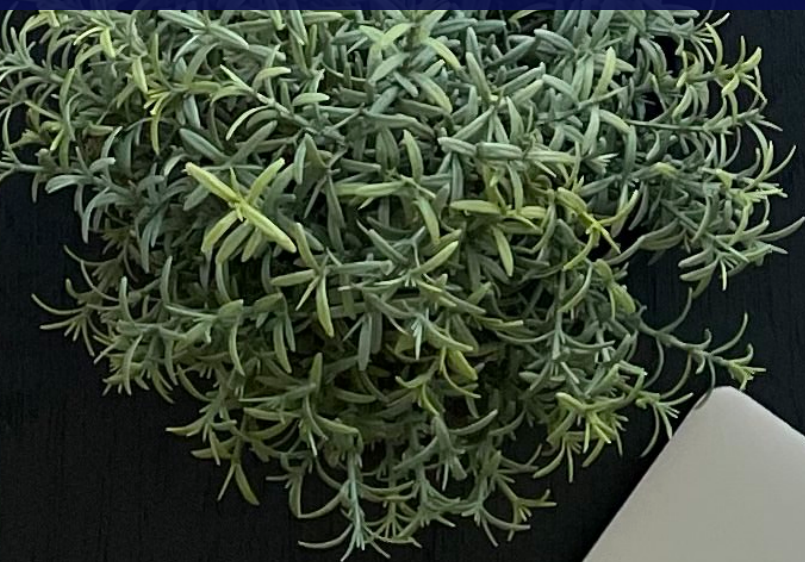




THE
MARKETING
TOUCH

CASE STUDIES

Discover some of my success stories and the outcomes I got for my clients and employers.



HOW DO YOU RENEW EMPLOYEE ENGAGEMENT AND MOTIVATE THEM TO PERFORM?

Client profile: Optus

Industry: Telecommunications

Location: Sydney

Project date: 2019/2020

Target audience: Sales employees

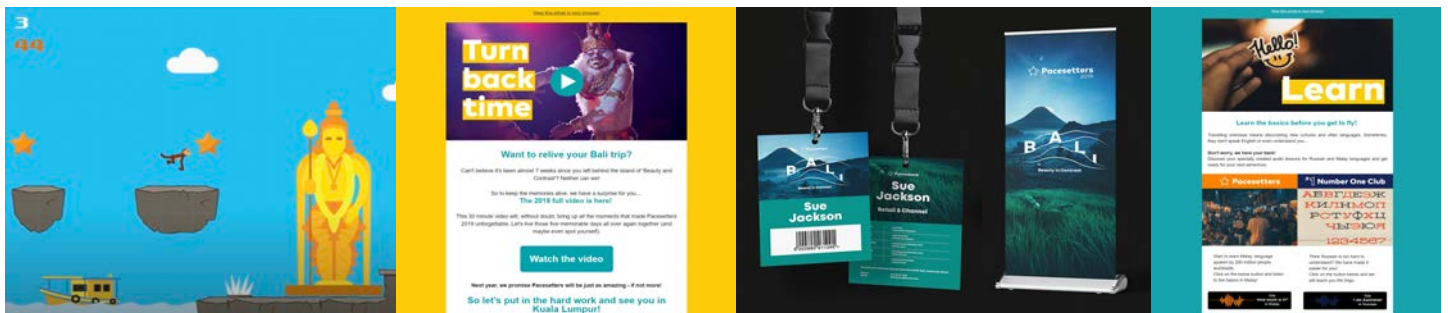


CHALLENGE

My client organises 3 annual incentive programs, rewards being trips to international destinations. They wanted to renew and refresh their sales staff motivation to to elevate their performance.

SOLUTION

- Creation of a dedicated identity design for each incentive, to bring the programs to life
- Development of a 12-month plan, matching the duration of the incentive program
- Launch activities to build engagement (including environmental and hype reel videos)
- Design & implementation of innovative multi-channel campaigns, to motivate during the qualification period (incl. dedicated website, video game, interactive articles, animated Edms, SMS)
- Communications to qualifiers, to amplify the excitement (including sustainable travel packs, gifts)
- Development of onsite communications, to strengthen the experience (incl. dedicated app, branded items and presenter templates)
- Post-event communications, to extend enthusiasm and create a sense of FOMO (including videos, photo-gallery websites, surveys).



KEY RESULTS

95%
CSAT

+20%
CTR

These actions resulted to a lifted motivation, before, during and after the events. Engagement increased, with +30% edms open rate and +20% click rate. The overall client satisfaction was higher than previous years.



HOW DO YOU IMPROVE LEAD QUALITY AND DRIVE MORE CONSISTENT REVENUE WITH LEANER RESOURCES?

CHALLENGE

ENS had recently undergone a major business transformation following an acquisition. They needed to reposition the brand, improve lead quality, drive more consistent revenue, all with leaner internal resources and a more efficient setup.

SOLUTION

I worked with ENS to deliver strategy, execution, and optimisation. My focus was on building a smarter, leaner marketing function that could scale with the business:

- Strategy & budgeting: developed a comprehensive marketing strategy aligned with the new business direction, including a practical budget and channel-specific plans.
- Content efficiency: introduced AI-powered workflows to streamline content production, cutting creation time by 80% and saving approx. \$20K per year.
- Lead generation: increased leads by 82.5% through a mix of high-performing Google Ads (5.8x ROAS), content marketing, and a sharp focus on targeting decision-makers.
- Marketing automation: built automated lead nurturing journeys to increase engagement and support long-term conversion.
- Email relaunch: relaunched the monthly e-newsletter, improving content structure and targeting, achieving 33%+ open rates and 13.2% CTR.
- Website traffic: drove a 163% YoY increase in website visits via paid search and a staggering 49,000% traffic boost from email marketing.

KEY RESULTS

Within a year, ENS saw measurable growth and marketing performance gains:

11.5
MER

- 15% increase in annual revenue driven by more consistent lead flow & conversion
- Marketing Efficiency Ratio of 11.5, reflecting high ROI on marketing spend
- Greater internal capacity, thanks to automation and AI adoption
- Stronger brand visibility across digital channels and renewed engagement from their target audience



HOW DO YOU ALIGN YOUR MARKETING WITH NEW GOALS WITHOUT LOSING YOUR CLIENTS?

CHALLENGE

Plain English Foundation (PEF) faced a critical turning point following its acquisition. With an evolving business strategy, the brand needed to reposition itself in the market, align its marketing efforts with new goals, and modernise its systems, without losing the trust of its existing audience. The challenge was two-fold: to guide the brand through a seamless transformation, and to generate new leads and growth in a competitive, changing landscape.

SOLUTION

I was brought in to lead the marketing transformation and reposition PEF for success under its new structure. My role included strategic oversight, execution, and systems implementation, to ensure marketing became a high-performing, measurable growth driver for the business.

Key initiatives included:

- Strategic reset: developed a new marketing strategy aligned with updated business goals, post-acquisition direction, and evolving audience needs.
- Systems implementation: led the rollout of Dynamics 365 Marketing, providing the business with a scalable platform for campaign management, lead tracking and reporting.
- Campaign execution: directed the creation and launch of integrated campaigns (digital, traditional, and content-led) to attract both B2B and B2C audiences.
- Content marketing: produced high-value resources (white papers and webinars), including the "Will you still need an editor if you use ChatGPT?" campaign,
- Channel optimisation: relaunched eDM and organic social strategies, resulting in strong engagement growth and improved web traffic performance.

KEY RESULTS

The marketing transformation helped PEF establish a stronger digital presence, increase brand visibility, and drive a clear return on marketing investment:

- 83% of all leads now originate from marketing activities
- 30.2% increase in website traffic YoY, including +376% from organic social and +81% from eDMs
- 404 qualified leads from a single campaign (white paper)
- A solid foundation for future marketing growth through D365

Client profile: Plain English Foundation

Industry: Professional Training

Project date: 2023-2024

Target audience: individuals, private and public organisations



EVERTHOUGHT
BUILDING YOUR FUTURE



HOW DO YOUR RECOVER FROM SHIFTING MARKET AND SLOWER DEMAND?

Client profile: Everthought

Industry: Education, RTO

Location: Brisbane & Perth

Project date: 2022-23

Target audience: Tradies and
International students

CHALLENGE

Everthought faced major setbacks during COVID, especially with the closure of international borders, which heavily impacted enrolments from overseas students. With a shifting market and slowed demand, the business needed to recover lead flow, boost enrolments, and rebuild visibility among both domestic tradies and international prospects.

SOLUTION

I helped Everthought to refresh their digital presence, optimise performance channels, and implement the tools needed to track and scale results.

Key actions included:

- Website relaunch: launched a new website with a fresh domain, improved UX and SEO, resulting in a 15% lift in overall traffic and +21% increase in organic leads YoY, along with an 80.9% boost in site conversion rates (from 15.2% to 27.5%).
- Tech implementation: rolled out Dynamics 365 and built PowerBI dashboards to track marketing and sales performance in real time, enabling data-backed decision-making.
- Ad campaign optimisation: reviewed and restructured digital ad campaigns, increasing ROAS by 29% (from 2.4 to 3.1) through targeted paid search and paid social.
- Conversion & enrolments: improved lead-to-sale conversion rates from 8.9% to 14.93%, a 68% uplift, contributing to a 23% increase in enrolments year over year.

KEY RESULTS

+68%
CvR

+23%
Sales

By combining a stronger digital foundation with better tools and more strategic ad spend, Everthought achieved a measurable step-change in performance:

- +21% organic lead growth, +23% YoY enrolments, +29% return on ad spend (ROAS)
- +68% increase in conversion rate (lead to sale),
- Clearer data visibility through PowerBI + D365 integration,
- Long-term digital infrastructure to support future growth



HOW DO YOU CREATE A BRAND POSITIONING STRATEGY TO DRIVE ACQUISITION AND PROFIT?

Client profile: Solterbeck Events

Industry: Events and Incentive Travel

Location: Melbourne

Project date: 2019

Target audience: Large businesses

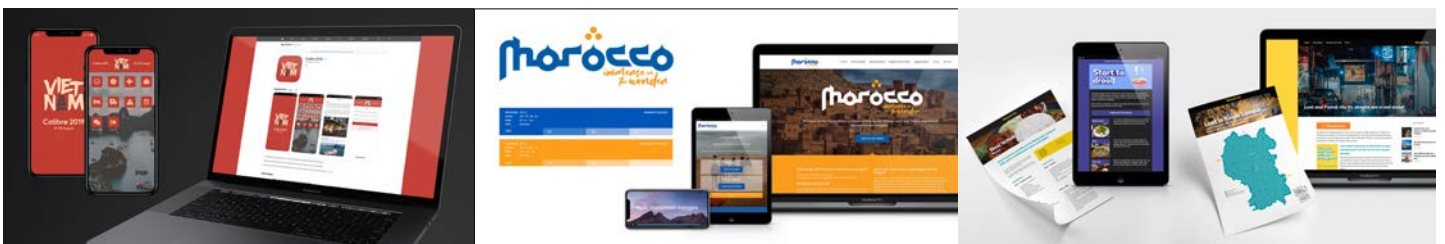
CHALLENGE

Solterbeck Events was going through a significant transformation, including a full brand refresh (new name, logo and style guideline).

SOLUTION

I helped them with rolling the new 'Solterbeck' out as well as getting the staff onboard:

- Completion of a competitor analysis
- Development of a marketing strategy, including the new company positioning and statement (along with the refreshed branding), creating value with a USP
- Implementation of the brand refresh (including new website, SEO and social media strategies, blog posts, development of new collateral and update of existing ones).
- Creation of the integrated communications solution, a new service that offers time and cost efficiency to clients
- Build the marketing department within the company, with an in-house marketing team rather than outsourcing
- Delivery of a workshop to educate the staff about the integrated communications service



KEY RESULTS

**42%
PROFIT**

Creating the new service 'Integrated Communications' along with building an in-house team resulted to a 42% departmental profit year-end. This solution also strengthen the point of differentiation from the competition.



HOW DO YOU AMPLIFY EXCITEMENT AND STRENGTHEN THE EXPERIENCE?

Client profile: Origin Energy

Industry: Energy provider

Location: Melbourne

Project date: 2021

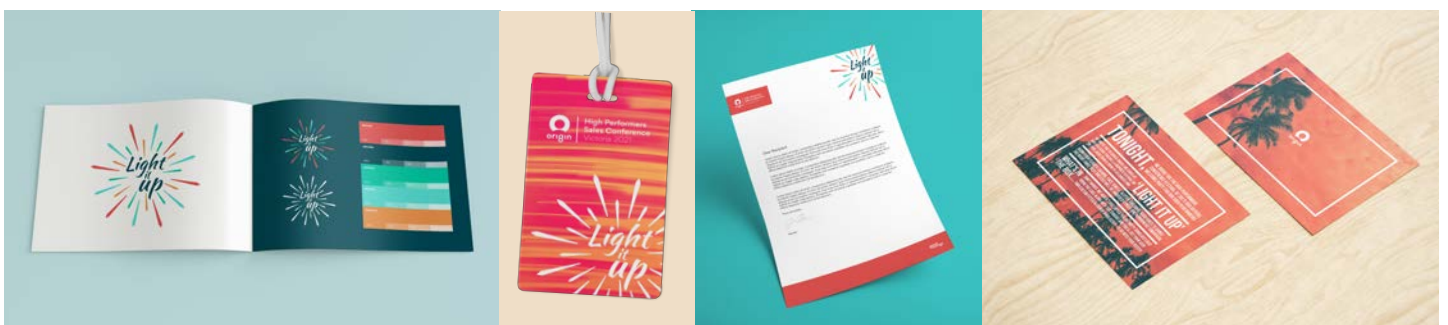
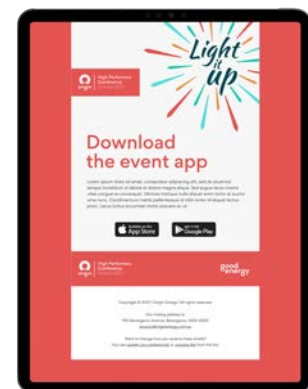
Target audience: Sales employees

CHALLENGE

Origin Energy organises an annual incentive and rewards their top performers with a 4 day trip in Australia. For their 2020 event, they wanted to amplify the winners' excitement and strengthen their experience.

SOLUTION

- Creation of a dedicated visual identity for the event
- Production of a reel video
- Development of a launch edm
- Design of onsite items (ie. travel pack, goodies, signage)



KEY RESULTS

The engagement was incredible and the event considered one of their best yet.



HOW DO YOU ATTRACT SPONSORS AND ATTENDEES TO A VIRTUAL CONFERENCE?

Client profile: Palliative Care Australia

Industry: Medical association

Location: Canberra

Project date: 2021

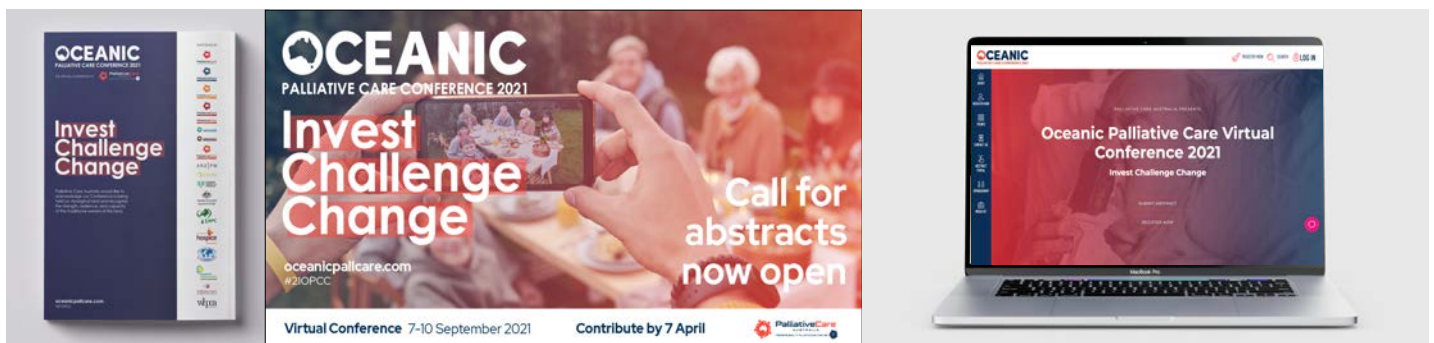
Target audience: health professionals

CHALLENGE

Palliative Care Australia was delivering their biennial Oceanic Palliative Care Conference virtually for the first time. They wanted to provide same value as in an in-person event to attract sponsors and attendees, and maintain a great ROI.

SOLUTION

- Creation of a new and dedicated visual identity for the event (including logo and colour palette)
- Design and implementation of assets for the event platform
- Design of a 12 page sponsorship prospectus highlighting all the benefits for sponsors



KEY RESULTS

The dedicated branding and new collateral translated and highlighted the value of the event to the sponsors and attendees, allowing to maintain the number of Sponsors and increase the number of attendees.

Are you looking to run a virtual or hybrid event?

You've come to the right place.

REQUEST A DEMO

HOW DO YOU GROW A STARTUP AND DRIVE SALES?

Client profile: Delegate Connect

Industry: Technology - Virtual events

Location: Melbourne

Project date: 2020

Target audience: International associations and medical societies

CHALLENGE

This startup wanted to create brand awareness and lead generation to capitalise on the rapid growth they experienced during the COVID-19 crisis.

SOLUTION

- Conduction of a business assessment and analysis
- Definition of measurable goals
- Development of the marketing strategy with definition of the company's USP, positioning and core message
- Creation of a new visual identity and implementation across all channels
- Build of a one-year plan and allocated budget
- Complete website refresh (based on the new marketing strategy)
- Implementation of the plan, including: collateral creation, analytics tools (ie. client survey), digital marketing (GTM, Leadfeeder, Google Ads and SEO), online presence (Linkedin and Facebook campaigns, new channels).

KEY RESULTS

It was a successful outcome resulting in a greater online brand awareness and lead generation across the board.



THE MARKETING
TOUCH

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