

# MARKETING & COMMUNICATIONS STRATEGY

MARCH 2019

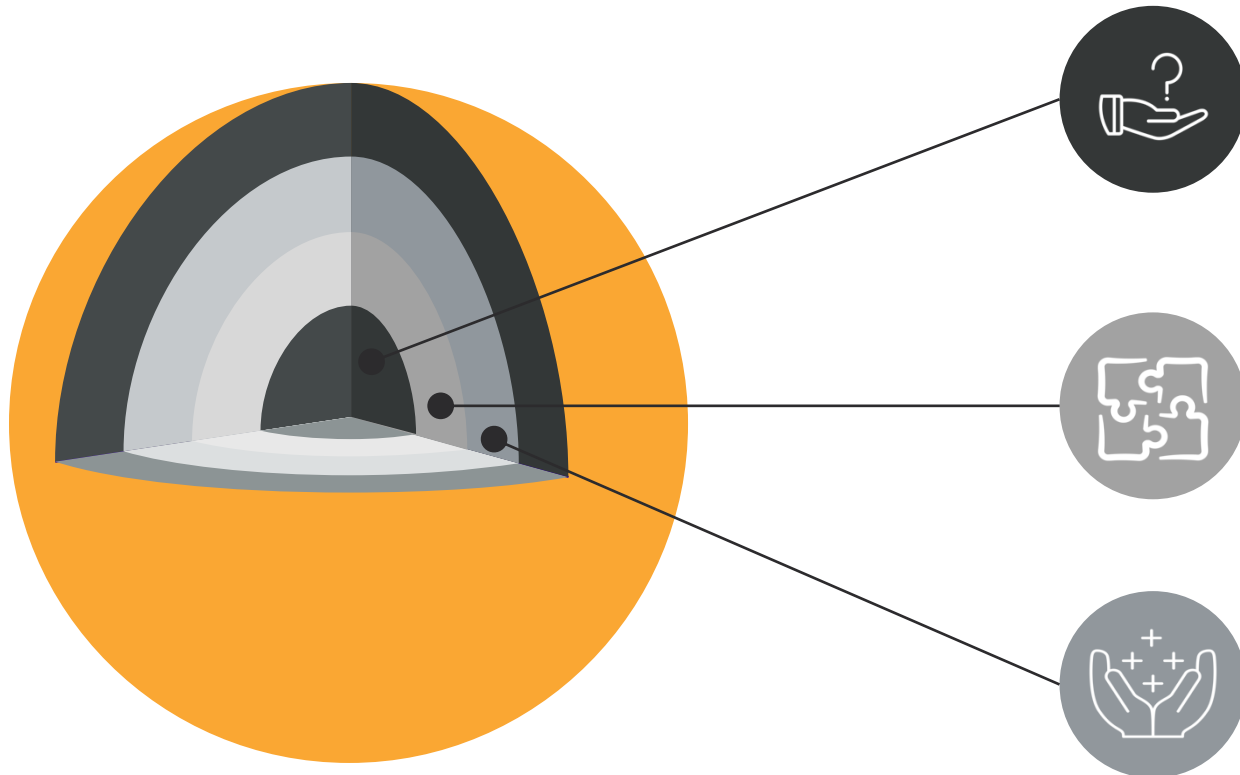
PINNACLE GROUP  
AUSTRALIA

# WHY ARE WE DEVELOPING A MARKETING & COMMUNICATIONS STRATEGY

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# WHY, WHAT & HOW...



## WHY do we need a M&C strategy?

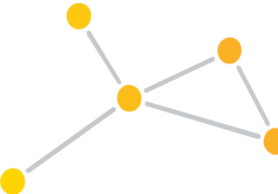
To continue the growth of PGA by increasing our client base and projects, to achieve our vision of creating the best places on earth to work

## WHAT do we want to achieve?

- (1) To **amplify** our **presence** in the consulting market and better engage with our clients, potential clients and future recruits
- (2) Communicate and promote the PGA brand in a consistent, aligned and strategic way

## HOW will we do this?

By increasing our **online presence** and developing **initiatives** that are **aligned** with our **vision, purpose** and **strategy**



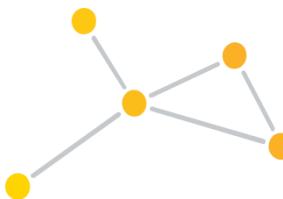


# WHAT WE HEARD FROM THE PGA TEAM

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# WHAT MARKETING & COMMS MEANS TO US AT PGA?

- PGA's **brand** and **message**
- **Promotion** through a variety of different channels. Ensuring a **consistent** message is projected across all platforms.
- How can we **show** the **best** of PGA
- To **show** us as a firm, the **quality**, professional work we do and our **identity**. It needs to be up to date reflecting our **values, mission statement, focus** etc) and **consistent**
- The **presentation** and **messaging** of PGA to our clients and the community more broadly
- Having a strong **brand**. Being up to date with the world and **trends** when it comes to visuals. People knowing **who we are** and **what we do**
- I'm hoping at PGA it will be a **strategic** and targeted focus on how we **present** to the world - what is the **narrative**, what is the **feel**, **what do we look like** and how do we **contribute** to the community (probably more importantly, how does the community **perceive** we contribute).



# OUR SATISFACTION WITH OUR WEBSITE & TEMPLATES

## WEBSITE



### IDEAS FOR OPTIMISATION

- Current clients, partners & projects
- PGA case studies
- PGA videos
- Interesting articles
- Simplified website - less scrolling
- Staff photos updated
- Competitor checks
- Update promotional photos

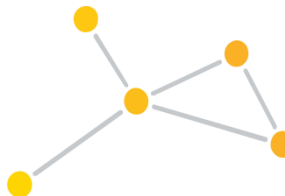
## SLIDES & TEMPLATES



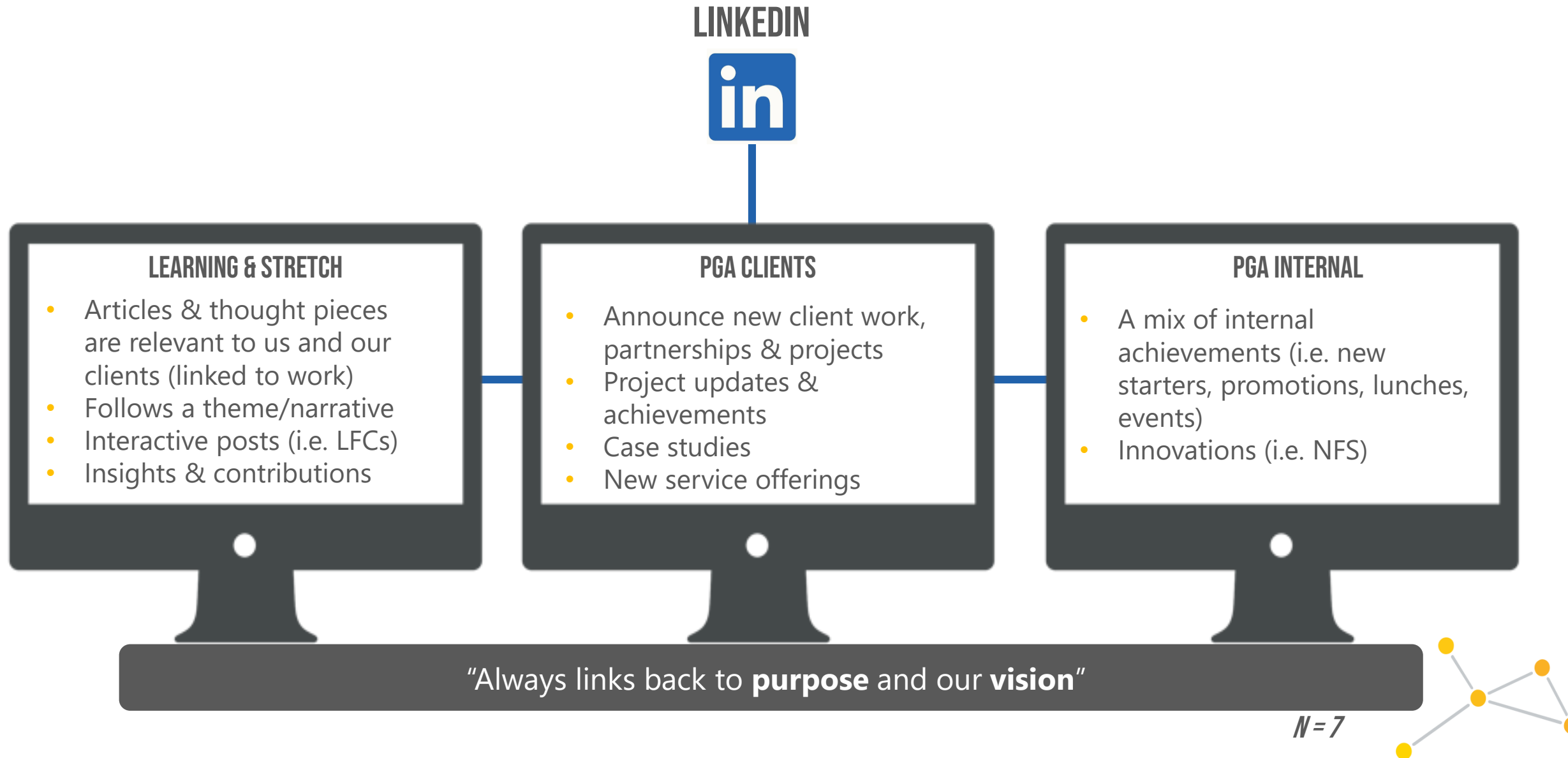
### IDEAS FOR OPTIMISATION

- Refreshed slides
- Consistency with templates & design
- Slide design learning sessions
- Consistency with our brand
- Fresh, trendy look & feel

*N = 7*



# HOW DO WE ENHANCE OUR LINKEDIN PRESENCE?



# WHAT OTHER ADDITIONAL MARKETING COLLATERAL WOULD WE LIKE?

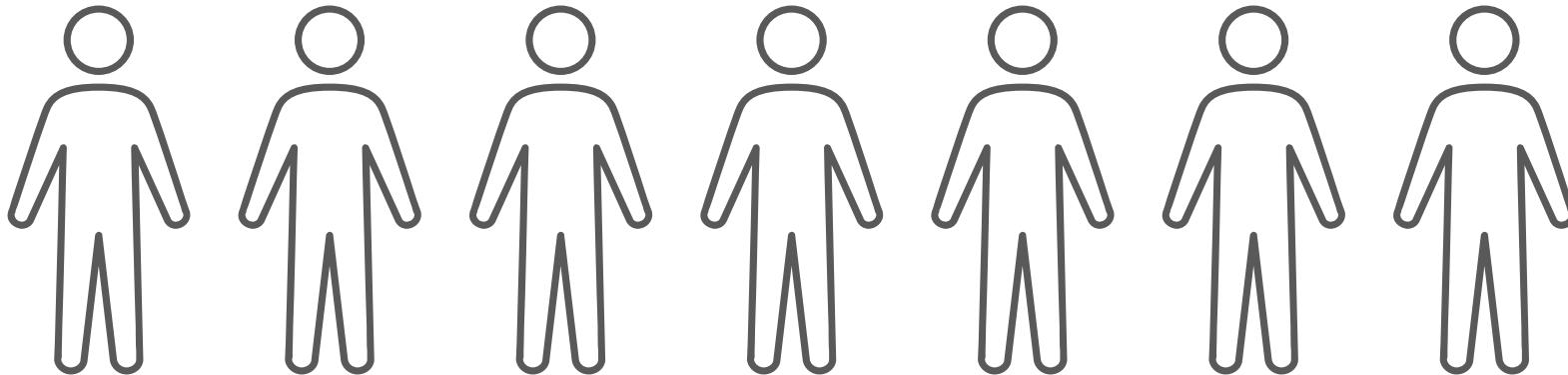
UPDATED PGA DISCS

1 PAGERS

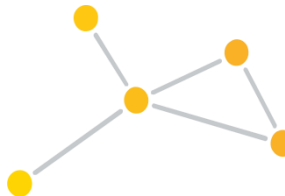
CASE STUDIES

SOMETHING LINKING TO  
WEBSITE

NAMETAGS



$N=7$





# PROPOSED MARKETING & COMMUNICATIONS PLAN

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Marketing  
Strategy

# MARKETING AND COMMUNICATIONS PLAN *(PRIORITY ITEMS)*

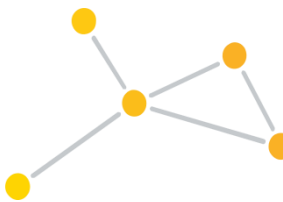
ACTION/PROJECT	ALIGNS WITH	TIMING (WHEN COMPLETED)	RESOURCES REQUIRED	MEASURE OF SUCCESS
(1) Website & LinkedIn	(1) Winning work and clients (2) Amplifying presence (3) Refreshing our brand	Ongoing. Significant work March & April	<b>Lead:</b> Alice Mac & Jess <b>Input:</b> Whole PGA team <b>Content review:</b> Someone detailed?  Quotes for website update/refresh	<ul style="list-style-type: none"><li>Rotating fortnightly post for LinkedIn</li><li>Increase in website visits</li><li>Project won through website visit</li><li>Raised PGA brand awareness in market</li></ul>
(2) Google search engine (bring up our website)	(1) Winning work and clients (2) Amplifying presence	April	Lead: Jess	<ul style="list-style-type: none"><li>Increased traffic on website</li><li>More projects won through website</li></ul>
(3) Marketing collateral (Business cards)	(1) Winning work and clients (3) Refreshing our brand	March	<b>Lead:</b> Khoder + External designer  \$200 design costs	<ul style="list-style-type: none"><li>Refreshed business card</li></ul>
(4) Slides & templates	(3) Refreshing our brand	Ongoing work. First draft completed by end of March	<b>Lead:</b> Khoder & Jess May consider external assistance	<ul style="list-style-type: none"><li>Consistency</li><li>PGA staff satisfaction ratings</li></ul>
(5) Staff headshots & promotional photos	(3) Refreshing our brand	April/May	Lead: Alice Mac  A photography student sourced (low cost)  \$300 maximum?	<ul style="list-style-type: none"><li>Completed new headshots (more relaxed like levants)</li></ul>

# MARKETING AND COMMUNICATIONS PLAN (3-12 MONTHS) (i)

ACTION/PROJECT	ALIGNS WITH	TIMING (WHEN COMPLETED)	RESOURCES REQUIRED	MEASURE OF SUCCESS
<b>(2) Marketing collateral</b>				
<b>(2a) 1 pagers</b>	(1) Winning work and clients	End of May	<b>Lead:</b> Khoder	<ul style="list-style-type: none"> <li>Content refresh</li> </ul>
<b>(2b) Discs</b>	(1) Winning work and clients	End of May	<b>Lead:</b> Khoder <b>Support:</b> Katie & Kat	<ul style="list-style-type: none"> <li>Completed &amp; printed discs</li> </ul>
<b>(2c) Case studies</b>	(1) Winning work and clients (2) Amplifying presence	Ongoing.  Proposed minimum 2 case studies per year	<b>Lead:</b> Amy Summers <b>Support:</b> Alice Rugg & Alice Mac	<ul style="list-style-type: none"> <li>2 case studies completed per year and shared online</li> </ul>
<b>(3) Breakfast / Lunch &amp; learn sessions</b> Open to past, current & potential clients	(1) Winning work and clients (2) Amplifying presence (3) Refreshing our brand	Ongoing.  Proposed 1 per quarter (4 per year)	<b>Lead:</b> Alice Rugg  PGA team to alternate design & facilitation	<ul style="list-style-type: none"> <li>Client satisfaction ratings</li> <li>Number of projects won through sessions</li> </ul>
<b>(4) Coaching session competition</b> (sign up to PGA newsletter)	(1) Winning work and clients (2) Amplifying presence	3 sessions with a member of the team	<b>Lead:</b> Alice Mac	
<b>(5) PGA videos</b> This needs to be explored further. Purpose of videos? How will they be used? Cost etc.	(1) Winning work and clients (2) Amplifying presence (3) Refreshing our brand	6 – 12 months	<b>Lead:</b> Alice Mac	<ul style="list-style-type: none"> <li>TBD</li> </ul>

# MARKETING AND COMMUNICATIONS PLAN (3-12 MONTHS) (ii)

ACTION/PROJECT	ALIGNS WITH	TIMING (WHEN COMPLETED)	RESOURCES REQUIRED (FTE)	MEASURE OF SUCCESS
(5) Slide design master classes	(1) Refreshing our brand	Ongoing.  Proposed 4 per year (2 by external designer, 1 hour master class)	<b>Lead:</b> Jess <b>Support:</b> Khoder  Price unknown.	<ul style="list-style-type: none"><li>• Capability increase among PGA staff (how is this measured?)</li></ul>
(6) University presentations & connections	(1) Amplifying presence	Ongoing.	<b>Lead:</b> Jess	<ul style="list-style-type: none"><li>• Increased recruits</li><li>• Increased awareness of PGA brand</li><li>• Recommendations for projects</li></ul>



# LinkedIn PLAN FOR POSTS

	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	TRUST				CHANGE			LEADERSHIP		
Learning and stretch	Lencioni insights				PGAs approach to change					
PGA clients										
PGA Internal		KB and JP anniv	KO anniv		PGAs 13 <sup>th</sup> birthday!	AS and AM anniv	KH anniv		ZQ anniv	