



Mirus Marketing

delivering **digital presence** for your organisation.

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MIRUS
AUSTRALIA

Pressure on aged care facilities increases every day

Managers are facing tighter margins due to the escalating costs of care, funding cuts, and tougher competition as new facilities come online. In today's market, consumers are inundated with choice.



Standing out in this environment is now an industry-wide problem that Mirus Marketing has the solution to.

You already know and trust Mirus for our ability to streamline your business operations, now it's time to use our analytical expertise to give your facility the profile it deserves.

Mirus Marketing extends our industry-leading diagnostics service to provide a full suite of marketing and promotional services. We leverage digital channels to meet your audience where they are already spending time: the internet.



Trust



Care



Love

Mirus Marketing's comprehensive knowledge of aged care dynamics and how to secure long-term engagement makes us your ideal marketing partner.

Our team helps your business deliver a clear and memorable message through digital channels that precisely target your desired audience.

This level of quality assurance frees you to get on with what you do best – the smooth running of your facility

We give you the choice and control you need by providing three service packages to meet your budget and operational requirements.

Each package offers an opportunity to choose the marketing and promotional tools you need at a minimal price point. All three give you access to Mirus Marketing's personalised and highly responsive service.



Trust

The Trust package introduces your business to the digital world, delivering an overarching range of tools to achieve digital cut-through at a foundational campaign and strategic level.

Including overall account management, website management, copywriting, photography and monthly content reporting.



Care

The Care package extends our services to deliver even greater focus on strategic development.

Additional to the essentials available through the Trust package, such as concept development and content creation, posting and competitor analysis.

Care includes videography, campaign PR and events, website building, media releases and monthly EDM's.



Love

The love package is designed as a full suite offering and covers every element your business might need for consistent, on-going strategic development, and the refinement and evolution of your brand.

In addition to the benefits you receive at other tiers, Love incorporates marketing and promotional advantages such as branding and design, and provision of all-inclusive style guides.

The love package also means Mirus Marketing will work with you to develop a comprehensive Targeted Marketing Strategy that will ensure your business moves with the times, stays on message and achieves the digital presence you need into the future.



When you work with us, you're **working with a partner who understands your business.**

Key benefits

1. Bring your brand to life by partnering with expert storytellers.
2. Rise above the crowd by optimising your website.
3. Attract the right audience and strengthen your reputation through targeted emails.
4. Dominate the conversation via cleverly delivered online PR.
5. Increase your speed to market using strategic thinking that has proven outcomes
6. Boost your ROI and cut costs by effective collaboration and minimal rework.

Packages

PACKAGE COMPARISON		 TRUST	 CARE	 LOVE	 CUSTOM
Social media	Strategy Concept	✓	✓	✓	
	Content Curation	✓	✓	✓	✓
	Posting	✓	✓	✓	
	Competitor Analysis	✓	✓	✓	
	Monthly Content Reports	✓	✓	✓	
	Account Management	✓	✓	✓	✓
	Copywriting	✓	✓	✓	
Start-Up Items	Photography (Premium Package)	✓	✓	✓	
	Video (Premium Package)		✓	✓	
	Website Build (Premium Package)		✓	✓	
	SEO	✓	✓	✓	
	Website Management	✓	✓	✓	✓
PR & Events	PR Events Concept		✓	✓	✓
	Media Release		✓	✓	
Marketing	Monthly EDM's		✓	✓	
	Branding + Design			✓	
	Style Guides			✓	
	Targeted Marketing Strategy			✓	
	Blog Updates		✓	✓	
MAC	Mirus Admissions Companion (/month)	\$49/bed	\$29/bed	\$0/bed	

We'd love to hear from you!

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