing project management

This may include developing, implementing and evaluating a marketing communication strategy to meet the projects goals and objectives, stakeholder consultation and engagement, publication development, media liaison, events, online and social media activities.

Marketing strategy and action plan development

Your marketing strategy and action plan includes an initial consultation followed by the development of a detailed marketing strategy and a practical action plan and includes business objectives, SWOT, customer value proposition (product, pricing etc), target market/s, key messages, strategies, tactics and return on investment/evaluation. By the end of this three month program you will have a documented marketing strategy and action plan for the following 12 months.

Stay on track program (this has a 12 month commitment)

Stay on track is a twelve month program to focus you on the future of marketing your business. The program provides all the support you need to set your marketing direction and achieve your objectives. This 12 month program includes an initial in-depth marketing assessment, development of a marketing strategy and action plan a, 18 one-on one consultations over the year, a re-assessment at 6 months and a guided reading program.

Social media strategy development program

Your social media strategy development program includes an initial consultation followed by the development of a detailed social media strategy and a practical action plan that takes into account the needs of your client base and target market, and your existing marketing activities. Two subsequent individual consultations are included in the program to help you get the most out of engaging with your clients and target market using social media. By the end of this six week program you will have a documented social media strategy and action plan for the following 12 months.

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.

Professional speaker

Mel Kettle is an engaging, relaxed and highly professional speaker and workshop presenter who is regularly invited to speak to business groups on marketing, social media and networking. She offers an up-to-date, relevant and practical approach in her presentations and workshops. Mel inspires and motivates audiences using humour, real life examples and easily actionable advice. Her topics include Marketing 101, Low cost marketing - top 10 tips , Doing Business in the Age of Social Media, Incorporating social media into your marketing mix, Social media - do you act or react? Simple steps to developing a practical social media policy, Creating your social currency, and Effective networking.

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 engaged Mel Kettle as a consultant for over three years to 2009 and she continues to work with us in 2010. 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 – The cook's notebook <http://cooks-notebook.blogspot.com/>

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