

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 businesses implement effective marketing communication strategies that integrate networking and social media with traditional communication.

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 on the Board of the Queensland Choir, and a member of the Australian Marketing Institute, Australian Institute of Management, National Speakers Association of Australia, the South East Brisbane Chamber of Commerce and Food Q.



Topics include:

- **Marketing 101** - Marketing is essential for the growth of any organisation. But exactly how DO you market your product, your service and the key people in a meaningful way? This session focuses on what the average small to medium sized organisation, with limited time and money, can do to market itself effectively. By the end of this session, participants will know how to create a practical marketing plan with goals and objectives, target market, key messages, tactics and tools, an action plan and evaluation measures.
- **Low cost marketing** - Marketing is essential to the success of all businesses, but few businesses today have the mega-bucks to run a glitzy marketing campaign. This presentation is packed full of practical tips and real life examples so you can maximise the use of your limited budget and grow your business.
- **Build brand YOU - market yourself to success** - Building a personal brand isn't just for celebrities, sports stars or politicians. It's for everyone who wants to succeed in business. Your brand reflects on how people perceive you and on their thoughts, feelings and ideas about you. Learn how to create a personal brand to position yourself for greater career success, use your personal brand to increase your influence and promote your value, leverage social media to build a personal brand and create more opportunities for yourself.

Mel Kettle Consulting

ABN: 98 630 649 390

PO Box 773, Morningside QLD 4170

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

Mel's food blog - The cook's notebook <http://cooks-notebook.blogspot.com>

- **Doing business in the age of social media** - The internet and social media has completely changed the rules of business. Speed and agility are what counts in today's business world. Clever marketers are instantly engaging their customers using content-rich websites, video, blogs, Facebook and twitter. Learn how to get an advantage over your competitors by opening new channels, connecting with your customers and engaging your market. Filled with case studies and real life examples, this practical presentation explores the new way of doing business today.
- **Incorporating social media into your marketing mix** - Social media is the #1 activity on the web and it's here to stay. Integrating social media with your traditional marketing is essential in todays business environment. Learn what forms of social media are best for your organisation and how you can incorporate them into your existing marketing mix.
- **Social media - do you act or react? Simple steps to developing a practical social media policy** - If you don't have a plan in place for social media use in your organisation, you run the risk of being hijacked by social media! Even if you only have one employee you should be developing a social media policy - regardless of whether or not you are even using social media in your organisation. This session outlines what what a social media policy is, why it is important, and what you should be including in it.
- **Creating your social currency** - Social media is here to stay. It's how your customers - past, present and future - are interacting. With your competitors and with each other. Social media is not just a sales tool. It is a way you can build your social currency and business credibility using online platforms to engage with your market. This presentation looks at examples of the good, the bad and the ugly of social media use in your industry, so that you can go back to the office and start creating your own social currency.

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

Mel Kettle assisted the Food and Supply Chain, a Unit within the Department of Employment, Economic Development and Innovation (DEEDI) with a series of Industry workshops for small businesses on the topic of "Leveraging Your Business Around Social Media". After the first workshop, it became apparent Mel was an extremely popular presenter out of our panel of industry experts. She consistently scored up to 90% in terms of content and speaker quality and her knowledge and style was excellent. I recommend Mel as a high quality, entertaining and engaging speaker. I would also recommend her highly to any firm who wanted to improve their understanding of social media and learn how to leverage this to grow their business.

David Jordan, Principal Industry Development Officer, DEEDI

**For information or to book Mel as a speaker phone 0404 600 889 or email
mel@melkettle.com.au**

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