

Almandberry

MARKETING



MEDIA PLANNING

- Create media plans for traditional media advertising, social media campaigns, PR and direct marketing.
- Purchase media and liaise with graphic design team to create tailored artwork and messaging for each medium.



WEBSITES

- Develop and implement strategies to drive traffic to your website.
- Managing incoming applications or enquiries
- Project management of new websites or refreshing content and functionality on your existing website
- Create Wordpress websites and campaign landing pages.



SOCIAL MEDIA

- Content marketing strategy inc. developing and distributing content
- Managing social media ad campaigns
- Developing and implementing strategies to increase your share-ability and create brand advocates i.e. social media events



DIRECT MARKETING

- Developing and implementing distribution strategy for print material
- Segmenting enews database and tailoring messages for specific audiences
- Growing and cleansing databases
- Using surveys and ticketing data to create more effective advertising campaigns



WRITING

- Report / proposal writing and document design
- Creative writing for blogs, social media and articles
- Media release preparation and distribution
- Tailoring copy for specific audiences and advertising mediums.



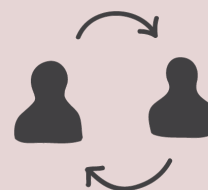
FUNDING

- Identify and explore opportunities with potential corporate partners
- Create sponsorship proposals and grant applications
- Implement existing contracts
- Prepare acquittals, gather feedback and refine strategy



EVENTS

- Propose event ideas and collaborate with the community, artists and suppliers to develop events.
- Risk management procedures, traffic management plans, insurance and contracting suppliers



TRAINING

- Work with your team throughout a campaign so they receive hands on training to implement marketing strategies
- Provide a manual or 'how to' video for your team so they have resources for future reference.