

CUSTOMER SUCCESS STORY



CHALLENGE

Luke Martyn is a country lad that has taken over his families Drilling business in NSW called FullBore Mining. He is charismatic, friendly and a really hard worker. Luke had to respond to a big tender quickly so was referred to us.

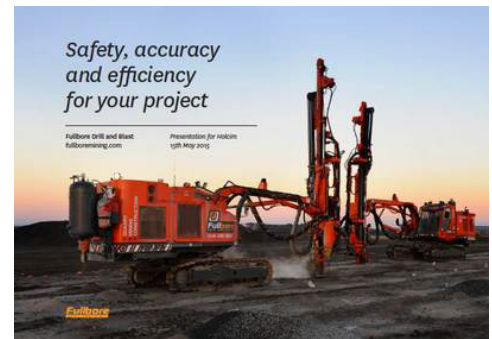
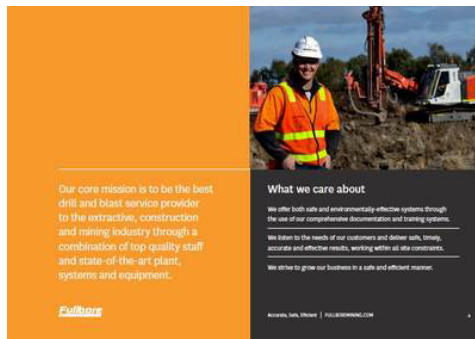
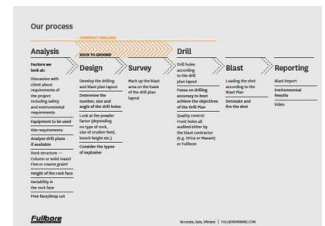
PROCESS

Through a process of discussions in we determined the value proposition of FullBore, and then set about communicating it more effectively. By creating a diagram of the process that FullBore uses we could communicate the differences between them and other drill contractors. With the assistance of Luke Carsons from Design by Bird we transformed FullBore's brand identity in a matter of a week. Not the ideal scenario, but none the less we did it.

RESULTS

We delivered

- A new landing page for their website
- A new CRM form capture and set up - capsulecrm.com
- A presentation for the tender
- A diagram of their process



What our client says:

"MaInnis Marketing organised our company value proposition in an ridiculously short time frame and with fantastic results.

Dan is an absolute professional and helped me understand the value that a quality marketing consultant can really have on a business. We are a small business in the growth stage that is competing with much larger firms.

With Dans help we now have a Professional image and value proposition that does actually stand out like you would expect from a much larger firm. Overall she has filled me with a confidence I didn't have before that when I send our VP to customers I know they will be impressed. I'm looking forward to working with them in the future for sure!"

Luke Martyn, Managing Director