



Fresh Ginger  
is a **marketing**  
**communications,**  
**branding** and  
**change management**  
consultancy that  
will work with you  
to **invigorate** your  
business or **energise**  
your project.



freshgingerconsulting

{refresh • energise • deliver}

# FRESH GINGER CONSULTING SERVICES:

## Marketing communications strategy

To ensure your business or project evolves successfully, Fresh Ginger will help you connect with your audience, whether it be through a time of transition or as you initiate something new. Fresh Ginger will work with you to identify and map out your:

- current market/audience
- business, marketing and communications objectives
- previous successes and lessons learnt
- steps and timing required to achieve objectives
- budget details
- key strategies and tactics including:
  - online and offline marketing communications integrated with social media
  - internal and corporate communications.

Fresh Ginger can also project manage and oversee production of the final marketing communications strategy.

## Brand development, refresh and management

Your brand is what connects you to your customers, your employees and your products. Fresh Ginger can work with you to develop your brand through:

- naming your brand
- positioning your brand in the market
- designing and defining its look, feel and culture
- event planning your brand's launch
- undertaking ongoing evaluation, refinement and cultivation of the brand.

## Change management strategy

Change is inevitable, but transition can be challenging for all involved.

Fresh Ginger can work with you to:

- identify and examine the opportunities, threats and resistance to change
- consult and engage with others to promote support for change
- create a clear overarching vision and gain buy-in for change by communicating this vision to your employees, customers and other stakeholders
- motivate others towards short term and long term goals
- build on the successes and lessons learnt
- integrate the change into the business culture.

## Individual services

social media strategy, development and management • writing and editing (newsletters, books, presentations, media releases, annual reports, business strategies) • desktop publishing

