

New

Dawn Marketing

Big ideas before breakfast.

CAPABILITY STATEMENT

Practical strategy. Strong creative. Marketing that moves business forward.

MACKAY • CENTRAL QUEENSLAND • AUSTRALIA-WIDE

ABOUT NEW DAWN MARKETING

Helping businesses grow through strategic marketing

A Mackay-based, full-service marketing agency supporting businesses throughout Australia.

New Dawn Marketing partners with businesses of all sizes, from sole traders and regional operators to construction companies, local government, industrial organisations and not-for-profits.

We help clients build stronger brands, generate quality leads and communicate with greater clarity. Rather than relying on generic packages, every recommendation is shaped around the client's goals, industry, audience and budget.

An extension of your business

Whether you need a new website, an ongoing marketing partner, promotional products or a complete brand refresh, New Dawn Marketing provides one central point of contact and practical support from idea through to delivery.

OUR WORKING PARTNERSHIP

Broader creative capability, without the agency runaround

New Dawn Marketing works in close partnership with **monkey3media**, an experienced independent creative studio supporting the delivery of brand design, graphic design, custom websites, print-ready artwork, campaign creative and specialised visual content. The partnership allows New Dawn Marketing to offer a wider and more technically capable creative service while remaining the client's central marketing contact. Strategy, communication and project direction stay coordinated through New Dawn Marketing, with **monkey3media** contributing substantial hands-on creative and production expertise behind the scenes.

What this means for clients

A joined-up team with complementary skills, clearer communication and access to experienced creative production, without having to brief and manage multiple suppliers.

OUR SERVICES

Marketing support built around your business

Flexible, practical services for one-off projects, campaigns and ongoing marketing partnerships.

Marketing Strategy

- Marketing plans
- Campaign planning
- Business growth strategies
- Competitor analysis
- Brand positioning
- Traditional and digital media planning, booking and creative

Website Design & Development

- Custom business websites
- Landing pages
- Website content
- SEO optimisation
- Website management and ongoing updates
- Custom creative and production supported through monkey3media

Branding & Design

- Logo design
- Brand identity systems
- Brand guidelines
- Corporate profiles
- Capability statements
- Campaign and advertising creative

Digital Marketing

- Google Business Profile management
- Search engine optimisation (SEO)
- Google Ads
- Social media advertising
- Digital campaign planning and optimisation

Content Creation

- Website copywriting
- SEO content
- Media releases
- Brochures and flyers
- Newsletters
- Campaign messaging

Social Media Management

- Content and campaign planning
- Graphic design
- Photography coordination
- Advertising campaigns
- Community engagement
- Ongoing platform management

Graphic Design & Production

- Brochures and flyers
- Signage and vehicle wraps
- Digital advertising
- Promotional products
- Print-ready artwork
- Display and campaign graphics

Media & Promotion

- Media & Promotion
- Traditional media booking
 - Digital media placement
 - Campaign creation
 - Promotional merchandise
 - Supplier coordination
 - Production management

HOW WE WORK

One clear process from strategy to delivery

01	UNDERSTAND	We start with the business, the audience and the result you need, not a pre-built package.
02	PLAN	We define priorities, channels, timing and practical actions that suit your budget and capacity.
03	CREATE	Campaigns, content, websites and brand assets are developed by the right mix of New Dawn Marketing and monkey3media expertise.
04	DELIVER	We coordinate media, production, suppliers and rollout so the work moves from concept into the real world.
05	IMPROVE	Where ongoing support is required, we review performance, identify opportunities and refine the approach.

One point of contact

New Dawn Marketing coordinates the relationship, priorities and project flow. The client gets the benefit of a broader creative team without the confusion of managing separate providers.

FLEXIBLE ENGAGEMENT

- One-off campaigns and projects
- Ongoing marketing support
- Retained marketing partnerships
- Creative and production support
- Media, supplier and rollout coordination



INDUSTRIES WE SUPPORT

Experience across regional, technical and service-based industries

Construction	Mining & Resources	Trades & Contractors
Local Government	Manufacturing	Professional Services
Tourism & Hospitality	Health & Allied Health	Retail
Community Organisations	Education	Sporting Organisations

WHY CHOOSE NEW DAWN MARKETING

Practical marketing, backed by real creative capability

Personal service

Direct, one-on-one communication and advice that reflects your business.

Regional knowledge

A strong understanding of Mackay, Central Queensland and regional business conditions.

Strategy + creativity

Business-focused thinking supported by experienced creative production.

Clear communication

Straightforward project updates, transparent scope and practical recommendations.

Flexible support

One-off projects, campaigns or ongoing partnerships, with no lock-in contracts.

Reliable delivery

Responsive turnaround and coordinated delivery across marketing, creative and production.



CORE CAPABILITIES

The expertise to take ideas from planning to production

Strategy & Direction

- Marketing strategy
- Campaign planning
- Brand positioning
- Competitor analysis
- Business growth initiatives

Digital & Search

- Website design
- SEO
- Google Business Profile optimisation
- Google Ads
- Social media marketing

Brand & Creative

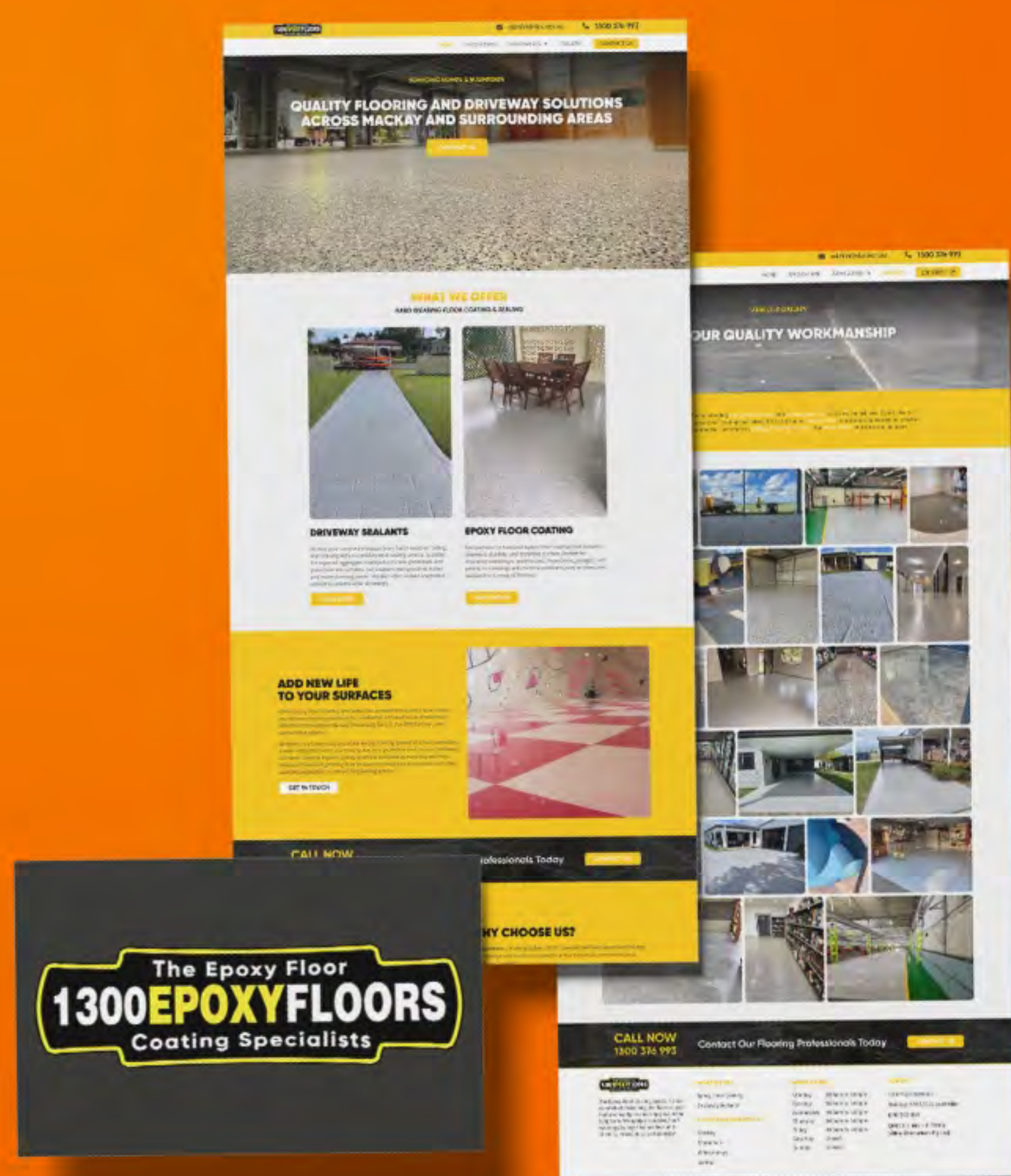
- Branding
- Graphic design
- Copywriting
- Corporate publications
- Capability statements

Campaign Delivery

- Traditional media
- Digital advertising
- Promotional products
- Photography coordination
- Supplier and production management

Creative production partnership

monkey3media plays a key delivery role across custom website builds, brand and graphic design, print and promotional artwork, digital campaign creative and specialised visual production. This gives New Dawn Marketing the depth to manage larger and more varied briefs while keeping the service personal and coordinated.



WHAT SETS US APART

At New Dawn Marketing, we do not simply create individual marketing materials. We build connected marketing systems that help businesses attract, convert and retain customers.

Our approach brings together strategy, creativity and practical business experience so each investment has a clear role. We focus on long-term relationships built on trust, reliability and measurable progress.

CLIENT EXPERIENCE

Supporting businesses across a wide range of sectors

New Dawn Marketing has experience supporting organisations across construction, electrical, air conditioning and refrigeration, manufacturing, transport, hospitality, health, industrial services, professional services and community organisations.

SELECTED CLIENTS



SERVICE AREA

Local knowledge. Australia-wide capability.

MACKAY

WHITSUNDAYS

ISAAC REGION

BOWEN BASIN

CENTRAL
QUEENSLAND

QUEENSLAND

AUSTRALIA-WIDE

Regional roots, wider reach

New Dawn Marketing is proudly based in Mackay and works with clients across Queensland and Australia. The partnership with monkey3media also extends the team's creative delivery capability across regions and project types.

START A CONVERSATION

Let's build marketing that works harder for your business

Whether you need a single project delivered properly or a long-term marketing partner, New Dawn Marketing can bring together the strategy, creative expertise and practical support required to move the work forward.



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Marketing Strategy · Branding · Websites · Digital Marketing

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STRATEGIC MARKETING BY NEW DAWN MARKETING
CREATIVE DELIVERY SUPPORTED BY MONKEY3MEDIA