





1. INSIGHTS

Discover your market opportunities



2. CUSTOMER VALUE PROPOSITIONS

Define who you're for, what you offer, and how you're different



3. MARKETING OBJECTIVES

Establish customer targets that drive sales



4. MARKETING STRATEGIES & TACTICS

Formulate your plan of action



5. EXECUTION & EVALUATION

Summarise the plan on a single page

Proven process to increase sales

About Us



I started Lighthouse Marketing in June 2012 to provide industrial businesses with **strategic marketing expertise**. My approach is to partner with select customers for mutual long-term growth. I work in Melbourne and Sydney.



Expertise



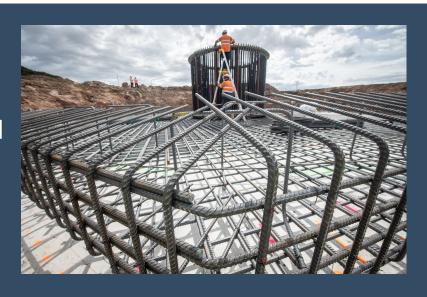
- Communications
- Strategic Marketing
- Market Research
- Workshop Facilitation

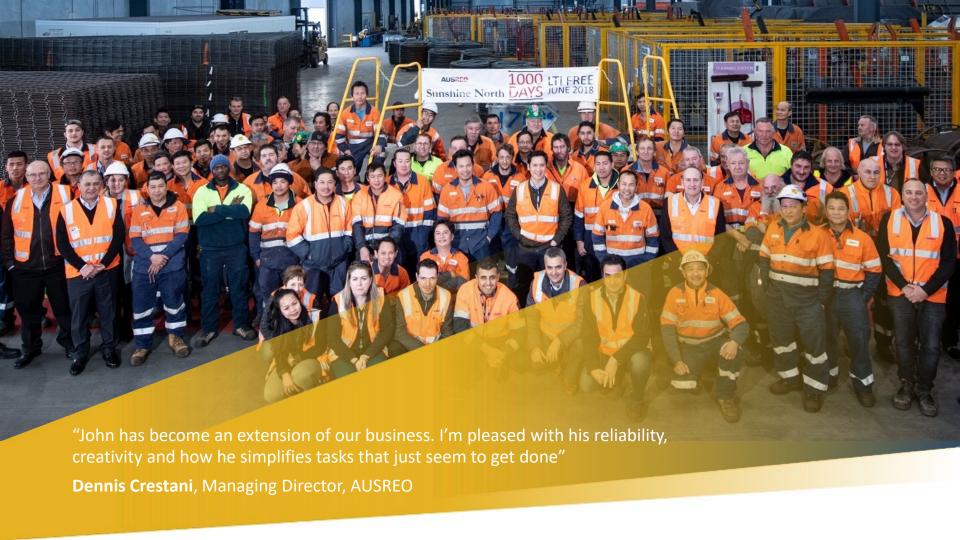


Points of Difference

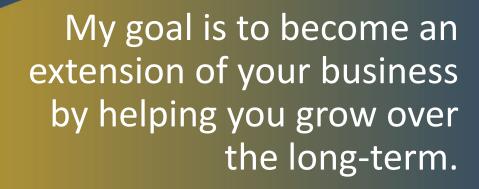


- Personalised service
- Strategic perspective
- 23 years' experience in building and construction, engineering and manufacturing industries
- Long-term commitment











CONTACT

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CONTACT ME

IF YOU THINK WE CAN HELP EACH OTHER