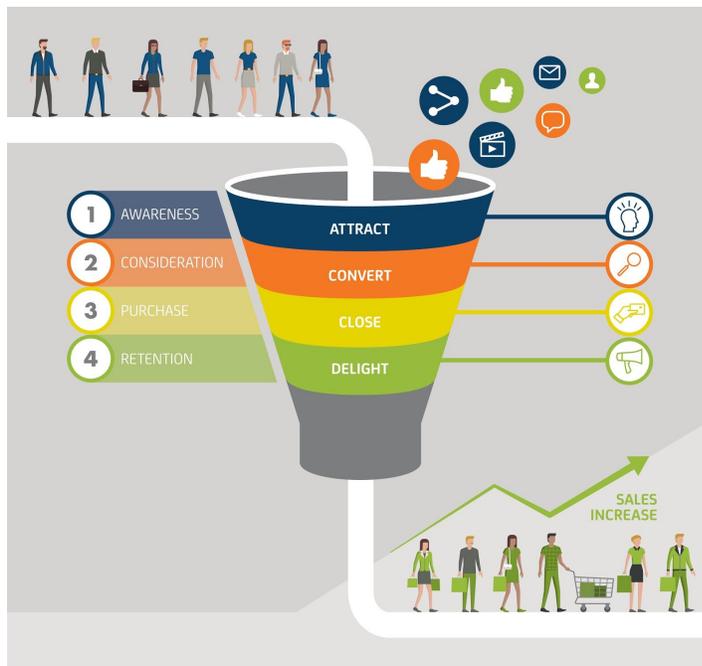


Who we are.

Overview

'dovetail' - to join or fit together compactly or 'harmoniously'. Dovetail is either your outsourced marketing partner or simply an extension of your existing marketing team. Leveraging marketing automation, Dovetail will assess the commercial value within your data to maximise your organisation's marketing and business success.



Marketing Fundamentals

We start with the basics and get the fundamentals right - Target Audience, Promote Your Benefits, Call to Action and Measure, Monitor, Test and Learn.

Inbound Marketing

Attract people who are most likely to become prospects, and, ultimately, happy customers. Convert those prospects into leads. Close those leads and transform them into happy customers. Delight your happy customers by providing ongoing remarkable experiences.

Modern Marketing today

The essence and fundamentals of marketing haven't changed. However, understanding the commercial value within your data and unlocking this has become increasingly important and challenging.

Maximise Marketing Success

- ✓ We will assess the effectiveness of your Technology, Processes and People.
- ✓ We focus on maximising the data your organisation owns, today.
- ✓ Our approach helps drive more success from your investment into both business and marketing technology while reducing the effort, increasing the speed to market and ultimately, create a competitive edge and drive and measure real results!

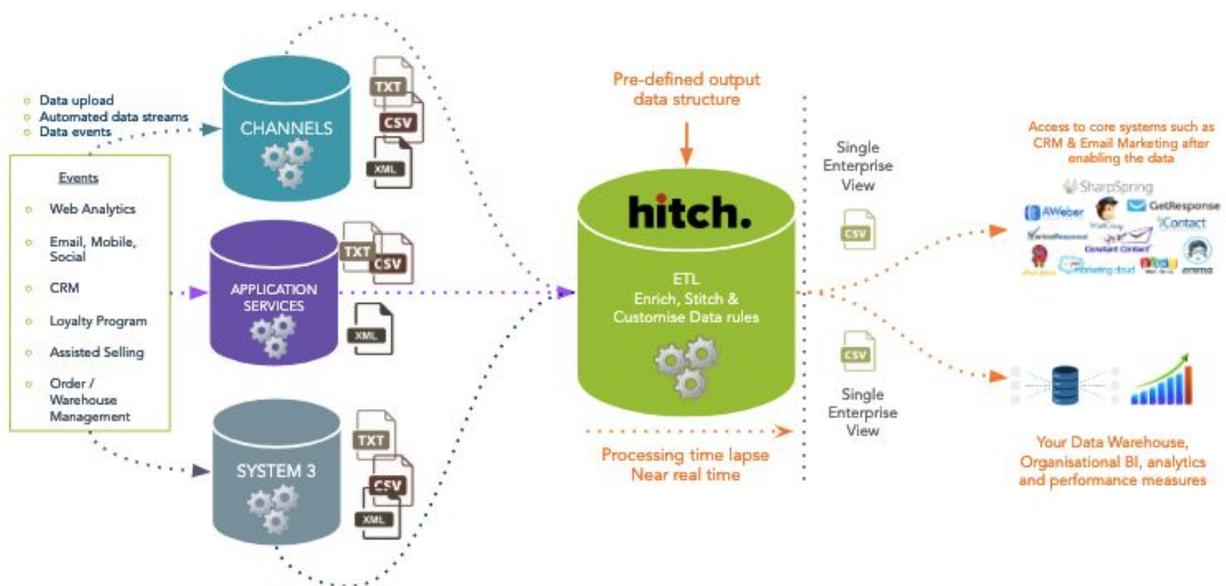
Our Services

Dovetail provides your organisation access to a group of professional marketers with a skill set and knowledge base usually reserved to the “big end of town”.

- ✓ Assessment of your current data and systems to unlock your organisation’s full potential.
- ✓ Develop consistent, marketing ready data to enable your strategies and tactics.
- ✓ Design and create engaging digital communication that drives great Customer Engagement - website and social.
- ✓ Develop great Customer Experience and improved Customer Retention.
- ✓ Design and automate digital campaigns for your target audience.
- ✓ Marketing Technology Implementations and Training.
- ✓ Project Management - everything you need to know online and in one place! - project summary. and progress dashboards, milestones, phases, tasks, discussions and documents.

Making the most of your data

With Hitch we can provide enterprise scale connectivity between multiple data sources. This enables automated decision making, driven directly from the data you have, today. This means less time for you to generate meaningful data that will drive great commercial outcomes and improve productivity.



The value we will add:

- ✓ Unlock the commercial value in your data
- ✓ Identify additional opportunities
- ✓ Enable and measure data-driven marketing success
- ✓ Improve marketing execution while reducing effort
- ✓ Tactically focused recommendations and future state 'road-map'
- ✓ Improved Customer Experience
- ✓ Drive Return on Investment

Schedule of Fees

Our Services are driven by the initial assessment we provide. We provide a data-driven tactical roadmap to increase your ability to maximise your marketing and business success.

We also have set packages to get you started from scratch!

Package	What's included:	AUD
Assess	Assessment of: <ul style="list-style-type: none"> ○ Your current Customer and Business Data and Technology ○ The Processes required to access this information and recommend improvements ○ The skills required by your People to develop data-driven marketing activity. We will: <ul style="list-style-type: none"> ○ Unlock the full commercial potential within your data ○ Recommend areas of improvement for data capture ○ Provide an Executive and detailed Summary with strategic and tactical recommendations coupled with a data-driven marketing 'road map' and timeline 	POA
Maximise	We will help you maximise our recommendations to enable growth in your organisation. <ul style="list-style-type: none"> ○ We become your 'outsourced or extension of marketing' partner ○ We will setup and execute the path of recommendations including campaign development, data preparation and execution ○ We will develop customer triggered automated campaigns providing you with more time to focus on your business. 	1200 [per day]
Success	<ul style="list-style-type: none"> ○ We will test, refine and report on the success of our recommendations to ensure we are adding value each step of the way. 	1200 [per day]

All amounts quoted are GST exclusive and subject to change with no less than 24 hours notice to our Client. Work will begin once a Scope of Work (SOW) and Service Agreement (SA) is approved and signed off by both parties. Dovetail will kick off all agreed work once *50% of the total fee is invoiced and paid. An invoice for the balance [i.e. 50%] will be issued and settled before completion and handover of final report/project. *Only applicable for invoices totalling more than AUD2000. Under this amount, one invoice will be issued and paid prior to kick off.