

Marketing for growth

Company Outline

Within the niche market of economic and land development, 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 economic and land development projects. We were responsible for completing the national and regional business research for Cessnock City Council and the Investment Prospectuses for Cessnock and Kurri Kurri.

Projects for:

- Macarthur Organisation of Councils
- Kurri Kurri Development Corporation
- Central Coast Council
- Lake Macquarie City Council
- Cessnock City Council
- Hunter Economic Development Corporation
- Newcastle City Council
- Newcastle Airport Limited
- Eastern Australian Airlines
- CarLovers Carwash
- Chestnut Grove Estate
- Coldwell Banker Commercial
- Kingston Properties
- Belkin Builders
- Custom Transportable Buildings
- C&L Buildings Pty Ltd

How We Add Value

- Innovative ideas
- Outcome based communications
- Beneficial positioning statement
- Differentiated communications
- Variety of programs
- Improved imaging and branding
- Fast turnaround services
- Compliance to budget
- Aesthetic value of material
- High quality company presentation
- We are practical and unpretentious
- Latest technology in Internet, PCs and MACs
- Focuses on marketing outcomes

Case Study - MACROC

During 1995-1999, MAP Marketing was on contract to MACROC, to promote the region for business start up, relocation and business expansion within the local government areas of Campbelltown, Camden and Wollondilly. The marketing programs we developed for Macarthur were acclaimed for their innovation and rapid land take-up. Using the communications slogan, 'Macarthur - Space to Grow,' we helped MACROC achieve an annual land take-up of 20%. Now, Macarthur has limited vacant land.

MAP Activities Included:

- Designing Promotional Material
- Strategic Market Planning
- Advertising
- Business Presentations
- Internet Marketing
- Generating Business Leads
- Designing Business Prospectuses
- Designing a Business Profile
- Developing Tourism Strategies
- Publicity Launches
- Trade Events
- Launching Advertising Campaigns
- Developing Tourism Strategies and Slogans
- Designing Tourism Material
- Bilingual Olympic Brochure for Campbelltown
- National Business Research

MAP Distinguishing Features

- A unique blend of business research, market strategy and communications expertise
- An understanding of regional and national economic development issues
- An objective, fresh and pragmatic approach
- A capacity to interpret processes and patterns of regional economic and land development
- National and regional experience in designing and implementing market strategies and plans
- In-house graphics studio and expertise in managing creative campaigns for all advertising media

Managing Director

Maria Charlton B Com MBA FAMI CPM

- Hands on experience in all fields of marketing for growth
- Balance of academic and practical background
- Contract Marketing Director to numerous organisations
- Experienced in presenting and facilitating
- Excellent verbal and written communication skills
- Proven track record in economic and land development
- Acclaimed for her ethical, efficient style
- Tenacious in achieving client outcomes
- Expertise and experience in setting Market Positioning Statements
- For three years Maria was a Marketing Director of the Hunter Economic Development Corporation
- Maria is a Certified Practising Marketer

