

# COMM\*BAT

YOUR MARKETING **SWOT** TEAM

- Does your marketing need to be renewed or refocused?
- Do you need marketing priorities, inspiration and a plan?
- Does your target market know about your great product or service?
- Do you need a quick but in-depth solution?

Introducing **COMM\*BAT** by Zadro Communications –  
The dynamic three-step Marketing Communications Service:

## 1. RECONNAISSANCE:

**To prepare for attack we investigate your marketing and communications needs and analyse:**

- Your business goals
- Your products and services
- Your target customers
- Your collateral, website and corporate ID
- Your marketing activities

## 2. ATTACK:

**Our highly effective SWOT team comes into your business and leads a powerful three hour session. We:**

- Ask the right questions
- Answer your questions
- Identify priorities and key messages
- Articulate values and mission statements
- Discuss the effectiveness of your advertising, collateral, website, promotional activities
- Examine your database and sales processes
- Explore your networking and referral systems
- Offer new ideas and innovative thinking

## 3. PLAN:

**We gather the information, new ideas and deliver a focused Marketing Communications Plan within two weeks that will take your business to the next level. We:**

- Determine your priorities for the next 12 months
- Recommend practical strategies to help you reach your objectives
- Deliver a practical plan you can implement to get results

Are you ready for **COMM\*BAT**? Contact us today!

Read more about our Strategic Planning Services

*zadro*  
communications

(02) 8399 3374  
advice@zadrocommunications.com.au  
www.zadrocommunications.com.au