



# Corporate Capability

## ■ What Does MAP Marketing Stand For?

MAP Marketing was founded 1989 by Maria Charlton. Located in the landmark "Villa Franca" in Newcastle East, MAP Marketing services clients Australia wide.

MAP Marketing is a one-stop shop for Business to Business (B2B). MAP Marketing combines the creative skills of a design studio, the advertising savvy of an ad agency, the business sense of a communications firm, the know-how of a book publisher and the technical capabilities of a cutting edge internet development firm.

## ■ What is Our Business Niche?

MAP Marketing is an innovative creative agency that focuses on growing your business. We do this by differentiating your services from the crowded competition.

Our fresh, practical approach helps to maximise the returns to any marketing effort. We do this by asking the starting questions:

What unique market benefits do you want?

## ■ Why Choose MAP Marketing?

MAP Marketing ensures that you stand out from the crowded competition. Whether it is a single brochure, book, magazine, newsletter, catalogue, website, logo design, or a complete advertising campaign.

We have the expertise to get the job done

- On time
- Within budget
- Beyond your expectations

## ■ What Are the MAP Marketing Visible Products?

- Business Research
- Market Strategies and Plans
- Advertising Campaigns
- Press Releases
- Published Books
- Brochures
- Newsletters
- Magazines
- Annual Reports
- Catalogues
- Logos
- Product Packaging
- Signage
- Online Solutions & Website

## ■ What's it Like Working with MAP Marketing?

On a personal interaction MAP Marketing staff are goal driven, approachable, honest and outcome-orientated.

MAP Marketing focuses on marketing outcomes with each and every project, regardless of project size, scope or type. As a client, you can expect:

- Practical & unique solutions
- Different strategies
- Fast turnaround
- Professional & ethical service
- Consistent service delivery
- Direct liaisons with the MD

## ■ What Are the MAP Marketing Entrepreneurial Products?

- [www.differentbride.com.au](http://www.differentbride.com.au)
- [www.newcastlebusiness.com](http://www.newcastlebusiness.com)
- [www.northsydneybusiness.com.au](http://www.northsydneybusiness.com.au)
- [www.australiansignatures.com.au](http://www.australiansignatures.com.au)
- Publisher "Get Ahead Kids"