



STARRRED
MARKETING

**LET US TAKE CARE
OF YOUR MARKETING**

MEDIA KIT





59 Radford Road, Reservoir VIC 3073

Contact Lisa on (03) 9460 5655 or email hello@starred.com.au

You need to **stand out**

In a world where there is information overload, the key to marketing is be consistent and regular.

You need to be pro-active and you don't want to be left behind in the marketing of your business.

You need to treat marketing like an investment, as you would in stock or staff members.



Here is an overview of what we can offer your business:

BRANDING

To deliver a consistent brand experience through all forms of advertising.

- LOGO** – Create new or revamp your existing logo.
- SLOGAN** – Create new or improve your business's existing tagline.
- COLOURS** – Choose company colours that reflect your business and create an emotional response from your desired audience, so that your customers will relate and identify these colours to your brand.



BROCHURES / FLYERS

The design of special offers, product range, new products and services via digital marketing and print advertising with your own personal branding.

We can also personalise existing Cleanstar brochures with your pricing and company details.

CATALOGUES

Design and print your catalogues with your personal branding, which can offer your customers an overview or detailed view of your products and services. Distributed via digital marketing email or hard copy print.

CLEANSTAR MANUFACTURE

We are able to offer you reasonable pricing on personalised branded merchandising and printing through our contacts in Australia and China.

It is very cost effective for you if we ship your product from China on our existing container shipments.

MERCHANDISING and POINT OF SALE

We have a production team that are able to meet all of your merchandising needs. Design and manufacture merchandising with your personal brand that may include things like:

Pens, general stationery, t-shirts, caps, shopping bags, coffee cups, header cards, banners, P.O.S, signage, floormats, stickers, labels, flags and many more.

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ELECTRONIC MEDIA

EDM's

Electronic Direct Mail is a format where you can send out information to your customer base via email that we can design and distribute for you at any time.

MAILOUTS

Design and arrange to mail out hard copy advertising to your existing client base along with our large library of databases we hold of all industries, in particular the cleaning companies in Australia.

WEBSITES

With our external partners we will assist in designing or enhancing your website. Working with web developers, SEO (search engine optimization) and SEM (search engine marketing) agencies.

We can work with you to make the process a lot easier.

SOCIAL MEDIA

Create, design, manage and post your social media requirements on Facebook, Instagram, LinkedIn, Twitter etc.

CUSTOMISED PRODUCTS

You can stand out with Cleanstar product that can be customized with your own personal branding eg; vacuum cleaners, vacuum bags etc.

STORE SIGNAGE

Create, design and arrange production of indoor and outdoor store signage, floor matting, banners, posters and decals in your own personal branding.

SHOWROOM

Assist in the design (or re-design) of your showroom including placement of products, colour schemes, signage, pricing placement and so on.

PHOTOGRAPHY / VIDEOGRAPHY

Cleanstar Marketing Department comes with a professional photographer, photo studio and we also work closely with a film studio should you wish to do videos. eg: product demonstration videos for You Tube.

CROPPING / EDITING IMAGES

Cropping photographs and editing or enhancing images to make them more attractive in your advertising.

DATABASES

We hold a massive database library of all industries in Australia including Cleaning Companies, hospitality, BSC's and more.

ON HOLD MESSAGES

Guide you to implementing effective on hold messages to make you look professional and highlight your products and services with your own personal touch.

INDUSTRY ADVERTISING

Inclean is the cleaning industry magazine that we can liaise with to provide you with advertisements in the print magazine or electronic marketing.

We can also correspond with the magazine on your behalf to negotiate good rates. Inclean distributes a minimum of 7000 magazines per issue, and over 6000 subscribers to their electronic advertising.

TRADESHOWS

Assist in designing concepts and stands for tradeshowes including Product placement, Signage, Furniture, Brochure handouts, merchandising, staff uniforms and more.

HOW IT WORKS?

We will ask you a range of questions and discuss your business and marketing requirements, so that we can understand the bigger picture and determine the best marketing strategy for your business.

You will be presented with a marketing and advertising package of our professional suggestions, along with the costs involved.

Once we agree on the way forward, and we start to work on jobs for you, you will be presented with a Cleanstar Marketing Job form with questions of what you want (along with discussions with us.)

Once this is determined we can give you an accurate quote of anticipated time spent and your cost and expected completion date.

This quote includes one free revision and further changes will incur additional fees.

You will be allocated a job number for each project.

OUR RATES

Jobs will be quoted on for all design work, merchandising, consultations, photography, image clipping, purchases of databases and costs will vary.

We can say with confidence that our rates are below industry rates and very fair.

CHARGES

Jobs will be charged at either different stages of the job or at completion of the job. This will depend on the complexity of the work. Charges start at \$40 per hour.

Payment of invoice terms will fall under your existing Cleanstar account.

COMMUNICATIONS

All of our correspondence with you or external persons will be via meeting, email, skype, facetime or phone conference. Information will also be submitted through We Transfer and Drop Box.

DISCLAIMER

Cleanstar Marketing Dept. has made the decision that we will not work on or promote competing products to the Cleanstar business.

CONFIDENTIALITY

Please be rest assured that our dealings and information provided by you is in strict confidence and we will not disclose any information.

Thank you and we look forward to working with you.



SAMPLES

