**Page 1: Home page**

[Magenta Consulting Logo]

[Navigation]

[Inspirational image – not showing people’s faces]

Magenta Consulting is a boutique management consulting company advising businesses in the digital, ecommerce, media, travel, technology and finance sectors on business, product and marketing strategy. Combining strategic thinking with digital knowhow and marketing expertise, Magenta Consulting works with businesses looking to accelerate growth, diversify or increase profit of a new or existing digital business.

**Services**

[Image tile for each]

**Digital Strategy**

With over 15 years experience in digital businesses, Magenta Consulting develops business, product, sales or marketing strategies with a focus on accelerating or establishing digital businesses.

**Marketing Consultation**

Whether you have a new product or want to accelerate growth of an existing business, Magenta Consulting can define a robust marketing strategy and implement a successful marketing campaign.

**Digital Transformation**

Magenta Consulting works with businesses to create a digital competitive advantage, identifying new opportunities and building digital capabilities.

**What we do**

[Image tile for each]

**1. Strategic thinking**

Working with CEO, MDs and Functional leaders, Magenta Consulting evaluates business problems and identifies new opportunities for growth.

**2. Analytical approach**

Recommendations are based on consultation with key stakeholders, in-depth analysis, industry, competitor and customer insight, and a depth of digital and marketing knowledge.

**3. Implementation**

Magenta Consulting will develop a roadmap to implement the strategy, embed the changes within your organisation or run an end-to-end project.

**Page 2: About**

[Inspirational image]

Magenta Consulting was founded in July 2014 and has provided strategic advice to a range of large corporate clients and small entrepreneurial businesses around Australia and Internationally. The face of Magenta Consulting is Kirsty Davison who has 15 years digital and strategic experience working in media and ecommerce businesses in Australia and the UK. Kirsty draws on experts in the industry to work on projects as required.

[Photo of Kirsty]

**Director**

**Kirsty Davison**

Kirsty (Shaw) Davison is a seasoned executive with a unique combination of experience in digital, marketing, strategy and general management spanning 18 years. She has worked in large corporates and small digital businesses in Australia and UK across a range of industries including e-commerce, media, travel and finance.

Running Stayz.com.au for nearly four years, Kirsty was instrumental in taking it from an early stage business to a high performing household name. She led marketing for Fairfax Media including smh.com.au and theage.com.au and has launched several new businesses including brisbanetimes.com.au and WAtoday.com.au.

Kirsty is analytical, results driven and has a passion for growing digital businesses. She has an MBA from AGSM and a Bachelor of Business in Communications.

**Page 3: Services**

Magenta Consulting provides a range of services from strategy through to implementation including:

**Strategy**

[Inspirational image]

With a depth of experience in developing strategies for large and small businesses in disruptive and growth industries, Magenta Consulting can advise on:

* Digital Strategy
* Business Strategy
* Product and Content Strategy
* Growth Strategy
* Sales and Marketing Strategy

**Marketing Consultation**

[Inspirational image]

Whether you have a new product to take to market or want to accelerate growth of an existing business, Magenta Consulting can define a robust marketing strategy and implement a successful marketing campaign.

* New Product Launches
* Marketing Strategy
* Go to Market Strategy
* Digital Marketing
* Product Marketing
* Product Management
* Marketing Campaigns
* Search
* Social Media
* Data/CRM strategy
* Content Marketing
* Research
* Conversion Rate Optimisation
* Digital capability assessment
* Project Management

**Digital Transformation**

[Inspirational image]

Helping businesses create a digital competitive advantage, identify new opportunities, navigate through digital disruption and build digital capabilities internally.

* Digital capability assessment
* Digital Transformation Strategy
* Customer Journey
* Organisation Design and Restructuring
* Performance optimisation

**Page 4: Clients**

Clients range from early stage digital businesses to large corporates with a digital focus across a range of industries including ecommerce, media, travel, technology, telecommunications and finance.

[insert logos]

APEX Advertising

Solstice Media

The New Daily

NBN

**Recent projects**

* Launched APEX Advertising, a premium programmatic mobile advertising exchange founded by Fairfax Media and Mi9, including website, collateral, presentations and launch event
* Set up a content marketing business managing a team of six to produce digital, video and social media content
* Developed a digital and marketing strategy for The New Daily and oversaw an acquisition campaign

**Page 5: Contact**

For more information about what we do, please contact:

Kirsty Davison

Director

Magenta Consulting

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