



EVERY BUSINESS HAS OPPORTUNITIES TO GROW THROUGH STRATEGIC MARKETING

It's why our customers engage us

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John McCarl



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





“John has become an extension of our business. I’m pleased with his reliability, creativity and how he simplifies tasks that just seem to get done”

Dennis Crestani, Managing Director, AUSREO



“Having John head up the comms team for Novo Rail made it trouble free for me. His initiative kept our leadership team connected to the broader team and our key stakeholders”

David Robotham, General Manager – Rail
Laing O’Rourke



My goal is to become an extension of your business by helping you grow over the long-term.

CONTACT

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CONTACT ME
IF YOU THINK WE CAN
HELP EACH OTHER