

# MARKETING

Ensuring your message is heard



# #Brand



Community Business  
Australia

# MARKETING



**Having a highly skilled and hard working team, effective management and polished service can all amount to nothing if no one knows who you are or what you do.**

**Building a powerful brand and communicating your messages to your market is essential for ongoing success.**

Community Business Australia has the resources on hand to help your organisation plan, manage and execute communication strategies to engage your market in today's competitive world.

Through the direction of seasoned marketing professional, Derek Tan, CBA can help your organisation develop:

- Logos and brand identities
- Marketing collateral
- Advertising campaigns
- Corporate videos
- Signage
- Websites and content development
- eMail Marketing
- Annual Reports



*Where do I start? An absolute pleasure to work with. Creatively on point, responsive, detail oriented and works seamlessly with the internal team. Derek is not only fantastic from a creative perspective, but a jackpot of strategic thinking and wonderful at client management to boot! A complete all rounder who I love working with and cannot recommend highly enough.*

**Alicia Graham**  
Marketing Manager  
CÛRA Community Services



**Brand Consultant**  
**Derek Tan**

Respected advertising and marketing professional, Derek Tan brings over 25 years of effective communications expertise to the table. The award-winning Creative Director has developed countless solutions for a diverse range of clients across many industries - including NFPs and community service providers. From brand identities to advertising campaigns, to website development, print collateral and more, Derek has the skill, know-how and network to deliver outstanding results.

## Grow your organisation

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