

Wilkinson Group Launches Small & Medium Business Kick Start

Opportunity knocks for small businesses in recovering economic environment

Sydney 25 June, 2010 – Despite a recent lift in the local employment sector at least one in two Australian small to medium businesses (SMBs) are still feeling the effects of the Global Financial Crisis (GFC) according to a recent Commonwealth Bank survey. In light of this, and recognising that many small business owners are looking for new ways of getting ahead, the Wilkinson Group today launched a new service designed to meet their marketing and communications needs.

“The new service, which we have christened ‘Kick Start’, is aimed at turbo-charging the marketing communications strategies for SMBs,” said Wilkinson Group CEO Simon Murphy.

Kick Start is an accessible and immediate shot-in-the-arm for small businesses and provides them with expert marketing counsel to help them achieve their business goals in an otherwise recovering market.

“Whilst overall business confidence in Australia is still edgy, for business owners with enough pluck and vision this climate also presents fresh opportunity,” said Murphy. “Kick Start allows businesses to demystify and harness ‘big company’ marketing techniques without being locked into big agency contracts.”

Kick Start is offered through two distinct programs: Kick Start Light and Kick Start Extra. Kick Start Light is a one month package for businesses wanting to light the fuse on their communications plans, while Kick Start Extra is for those businesses ready to add more fuel to the fire via a three month program. The program is designed to give SMBs solid marketing momentum at a price that suits individual needs.

“Our consultants come from some of Australia’s largest marketing and advertising agencies as well as government and the media and understand the unique requirements of the SMB market,” said Murphy.

Components of the services available as part of Kick Start include stakeholder audits, competitor analysis, business plan strategy development, government lobbying, collateral development, copy writing, digital and media engagement.

~ ENDS ~

For further enquiries contact Simon Murphy on (02) 8001 8888.

About Wilkinson Group

With offices in Sydney and Melbourne and an international affiliation with the IPREX network the Wilkinson Group, a multi-discipline marketing communications agency offering an expanded set of services to clients across a diverse spectrum of industries including technology, environment, government, primary industry, corporate, financial communications, consumer and lifestyle.