



We care about the success of your business.

We focus on finding the solution that grows your business and brand.

We help you stand out, get a competitive edge and find a new audience.

> strategy. marketing. design.

Torn Marketing encompasses experienced marketers, business analysts, designers and developers with an understanding of corporate and SME businesses from various industries.

Focused on practical, measurable business outcomes, our team can provide solutions that fit with your marketing goals. We plan, create and execute campaigns in both digital and print.

We pride ourselves in applying our industry leading, proven marketing solutions for your business.



Marketing solutions

We aim to provide a solution to meet your specific business needs, not just ad-hoc services. Industry experience with market-leading home builders and property developers means our team knows how to make a marketing team work at its best.

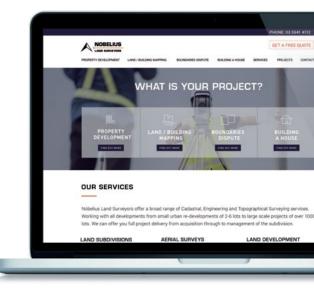
Developing a marketing strategy, campaign execution or acting as your virtual marketing department – Torn Marketing has a service to assist your business.

We offer the full suite of marketing and design services to help you meet your objectives including:

- Marketing strategy & planning
- Design & branding
- Website design & development
- Digital marketing & Social media management
- Execution of marketing campaigns.

We create strong authentic brands and campaigns that embody your success as a business.



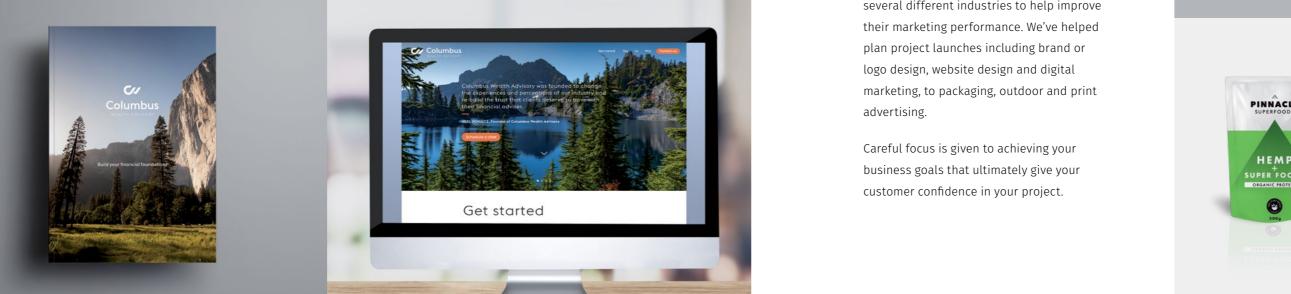




We provide a solution from the simple to the complex projects across any medium.

We work with a range of companies across several different industries to help improve plan project launches including brand or logo design, website design and digital







We understand the customer

Our experience working with marketing and sales over the years means we understand the customer journey from beginning to end. The flow chart below shows how our services can fit within the customer cycle to increase your audience and conversions.

Customer's Research Phase

Every potential customer undertakes research, mostly via the web to gain trust, educate themselves and compare offers and products.



Industry leading and authority websites within the industry



Your business online sources

Social

Websites

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Your company website and social media reinforce a brand message or fills in missing information for a potential customer.



Other touch points

Outdoor Advertising 🕇

Print Advertising

Advertising in print media such as outdoor billboards, tram billboards and newspaper.

Referrals

Customer Relationship Phase

A potential customer makes an enquiry via a your website which enters the CRM system.



CRM



CMS

The CMS integration sends the enquiry to a sales personnel on rotation to initiate contact.

The CMS helps keep track of users across various platforms; website, Instagram, Facebook and Google to gain insights into their interests and feed back to sales staff.



Email/SMS



Further automation beyond first contact starts a conversation with the customer via emails that educates and informs.

SMS messages helps target leads who don't answer mobile phones. Provides sales persons contact details and updates on appointments.

Customer's Decision Phase

Once a lead is entered in the CMS sales can keep track of the progress to a decision phase.



Customer Profiling

Initial Contact



Appointment



Customer Education



Lead Nurturing period provided by marketing emails on brand trust and education of the benefits of your service or product.

Brochures provided and Display designed to further educate and gain trust by customer.



Hard Close Appointment

If customer purchases, they begin the contract process. If not, the contact is returned to the CMS system to continue the customer nurturing journey.



Contract

Customer's Purchasing Phase

Post decision phase enters customer purchase phase.



Contracts Admin



Nurture during 3 day cool off period



Process and general updates



Social Engagement



Pre-contract Management

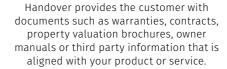
Communication to customer about finance and documentation necessary to go to contract.

Customer's Success Phase

The customer's success phase is assisted with material such as information, warranty and instructional brochures.



Handover





Follow up 5 days later



Follow up 30 days later



Follow up 90 days later



Future Pipeline



Profile customer

Customer is hidden

from marketing of

future projects.

Success: Profile customer

Customer becomes advocate for other potential customers.

CMS will send marketing emails of future projects.

Customer resale or re-engagement

Indicates where Torn Marketing can provide services

Based on customers data in the CMS they can be re-engaged when new products and services become available.



email marketing



Enquiry via website



Customer Profiling

Initial Contact



Appointment

Sales cycle begins again.



Speak to us:

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