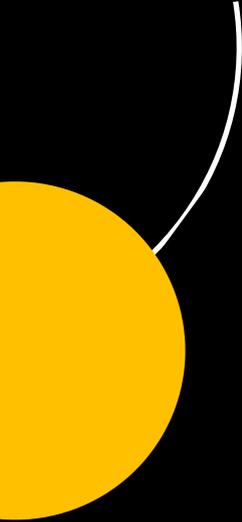


Take your
marketing skills
to the next level with
The Clever Bunch.



Marketing Mentoring
for Business Owners



Created by renowned international marketing organisation  Basic Bananas, The Clever Bunch is the **world's leading marketing mentoring** program for business owners, marketers, and those who want to learn from the best and become the best at marketing.

For a business to succeed, you need two things: A great offering (product or service) and great marketing. One doesn't work without the other long term. Understanding and applying marketing is crucial in today's competitive world for businesses to not only survive, but also thrive.

Marketing is a skill for life every business owner must acquire in order to succeed wildly. If you're looking to increase both your competence and confidence to successfully market and grow your business, then The Clever Bunch might be the perfect program for you.

The Clever Bunch.



Since its inception in 2009,
The Clever Bunch has seen thousands
of business owners **succeed wildly!**

Through this mentoring program you will:

- Grow your brand to increase brand awareness and attract more customers
- Build a marketing machine combining the best strategies tailored to your business
- Bring clarity to your marketing approach and have a clear path of business growth
- Connect with experts and peers for advice, accountability and support.

Why is mastering marketing so important?

Marketing is like oxygen for your business - you need it if you want to grow. And, just like regular, controlled breathing keeps you calm and focused, consistent marketing helps you to avoid the stressful ups and downs within your business.

Many small businesses lose focus on marketing, mainly because they don't have a clear roadmap; they squeeze it in when they find the time. It's so important for a business to have a robust marketing strategy in place, with clear goals and metrics to track. This will help you understand what's working and where to focus both your time and money, without wasting either.

The Clever Bunch is a unique combination of educational workshops to gain skills for life and mentoring support. Its proven structure has been specifically designed to guide you step-by-step to create a high-performing Marketing Eco-System™ for any business you are involved in.

The end result: A marketing machine to grow your business at the speed you desire.



The Clever Bunch program **covers all areas of marketing** necessary to grow a business.



01 Marketing Planning

Having a marketing plan in place is absolutely crucial for a business to succeed wildly. Yet unfortunately many business owners are throwing spaghetti at the wall when it comes to their marketing efforts, resulting in a waste of time and money.

At the beginning of your Clever Bunch journey you'll be guided through an effective marketing strategy for your business we'll then roll out over the course of the program. This way you'll have clear direction and focus when it comes to growing your business instead of having a scattered approach.

02 Brand Strategy

Having a proper brand strategy has become ever more important for businesses to succeed. Your brand is one of your biggest assets. The purpose of a smart brand strategy is to create a memorable identity for your business, product or service, differentiate yourself in a crowded market, build customer loyalty and create trust and credibility with your target audiences.

In the Clever Bunch you'll receive a powerful brand strategy template to create your own based on the success principles of the 'big guys'. Let's make your business irresistible to the right audiences.

03 Copywriting

Copywriting is the art and science of creating words and phrases that capture attention, engage, persuade, and ultimately convert your target audiences into customers. A well-crafted piece of copy can make all the difference in your marketing campaigns, helping you stand out from your competition, build trust with your audience, and ultimately drive more sales and profit.

Copywriting is a skill every business owner must hone in order to succeed. With the rise of digital marketing, copywriting has become even more crucial, as businesses need to create engaging content across multiple channels.

In the Clever Bunch you'll discover the Copywriting Formula™ that will make writing all of your marketing communication effective and effortless.

04 Marketing Funnels

Email marketing funnels are a powerful tool for any business to build strong relationships with their audiences, build trust and increase sales. By creating thoughtful, strategic funnels, you'll deliver the right message to the right person at the right time and turn your prospects into raving fans.

In the Clever Bunch you'll map out and create the four most important funnels every business must have. You'll also discover the right software and tech to use to automate and streamline a large part of your marketing communication.

05 Social Media

Social media has become an essential tool for businesses of all sizes and industries. By using the right social media platforms, you'll connect with their target audience, build brand awareness, and increase customer engagement.

Through targeted advertising, your business is able to reach your desired target markets more effectively in order to attract more prospects and increase sales.

In the Clever Bunch program, you'll map out a smart social media strategy for you or someone on your team to execute with the highest return on investment.

06 Digital Marketing

In today's digital age, where consumers spend more time online than ever before, digital marketing has become a critical component of any successful business strategy.

Digital marketing also allows for highly targeted and personalized marketing, reaching only those individuals who are most likely to be interested in your business offerings.

Plus it provides valuable data and insights into customer behaviour, enabling you to make informed decisions to optimise and refine your marketing strategies.

In the Clever Bunch you'll implement the most effective digital strategies tailored to your business. With the power of digital marketing, you'll increase your visibility, reach a wider audience, and boost your sales.

07 Offline Marketing

To create a functional and effective Marketing Eco-System™, you need to combine both offline and online marketing strategies to get the most out of your marketing efforts.

Integrating offline and online marketing will lead to more cohesive and effective marketing campaigns.

By utilizing both avenues, you'll run more cohesive and effective marketing campaigns, ensuring that your communication is reaching a wider audience and reinforcing your brand message across multiple touchpoints.

In the Clever Bunch program, you'll implement the smartest and most cost-effective offline marketing strategies to complement your digital marketing approach.

08 Public Relations

PR is all about building and managing your brand reputation. It's like having a secret weapon in your arsenal, a way to get your brand story out and heard by a wider audience.

PR involves managing and enhancing the public perception of your business by creating and distributing compelling content and stories through different media channels, both traditional and non-traditional. By establishing a positive image and reputation, you'll build trust and credibility with your market leading to increased customer loyalty and sales.

In the Clever Bunch you'll get access to the exact PR formula that will help you grow your brand across multiple platforms, increase authority and gain trust in the market.



09 Sales Processes

Effective marketing strategies brings the right people to your (proverbial) door, sales strategies makes them want to buy your services and products.

Sales strategies and processes involve a mix of creativity, analytics, and psychology. They're a vital tool for you to grow your business.

Throughout the Clever Bunch, you'll create a seamless and enjoyable experience that leads to customer loyalty and repeat business by aligning your sales strategy with your customer journey.

10 Automation & AI

Automation and AI are game-changers for business owners looking to streamline their operations, increase efficiency, and unlock new opportunities for growth.

By leveraging the power of automation and AI, you can automate repetitive tasks, reduce errors, and free up your and your team's time to focus on higher-value work that requires human expertise and creativity.

Ultimately, automation and AI can help businesses stay competitive in a fast-paced, data-driven world. By embracing new technologies and leveraging them to their fullest potential, you'll unlock new levels of efficiency, productivity, and innovation.

There are so many great tools available for businesses to run even more effectively. Throughout the Clever Bunch program, you'll implement the best tools and technology for you to be able to step out of your business whenever you choose.

Who is The Clever Bunch for?



Small business owners & entrepreneurs

Truly understand marketing strategies to structure your processes and scale up your business.



Marketing professionals

Learn from the best in the industry, stay up to date and further develop your marketing skills and confidence within a supportive community.



What's included in The Clever Bunch?

The Clever Bunch program is a twelve-month program with the following key elements.

- **11 x Monthly Marketing Mentoring Workshops**
Build your marketing machine with the founders of Basic Bananas.
- **Marketing Resources, Frameworks and Templates**
Proven marketing strategies, templates and tools you can apply straight away.
- **Access to Members' Only Online Resource Library**
Resources, templates and additional masterclasses on specific topics you can 'plug and play' in your business.
- **Weekly Advisory Board Sessions**
Get your marketing campaigns reviewed and all your questions answered by our founders and fellow mastermind members.
- **Unlimited Support**
Maximise your results with our dedicated support team. Become part of an empowering community.
- **Accountability**
Monthly mastermind groups run by seasoned business owners to help you achieve your goals and stay motivated.
- **Masterclasses**
Bonus masterclasses run by experts on specific topics to keep you up to date.
- **Global Business Community**
Connecting you with a network of like-minded people.
- **Members' Directory Listing**
Support and be discovered by other Basic Bananas members.



We get it, that not one size fits all and some may want to kick goals faster.
There are three levels for you to pick from:

The Clever Bunch	\$14,900* Investment
11 monthly Workshops	Accountability
Resources and Templates	Bi-Monthly Masterclasses
Members' Resource Library	Global Business Community
Weekly Advisory Board	Members' Directory Listing
Unlimited Support	

The Clever Bunch Premium	\$24,700* Investment
11 monthly Workshops	Bi-Monthly Masterclasses
Resources and Templates	Global Business Community
Members' Resource Library	Members' Directory Listing
Weekly Advisory Board	Monthly Coaching calls with our head coach
Unlimited Support	Priority access to Genius Bunch
Accountability	

The Clever Bunch VIP	\$49,900* Investment
11 monthly Workshops	Global Business Community
Resources and Templates	Members' Directory Listing
Members' Resource Library	Quarterly Strategy sessions with co-founders
Weekly Advisory Board	Monthly planning call with co-founders
Unlimited Support	Priority access to Genius Bunch
Accountability	
Bi-Monthly Masterclasses	

*Incl GST and is tax deductible for further education and business development.
Payment plans also available.



What makes The Clever Bunch the leading marketing program?

- 01 Small group mentoring providing personal support
- 02 Mentoring by the founders of Basic Bananas who have decades of experience
- 03 Unlimited personalised feedback on your marketing campaigns
- 04 A sequential, step-by-step process that helps you build your marketing machine
- 05 Proven frameworks you can put into practice
- 06 Transferable skills you can apply to any business

Check what The Clever Bunch graduates **have to say...**

The magic sauce of Clever Bunch is the things you don't expect. You expect top notch marketing training and you get it. You expect quality, engaged and passionate trainers and you get it. What I didn't expect was the energy and ideas you get from your newfound community of business people who share a passion for telling their story. This goes far beyond the classroom and that connection is amazing.



Craig, Big Shed Brewery

The last 2 years have been a fun ride with the marketing knowledge and awareness that your clever bunch program provided me. We have seen results week after week, with new customers finding us and staying with us, old loyal customers loving us a little more, and Jason and I loving the work we do.



Joana, Espresso Services Plus

Since July 2021, our revenue at the markets more than doubled, our home delivery revenue went from \$200 a week to over \$2000 a week and our pasta loop went from 0 to 535 contacts. Our Food Service revenue has doubled (I think due to more marketing of our brand via Facebook and SEO) and we are about to focus on that as a more off-line marketing strategy thanks to the insights from Clever Bunch.



Paolo, Pasta Gallery



These guys know their stuff. After only 2 months of implementing we're already up 20% and our base sales are 6 figures per month, so it's a significant amount.



Aaron Griffiths - KG Training and Assessing

Since working with the guys at Basic Bananas we've quadrupled our turnover and we've doubled our team! They gave us the confidence to make the right decisions as business owners. Without doing The Clever Bunch program or even just coming to the Blast Off marketing workshop, I don't think we'd be here.



Catherine van Luenen and Rebekah Gates - Family Focus Legal



The back story...

Basic Bananas was founded by seasoned entrepreneurs Franziska Iseli and Christo Hall in 2009 to support business owners, entrepreneurs and marketers in understanding how to grow their businesses through marketing. Since its inception Basic Bananas has mentored thousands of business owners from all around the world.

Basic Bananas is recognised and partners with many business organizations and associations including...

