

# CORPORATE CAPABILITY

## Company Overview

Within the niche market of construction and mining services, MAP Marketing is an innovator, with a significant track record of successful regional and national initiatives. Under the leadership of Maria Charlton, MAP Marketing has been responsible for numerous land development and mining projects.



## Mining Services

- Custom Fluidpower
- Jarvie Engineering
- WDS Limited
- Industrial Galvanizers
- Poly Pipe Australia
- 1st Choice Engineering
- Nepean Longwall
- Bulkquip
- Razor Industries
- PAC Mining

## Clients in Construction & Land Development

- Aspen Group (WA based)
- Metroll Pty Ltd
- Aussie Outdoor Sheds
- Chappell Building Systems
- Macarthur Organisation of Councils
- Lake Macquarie City Council
- Cessnock City Council
- Hunter Economic Development Corporation
- Newcastle City Council
- Newcastle Airport Limited
- CarLovers Carwash & Carlovers Detail Plus
- Custom Transportable Buildings
- Kingston Properties
- Basix Plastix



## How MAP Adds Value

MAP can help businesses obtain more clients in a cost effective way using multimedia outlets:

- Online Marketing
- Email Marketing
- Web Strategies
- Designing Sales Material
- Strategic Market Planning
- Advertising
- Business Presentations
- Generating Business Leads
- Publicity Launches
- Trade Events
- Launching Advertising Campaigns

## MAP Distinguishing Features

- A unique blend of business research, market strategy & communications expertise
- An understanding of regional & national construction & mining issues, as well as economic development issues
- An objective, fresh & pragmatic approach
- National & regional experience in designing & implementing market strategies & plans
- In-house graphics studio & expertise in managing creative campaigns for all advertising media
- National expertise in Business to Business Marketing
- Hands on experience in all fields of marketing for growth for over 25 years
- Balance of academic & practical background
- Excellent verbal & written communication skills
- Proven track record in mining services & construction industries
- Acclaimed for ethical & efficient processes
- Tenacious in achieving client outcomes
- Maria is a Certified Practising Marketer with the Australian Marketing Institute



**Maria Charlton, Managing Director B Com MBA FAMI CPM  
\*MAP Marketing**

**Villa Franca, 2 Scott St NEWCASTLE NSW 2300**

**P: 02 4929 7766 E: maria@mapmarketing.com.au W: www.mapmarketing.com.au**