

Marketing and Communications Services

Increase your Organisation's brand awareness and reach with TAS's specific Marketing & Communication Services tailored for Associations and For Purpose Organisations.

Associations face a constant need to stay relevant in an ever-changing market. Ensure you are speaking to the right people, in the right way, at the right time with a strategic marketing and communications plan we will deliver to you.

What's Included?

TAS' experienced Marketing & Communications specialist team will provide tailored services based on a specific brief and individual objectives. We will review the current communications activity, discuss with you your strategic goals, identify and prioritise key target audiences to create a strategic plan cost-effective plan for you.

Services may include:

- Creation of a holistic marketing and communications plan;
- Review and design of new and existing collateral including website, brochures, event collateral, logo and general branding;
- Development, distribution and management of a regular e-newsletter;
- Development and execution of a social media strategy;
- Research and develop a comprehensive database and maintenance plan
- Drafting press releases and liason with PR specialist;
- Design and development of advertising materials;
- Action of effective direct marketing campaigns;
- Development of a content calendar and critical path; and
- On-going management and delivery of marketing plan.



Benefits

- Access to a Marketing & Communications Team with specific experience in the For Purpose sector
- Ensure your Association stays up to date on marketing trends
- Ensure consistent delivery of your key messages
- Reach new audiences across multiple platforms
- Keep members engaged with ongoing dialogue
- Broaden distribution of event knowledge through online networks
- Build brand awareness with potential members, peers and affiliates
- Grow online networks with likeminded organisations to extend reach
- Achieve long term goals with a strategic and tailored marcomms plan

If you would like to discuss TAS' specialist services in more detail, please contact
Nell Harrison - nell@theassociationspecialists.com.au +61 2 9431 8619

Or Lynne Greenaway - lynne@theassociationspecialists.com.au + 61 8 6333 0533