

Company Profile - BurntToast® Marketing Pty Ltd

BurntToast® Marketing is an independent marketing agency based in Cairns - a vibrant regional city in Far North Queensland (Australia). We have a passion for data and analytics and use our skills to turn research into strategies for business.

Core Services - What We Do.

At BurntToast® Marketing we specialise in consumer behaviour and use our insights to build successful, tactical brands for our clients. While we work across all mediums, our expertise lies with online business tools, which - when used correctly - can enhance and drive overall business strategy and become a valuable source of research (straight from your customers!).

Even if you have analytics on hand, the real challenge is to interpret your data in a way that (a) is meaningful to business objectives; (b) leads to actions that achieve business growth; and (c) ensures your business is harnessing its customers. If this is not your forte, BurntToast® can certainly help.

In addition to online strategy, we have skills that span a range of marketing specialties. Here's our list of core services:

- online business strategy (including email marketing)
- research analysis
- marketing communications
- business mentoring
- freelance marketing / short-term contracts

In short, we work with you to build actions specific to your needs and to your project.

About the Director, Wendy

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B.Mtkg, AMAMI CPM, AIMM

With more than 12 years experience in professional marketing practice, Wendy's background is varied and crosses



several industries. Most notably, she was employed as Marketing Strategist with News Limited's *The Cairns Post* (where she discovered her passion for analytics), having been introduced to media within the Channel TEN Network.

In recognition of her skills and experience, Wendy was awarded Certified Practising Marketer (CPM) status by the Australian Marketing Institute in 2009. CPM is the peak professional benchmark for Marketers in Australia.

She has been recruited as a mentor for the Department of Employment, Economic Development and Innovation's (DEEDI) *Maximising Enterprise Performance*, and *Mentoring for Growth* programs, and as a consultant for the *Jobs Assist* program. These programs are managed out of the DEEDI office in Cairns, with outcomes reported to Brisbane.

Further to this, as a member of the Email Experience Council (a division of the US-based Direct Marketing Association), she contributed to a paper entitled "New Approaches to Email Marketing Part 1 of 4: Defining Social Influencers" and featured in an eZine article titled "Social Influencers and BurntToast". Both the paper and associated articles were published in April 2009.

BurntToast® Marketing Clients.

Since its inception in 2007, BurntToast® has worked with some high profile, blue chip clients who turned to us for advice regarding their online and marketing strategies. The following are examples of our clients and their projects.

- **Cairns Chamber of Commerce**
Email marketing strategy, design & implementation
- **Lifepan Funds Management** (Australian Unity)
Email marketing strategy, design & implementation
- **TDMS Consulting**
Online business strategy & corporate branding
- **TropLinks Inc.**
Online business strategy
- **Salt House Restaurant & Bar**
Email marketing strategy, design & implementation
- **V7 Crew Consulting** (Luxury Yacht Industry)
Marketing communications & media liaison
- **Total Grower Services**
Business Mentoring via DEEDI
- **Decision Easy**
Business Mentoring via DEEDI

