# **BizFit** B2B Marketing Campaign | MFG (Group)

## Context:

A promotion for My Financial Group, all divisions (new brand?).

## Target markets

Small and medium-sized businesses including Trades: Brisbane and Sunshine Coast.

## High level

Business to Business (B2B) | Financial Services for business owners | Accounting, Insurance, Lending, General Insurance and Wealth Advice.

## Direct Offer

**‘BizFit’** : In 2016 get your business fit. We guarantee to save you time and money in the management of your business finances. MFG will support your business growth, profitability and wealth creation.

## Service Offer

Accounting

* **Value we add value: review your structures to plan for profit and tax**
* Proactive advice prior to end of financial year to plan for tax
* Expenses and deductions reviewed
* Future profit planning and exit strategies
* Effective and efficient business reporting to reduce bookkeeping costs
* Review of accounting software and systems
* BAS and tax compliance

Lending

* **How we add value: review your interest rate | Looking for lowest long term rate and effective repayment**
* Review structure with accountant and most appropriate loan type
* Pay off loans sooner
* Work with your adviser to create equity to build wealth

Insurances

* **How we add value: review costs and levels of cover | Looking for the lowest premiums and best definitions**
* Review ownership and make sure tax implications have been considered
* Work with accountant to ensure most appropriate structure
* Manage risks for your business and family

Wealth Advice

* **How we add value: investment options for profit from the business and personal income**
* More effective use of superannuation for business investors
* Boost retirement funding
* Effective tax planning

General Insurance

* **How we add value: Review of correct ownership of policies to ensure payment at claim time**
* Review cost vs definition to see if savings can be made

## Imagery

* Business professionals, local
* ‘Before’: a limp unhappy business, then ‘After’ a healthy looking business
* Link to New Years’ resolution
* Fitness: Time to get your business fit