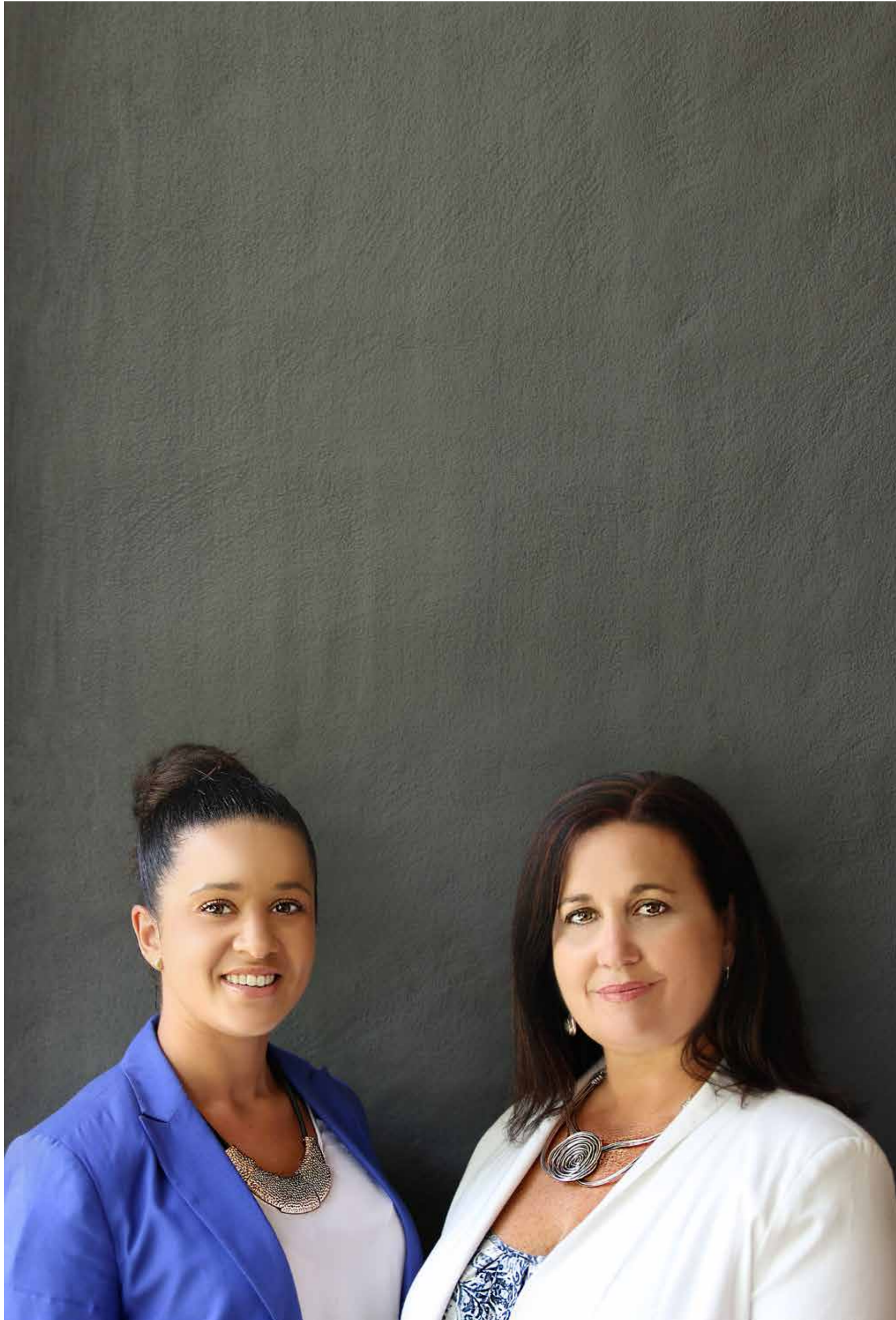




Your creative marketing team...



Introducing...

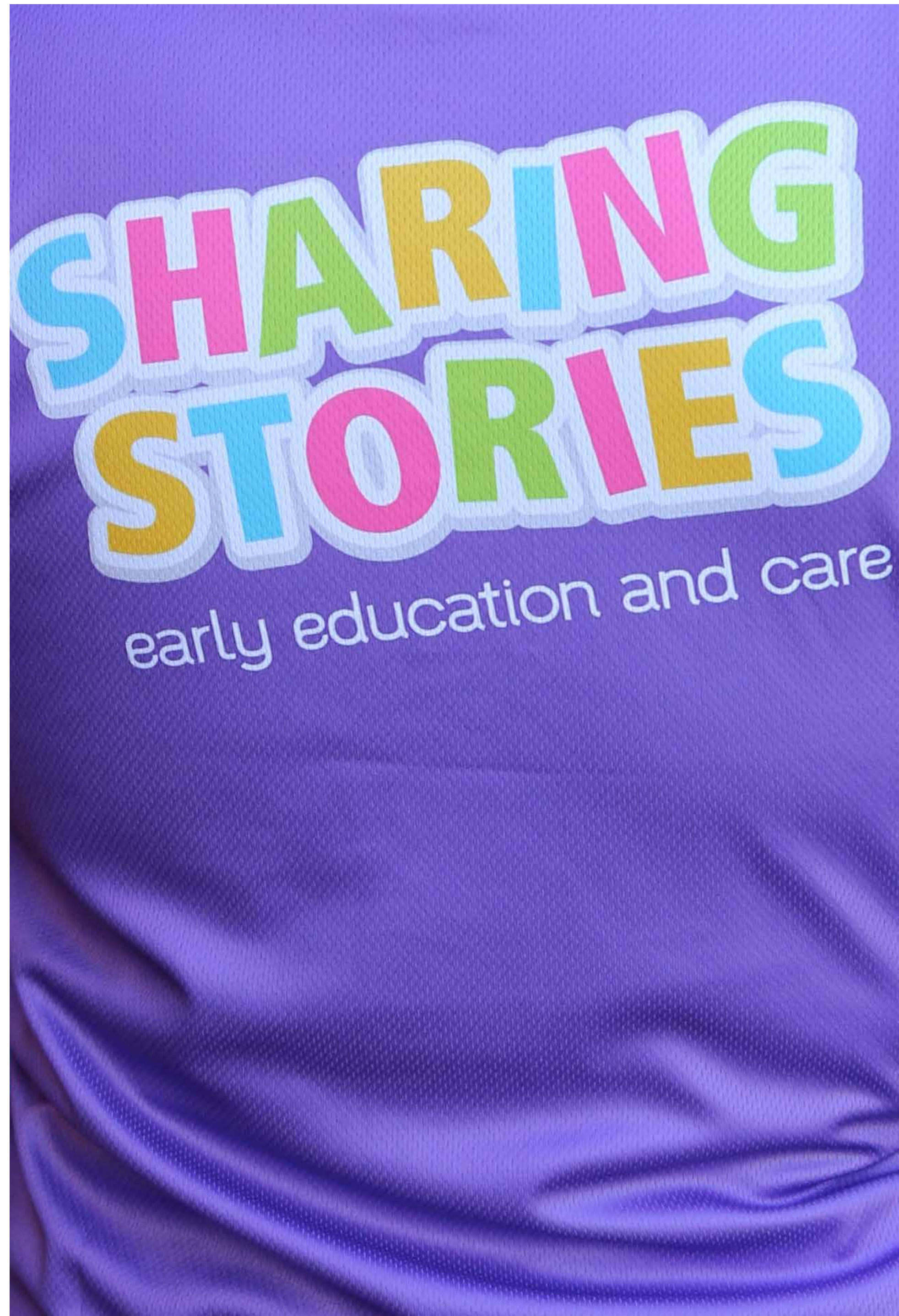
your unique team of outsource marketing experts

sombrilla creative provides you with the solutions you need to make your business flourish in today's competitive market.

We help you to find your target market, get your business name in front of them and convert sales in order to grow your business.

Sombrilla creative, making the scary world of online marketing hassle free, leaving you to do whatever it is you do best in your business!!

.....#getcreative



Branding

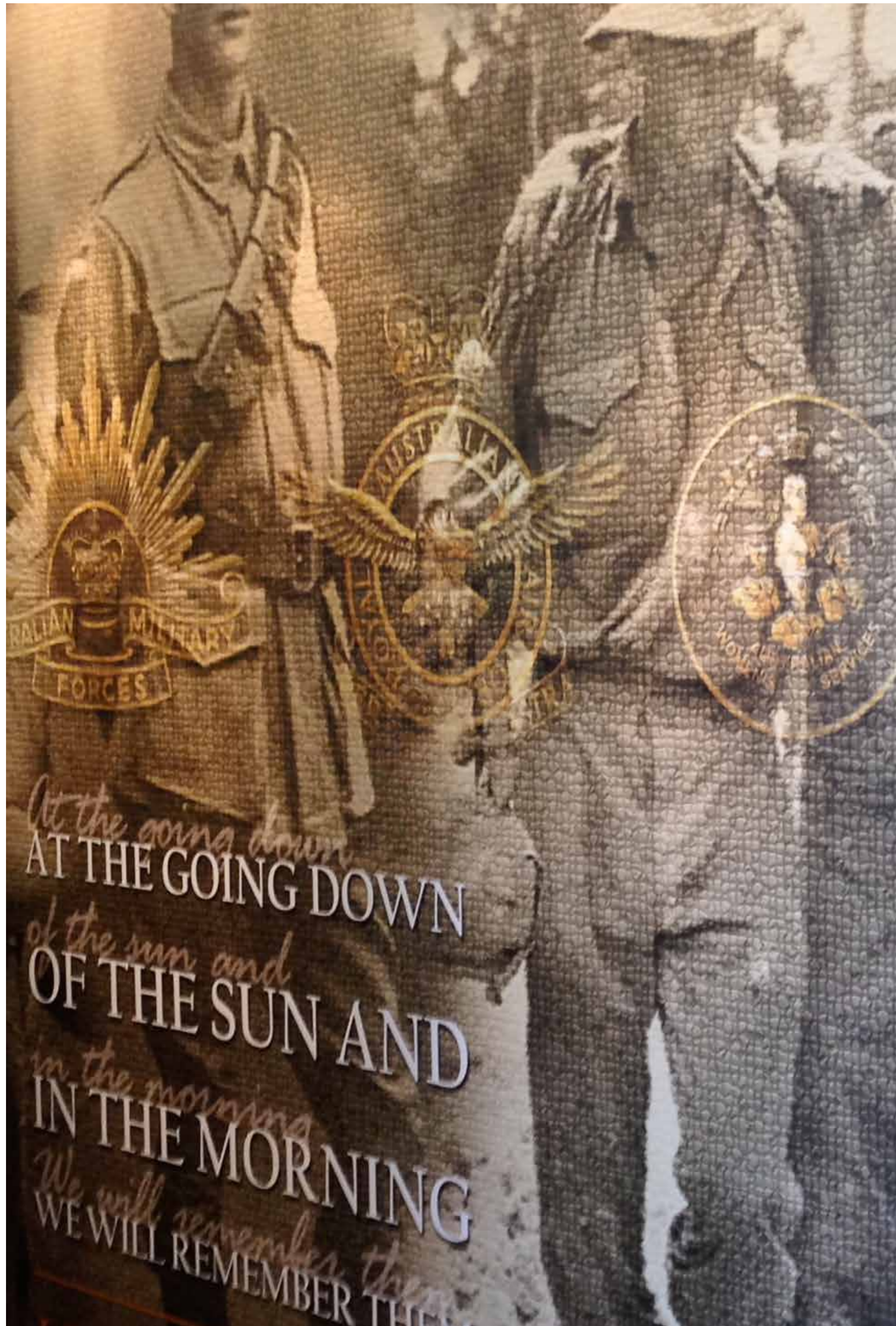
The foundation of your brand is your logo. Your business cards, website, packaging, uniforms, promotional material and anything that integrates your logo, communicates your brand message.

With over 40 years combined experience, our in-house graphic design team have developed in excess of 500 unique logo designs. More importantly we have developed 100's of BRANDS. We have assisted many companies through the process of discovering what their brand stood for, and how they wanted to be perceived through brand Messages.

We have a stringent process of working through your mission and competition, to help you find who you are and what road map your brand will take. The development of your image is critical and getting it right is essential. Consistency is our second name, we love brands that know who they are, and we help brands to achieve consistency across any platforms from website, social media, uniforms, stationary, vehicles, print, and signs. We develop brand guidelines for customers to follow so their brand is never compromised.

Branding is Sombrilla Creative's corner stone, we start from here and all else follows. Talk to us about Branding and will spark a conversation, we love branding, we know it works and its your greatest asset. Branding correctly is serious business and it must be in line with your company/association values so the customers feel they can trust you.





Print Design

Print Media is still an important part of any marketing activities, especially within the Club Industry. Patrons like to collect a flyer with What's On at the club, and membership bases like to get their monthly flyers delivered, it helps to keep your club top of mind.

We have a long history of providing club venues with all their marketing requirements. Monthly flyers, annual reports and posters / banners are all part of the services in design that we offer to Clubs, Hotels, Pubs and Reception Facilities.

We have also designed many high end brochures for some of the most prominent reception venues in Sydney. Whatever your budget allows we will find a solution in print for you. With so many print finishes, such as stock weights, colors and quantities to consider, printing can be a minefield. Sombrilla takes the confusion out of printing, with a knowledge base and stable of fantastic printers we choose the right printer for each job. Sombrilla staff have been print broking for over 30 years and we know who does what print job best. Each printer has strengths and weaknesses and we have tried and tested all of our printers, we know which type of finish you want and we know who can offer the best result under our guidance. We can talk shop with the printers, and supply your artwork to them in the best possible way for a professional finish every time.



Mobile Applications

Mobile and tablet applications are becoming a value add to any business or industry. Studies show 94% of smartphone users search for local information and businesses on their phone.

The stats on mobile apps usage speak for themselves. There is massive uptake of mobile apps, they are growing by the day, if you are not in this market then you should be, more critically now than websites. Every business can use mobile apps, it's your imagination that is the only limitation. Make life easier for your customers, be where they are, on their mobiles, at any time of the day!! Sombrilla Creative builds beautiful apps, hosts them and offers full CMS with them, we show you how easy it can be to remain cutting edge in your industry.

Popular features include customer loyalty programs, coupons, event listings, integrated map facilities, photo galleries, one-touch call buttons, enquiry forms, newsletter archive and even customer fan walls. These features help clients or customers interact with your business and by offering them fun and interactive rewards you can market further to them.

Another great feature of mobile applications is the push notifications that can be sent out to all mobile users at any time with a personalised message informing them of the latest specials, upcoming events or even a free voucher they can take advantage of. The possibilities are endless and at Sombrilla Creative we like to think outside the box and help our clients connect with their target audience on a whole new level.





Social Media

65% of Australians are using social media yet only 30% of Australian businesses have an presence on social media. You could be missing out on hundreds of potential clients a day!

Social media...the buzz word. Everyone is talking about social media. Making sense of these platforms takes time and knowledge. Sombrilla Creative hold seminars showing business owners how to manage and grow on social media. Its cheap, its easy and it can be viral. A marketers dream, what more could you want than this? Well, you do need to know what works and what doesnt.

This is where we step in, social media marketing is fun but can be time consuming. Sombrilla Manages the SM campaigns for over 20 businesses from all wlaks of life, Fitness clubs, solicitors, insurance brokers, importers, jewellers, design agencies, are just some of our customers. Regular posting, articles, competitions and interaction with likers are all part of a days work for us. Knowing what to spend time on and how to execute this is social media cuts your marketing time and gets down to targeting who you want to see you. Facebook ads are great and we can manage this for you too.

Linedin , Youtube and Pinterst are all great platforms, but which one is right for you? which one do you spend time on and which one do you leave? The answers become clear once we analyse your business. Our tem work with NAB bank enables us to cut through the noise and give you a comprehensive report of insights you will not believe.

Talk to us about our social media management packages and get back to what you do best in your business!



Website Design + Development

The internet has exploded and getting the right advice for your website is critical. Sombrilla Creative exceed expectations in this area. We are Professional Designers who understand the internet inside out, we give you the right advice from our team of experts, making the, sometimes scary, website process a complete breeze!

Website setup can be a minefield for anyone especially if you are not involved in this area of your business normally. Many of clients often tell us how relived they were tyo deal with us. We can guide you through setting up your domains, setting up hosting, what works, which hosting to choose, what platforms suit your needs best, how to setup for successful marketing down the track, SEO and PPC advertising, Social Media integration, blogging, CMS and what is best, we know it all, we can help you make it simple, fast and easy.

We build small websites for startups and large websites for corporations. Sombrilla can customise a website so that you can get exactly what you need out of your website, from conversion to customer experience. Our expertise is truly outstanding and your investment in your online presence will reap you the rewards you deserve. Careful planning and strategy are all part of the service, we guide you through to launch of your website and then beyond.



Email Marketing

EDM or Email Direct Marketing is a great way for companies, clubs and organisations to keep in touch with their data base. Sombrilla can create customised templates in your EDM system that you can re-use again and again with fresh content many times over. A great looking EDM campaign gets attention & builds your brand.

Sending out a monthly EDM along with your print media can really re-inforce your customer contact and keep you top of mind. Not only are you staying in touch with your data base, you are getting great stats on who has opened them, where they are located and what times of the day are best. You can integrate your social media links and website links with the campaign and drive traffic from your data base to your website or facebook pages with ease.

Many of our clients have found that Somrilla Creative has helped them achieve more successful EDM campaigns than they were able to achieve alone, success is based on many things, like subject lines, content, layout, time of sending, frequency and so on. Sombrilla Creative can advise you on your EDM Campaign and get the most of of each send just by knowing the samll things that make a big difference !



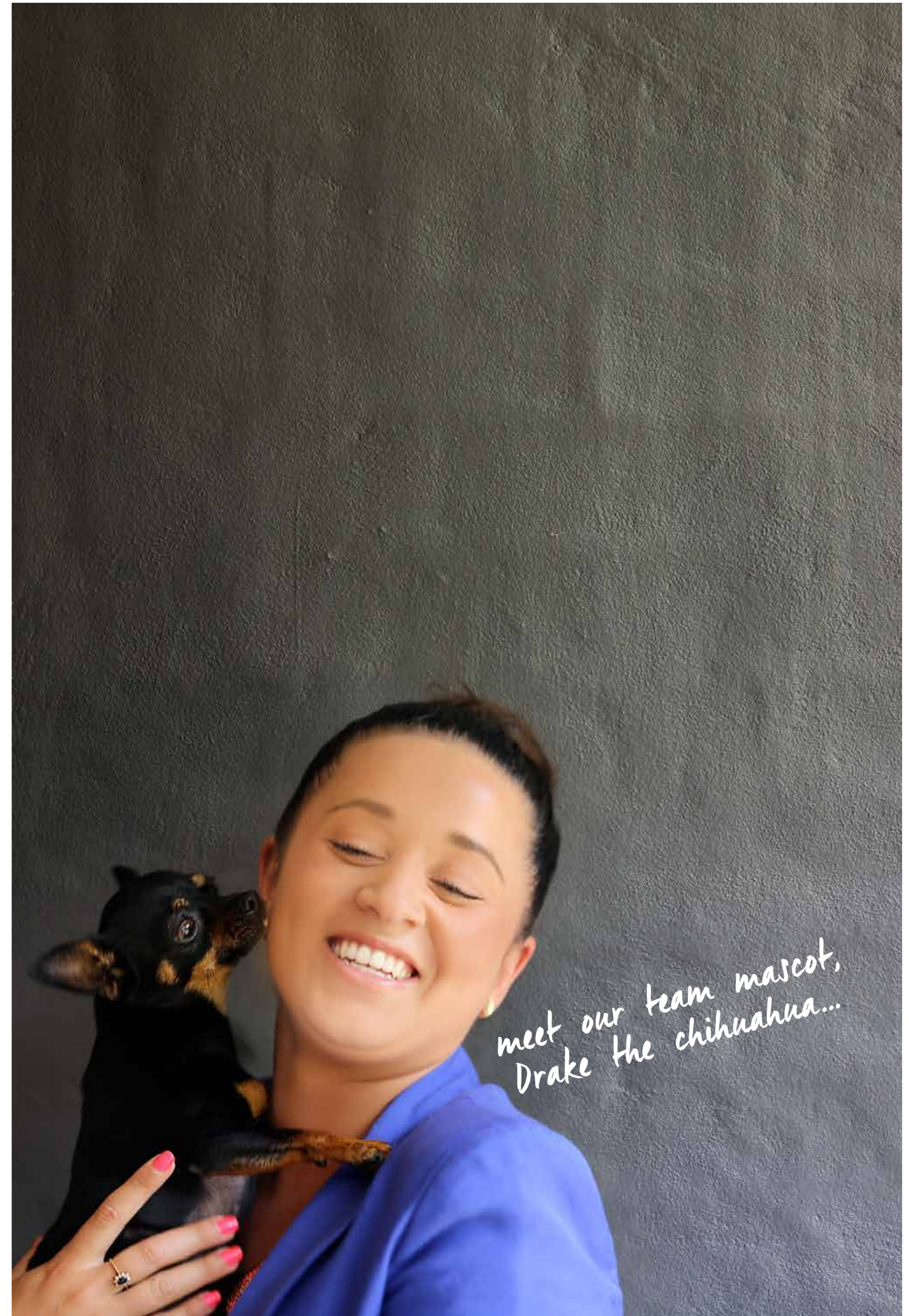
Marketing Strategy

Good marketing strategies save businesses time and money by providing them with focus and direction after identifying the best opportunities worth pursuing as well as threats to be avoided.

Smart businesses know that clever and effective marketing is the key to success during both good and bad economic times. The problem is that many businesses are finding it hard to adapt their marketing strategies to today's economic climate. This is not surprising as successful business promotion requires marketing experience and knowledge that many businesses don't have in-house. Sombrilla Creative was established to help businesses of any size, to grow their business using the professional services of an experience marketing consultant, for a fraction of the cost by outsourcing. This way, you can forget all the outlay costs such as computer, office space, wages, holiday and sick pay etc.

Investing in an experienced outsource business marketing consultant can give organisations the help they need to reconnect with their customers and promote their products and services more effectively. Sombrilla Creative use a range of different marketing techniques and strategies to best connect you to your target audience, incorporating fresh and innovative ideas to ensure you are seen in the best light for your business.

We are creative designers and marketers who think outside the box and who have personality and passion for what we do!





Your creative marketing team...

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