



Murdoch Marketing Agency Pitch Book 2018



We Think. We Can.

murdochmarketing



Moving With Tomorrow

mastering a world of marketing communications

In a rapidly changing digital era of automated ad technology and audience analytics, we aspire to cultivate our presence with effective multimedia communications.

We connect through an engaging customer experience that understands and nurtures personal relationships with brands and their needs. Our marketing strategy relies on interactive, immersive experiences to deliver content that is far more compelling and captivating.

The creation of engaging user-generated content across our multi-channel performances, links our brand with yours and in turn, provides a platform for your consumer-driven and B2B objectives to be obtained.





#create #cultivate #connect

Market Share Matters

keeping a monitored pace in an ever-changing playing field

It's imperative to strike a cord with our clients, their needs and where they see themselves. It is even more important to embrace the changes that digital marketing delivers on a daily basis and to unearth its necessity by adapting to its transformations.

We've made room for a wide landscape of efforts to tap into those needs and changes that re-shapes the challenges into possibilities. It is in this very landscape that we create a path for dynamic real-time communication to differentiate our brand.

Murdoch Marketing lives to enable this customer-focused access to markets and the transparency that comes with it.



#transformation #transparency #traction

The Murdoch Movement

We Think. We Can.

Mediums constantly change, but the basics remain the same: create the need and satisfy the need. That's what makes our experience valuable.

We encourage our clients to engage in a marketing communications firm that has the experience and wisdom gained through years of marketing, but also maintains the skill-set in web-based communications, analytics, design and copy, social, and video to deliver demonstrable results.

With us you gain and extend your brand leadership by achieving your sales goals and a solid return on investment in all marketing campaigns.

We see opportunity where others see hurdles.
We see possibilities where other dismiss it as improbable.





#murdochmarketing #movement #mediums

The Murdoch Files

we'll work with you to discover and nourish your needs

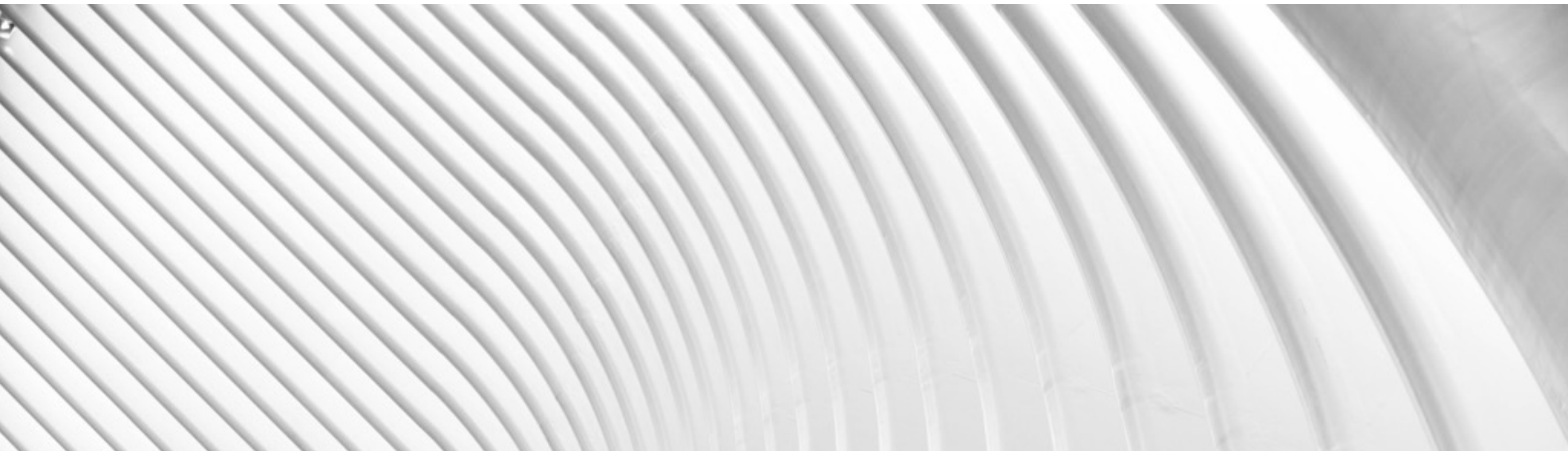
For 34 years we have lived by the mantra:

Stay Hungry. Stay Foolish.

In many ways it has served us well and it enabled us to set out on a path that lead us where we are today.

We are firm believers of implementing continual assessment of effectiveness, sales and client satisfaction. We pursue continuous improvement in a fast-tracked industry where digital transformation and functional marketing strategies remain two of our strongest cornerstones.

Murdoch Marketing pursues continuous improvement and sustainability.





#promote #product #place #price

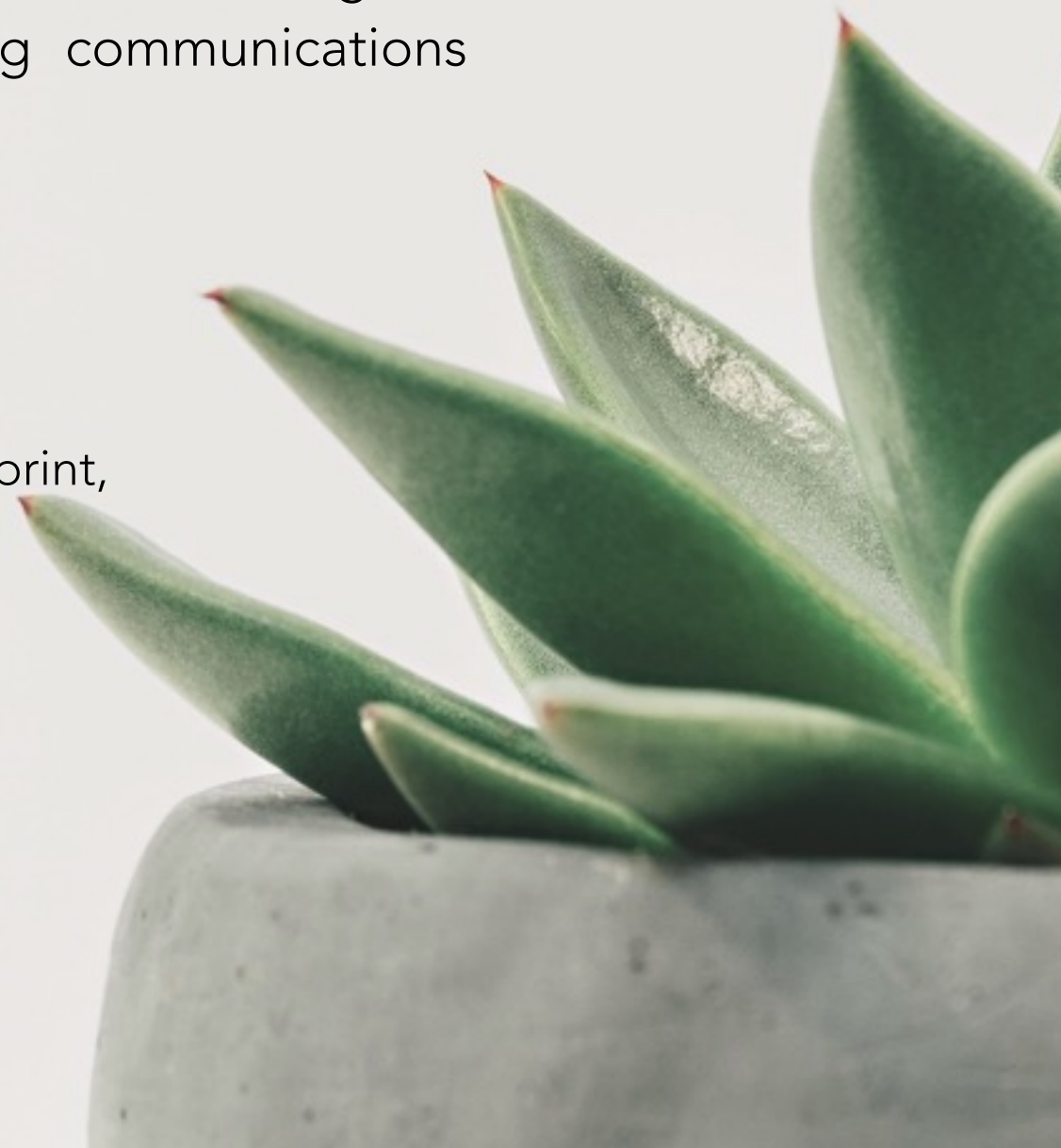
What We Do

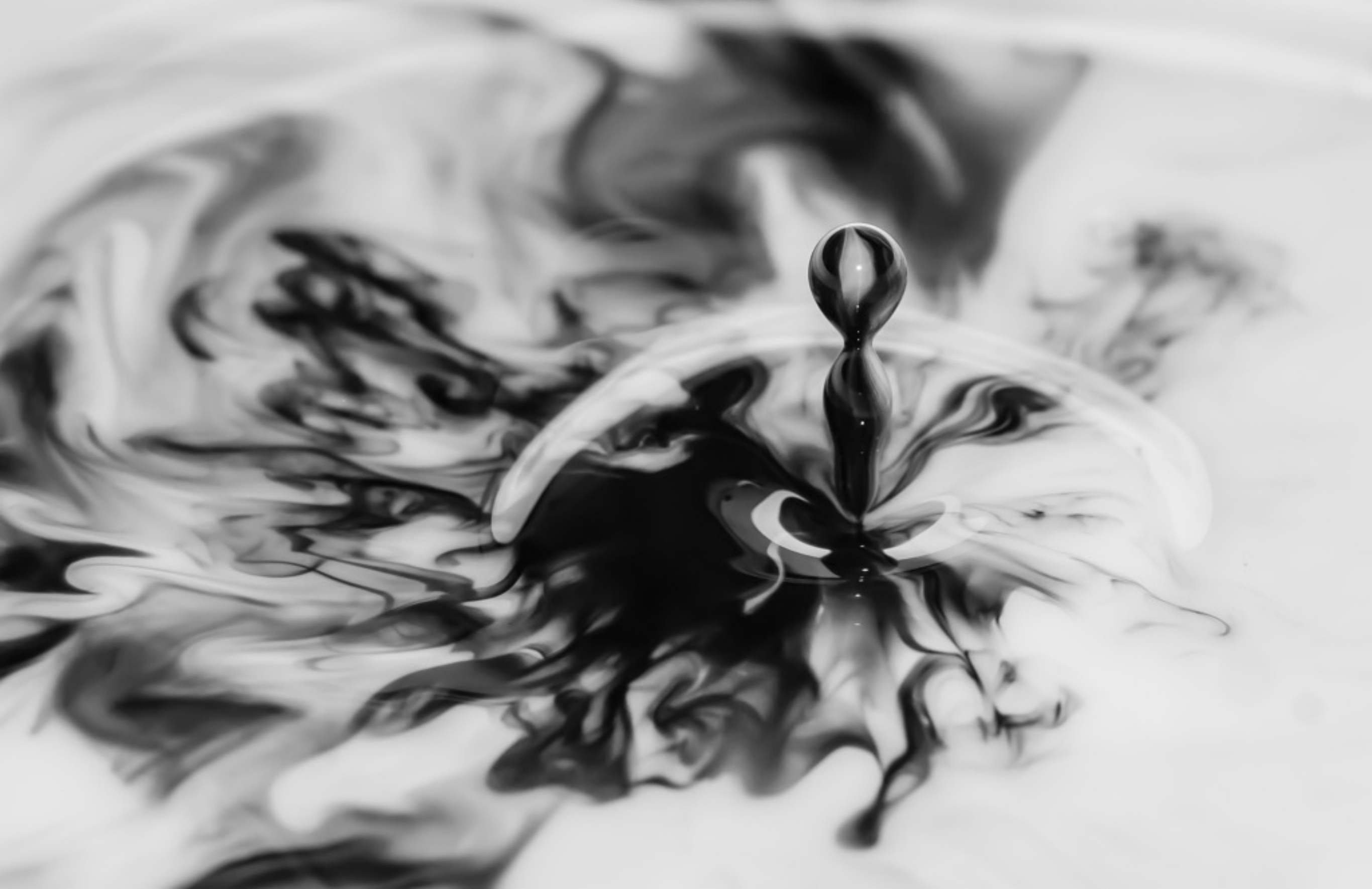
our list of services are boundless and bountiful

Our team consistently delivers high quality communications services in a timely, professional manner. We strive for seamless integration with product marketing efforts and to manage a consistent work ethic in our trade.

Murdoch Marketing takes pride in the gathering resourceful knowledge of the market out there, developing effective marketing communications solutions and execution in the following sectors:

- Strategic Position and Planning
- Brand Language and Graphics
- Corporate Identity
- Conceptualization, copy writing, design and production for print, web, outdoor, broadcast and social
- Technical literature, sales brochures, direct mail
- Social marketing development and management
- PR, earned media planning and management
- Web design, development and programming
- Search Engine Optimization
- Video scripting and producing





#integration #ideas #intent

What We Propose

breaking down the barriers for a new horizon

01 BEING UNIQUE

we'll identify your unique selling points

02 DELIVER VALUE

it's not all smoke and mirrors - its hard work

03 EXECUTION IS KEY

our services and expertise are comprehensive

04 STAY THE COURSE

when your message is right, don't change it

05 MEASURE RESULTS

that is how we uncover your possibilities

06 WE'RE SMARTR

specific. measurable. attainable. realistic. time-bound