



[info@opmarketing.com.au](mailto:info@opmarketing.com.au)

[WWW.OPMARKETING.COM.AU](http://WWW.OPMARKETING.COM.AU)

# message from brian

While we do help most types of businesses, On Point Marketing has a special interest in the healthcare industry. We empower business owners to break through the noise, attract fresh customers and establish themselves as industry leaders.

I'm a father to two beautiful children and my family is my number one. I started off my career in healthcare where I worked as an Orthoptist performing well over 10,000 eye exams. You could say that's a lot of eyes, but it's also a whole lot of compassion, patience and understanding the needs and frustrations of others.

From here, I moved into business management roles supplying millions of dollar's worth of healthcare products. For my efforts, I won multiple awards as well as achieving well above my targets. With over 5,000 business meetings, you could say that I've also learnt a few things about running a business.

*Brian Hoppe*





# Have you heard of Fiverr and Upwork... isn't that just as good?

As a business owner, you're constantly seeking cost-effective solutions and ways to boost efficiency. It's natural to be drawn to online platforms like Fiverr or Upwork which offer access to thousands of freelancers at affordable prices. However, are these services truly the best choice for your marketing needs?

Firstly, both Fiverr and Upwork face a significant challenge – the lack of quality control. Unlike specialised marketing agencies, these platforms lack stringent verification processes to ensure the skills and experience of their freelancers.

Moreover, using Fiverr or Upwork comes with the drawback of a limited range of services. While you may find freelancers for simple tasks like graphic design, copywriting and basic SEO, specialised marketing services such as inbound marketing strategies or email marketing automation may be harder to come by.

Effective communication is  
crucial for a successful marketing campaign.

Unfortunately, Fiverr or Upwork can pose communication difficulties. Freelancers may speak a different language or reside in a different time zone, leading to misunderstandings, and delays that hinder the execution of your marketing campaign.



There is also a risk of plagiarism when hiring a freelance writer on Fiverr or Upwork. While the cost may be appealing, it's important to note the potential consequences. Poorly written content or plagiarism can tarnish your brand's reputation and harm your search engine rankings.

Finally, it's essential to consider long-term partnerships beyond your immediate marketing needs. Building a lasting relationship with a marketing agency allows for a better understanding of your brand and industry. However, when working with Fiverr or Upwork, you are more likely to engage freelancers on a project-by-project basis, hindering the development of the necessary relationship for an effective marketing campaign.

Platforms like Fiverr and Upwork may seem appealing, they may not be the best solution for your marketing needs. The lack of quality control, limited range of services, communication difficulties, risk of plagiarism, and a long-term partnership pose significant challenges.

To ensure quality and consistency in your marketing campaigns, it is advisable to rely on reputable and experienced marketing agencies that specialise in your industry.



# our website design process



## RESEARCH

We take the time to truly understand your vision and requirements for your graphic design needs. Whether it's a logo, business card, or any other project that calls for our expertise, we're here to bring your ideas to life!



## FEEDBACK

We highly value your feedback as it plays a crucial role in our design process. Rest assured, we offer up to 5 opportunities for feedback per project. Your input is vital to creating the best possible outcome.



## DELIVER

We offer a wide range of formats for your final design, tailored to your specific needs. Whether you prefer digital use or printed materials, we've got you covered. Digital assets can be ideal for social media, websites, or online advertising. Rest assured, we can also assist in finding a reliable third-party printer if required.

“

Brian helped me through my first year in business. We ran paid ad campaigns and created a new website. As a result, I've been able to build a good patient database. Now that I'm expanding my business, I've looked to Brian again for more online marketing. Can't wait to see the results!

**JOSEPH BITAR**

Chiropractor | Unified Chiro | Merrylands

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“

My business operates between Sydney and Melbourne which means my spare time is important! I've trusted Brian to manage my website, social media and run my online ads. I've had nothing but positive results. Brian has a 'nothing is too hard' mentality which has really help my business grow. I highly recommend his services.

**DANIEL MITWALI**

Auto Glacier | JD Windscreens | Sydney and Melbourne

”



“

Brian has built 3 different websites for me for my 3 businesses. What I love most about working with Brian and On Point Marketing is how professional and patient he is. He is able to create clarity and bring my vision to life. Brian is super knowledgeable and honest about his work. I would definitely recommend Brian for all your website needs

**SUSSAN H**

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“

It was a pleasure to have Brian design my website. His work met all of my expectations. He was reliable, always on time and so easy to deal with. He listened to what I wanted and was able to design and build a website that I had pictured. Looking forward to working with Brian again for my future marketing needs.

**PETER C**

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“

My business operates between Sydney and Melbourne which means my spare time is important! I've trusted Brian to manage my website, social media and run my ads through Google. I've had nothing but positive results. Brian has a try anything mentality which has really help my business grow. I highly recommend his services.

DANIEL M

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“

Brian's professional and personable. His understanding of health professionals makes the consultations easy and comfortable to discuss what I was after. Brian is patient, and his passion with what he does is admirable. Thankyou Brian for your time and creating a great website, the results says it all! It has been a pleasure working with you.

KELLY L

”



“

Brian is passionate about his job and always delivers as promised. He responded promptly to enquiries, is professional, friendly and gives great service. No matter how many changes were requested he was able to respond each time. Thanks for your care in building our fantastic webpage.

ALLAN L.

”

“

Brian has helped us in building our website from scratch and other online marketing aspects. I am very pleased with the outcome. Brian's experience in healthcare is a truly added bonus.

KAREN D.

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“

Brian helped me through my first year as a business with an ad campaign and a new website. I had great results and built a good patient database. Now that I'm expanding my business, I've looked to Brian again for more online marketing. Can't wait to see the results!

**JOSEPH B.**

”

“

Very happy with my new website. I wasn't sure what I needed but Brian was helpful and took the time to explain everything to me. I've already had a lot of people contact me for upholstery related work. A+

**MARIO S.**

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logo  
designs



**ALLIED**  
S T R A T A





westerneyez



**op**  
**points**





DS. DEBT  
SALES



amaci  
eyewear

SEE THE WORLD IN STYLE

Happy little



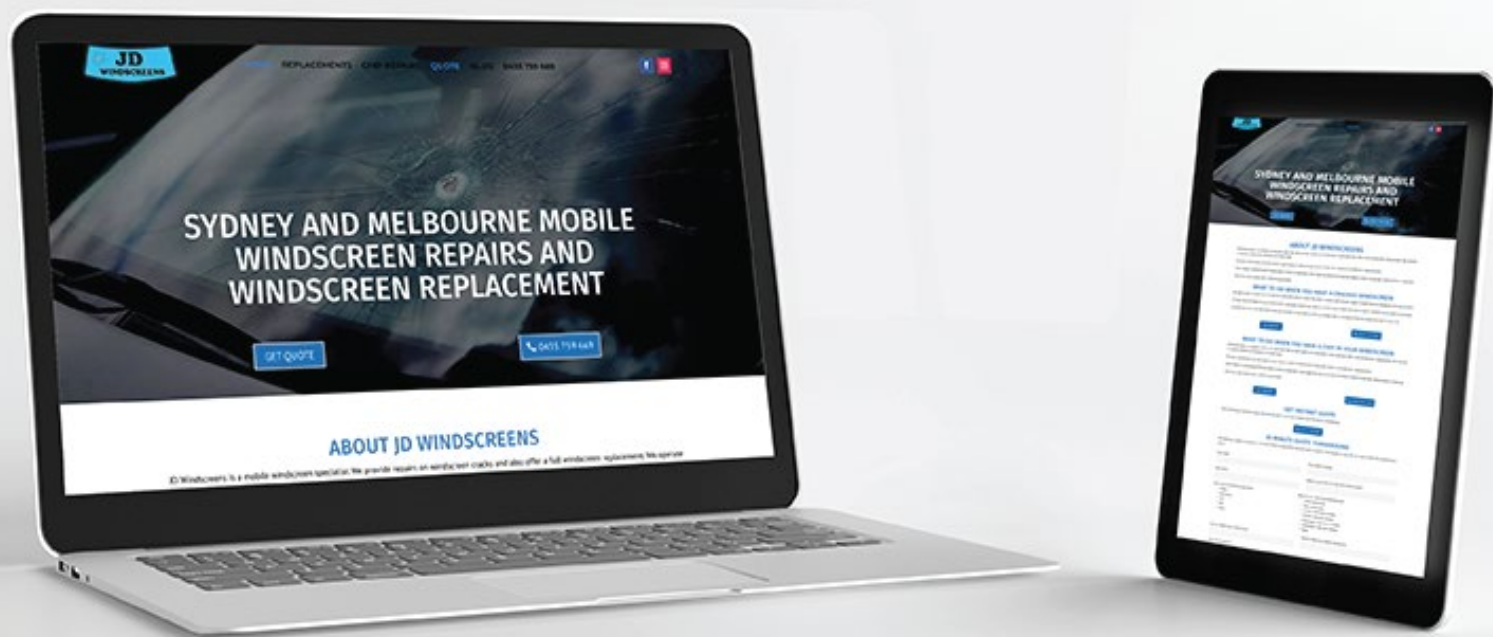
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**STRATEGIC**  
COLLECTION SERVICES

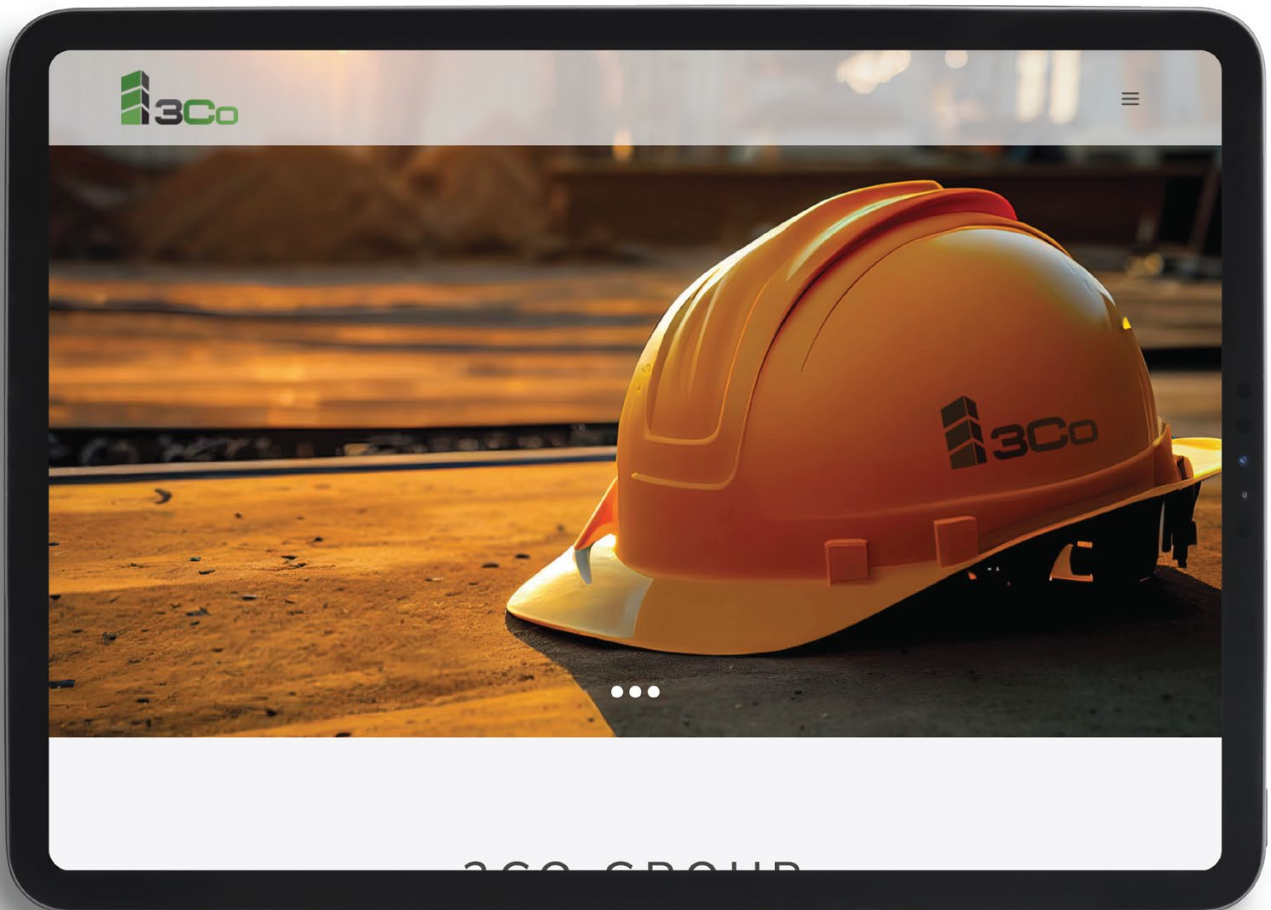


custom website  
designs



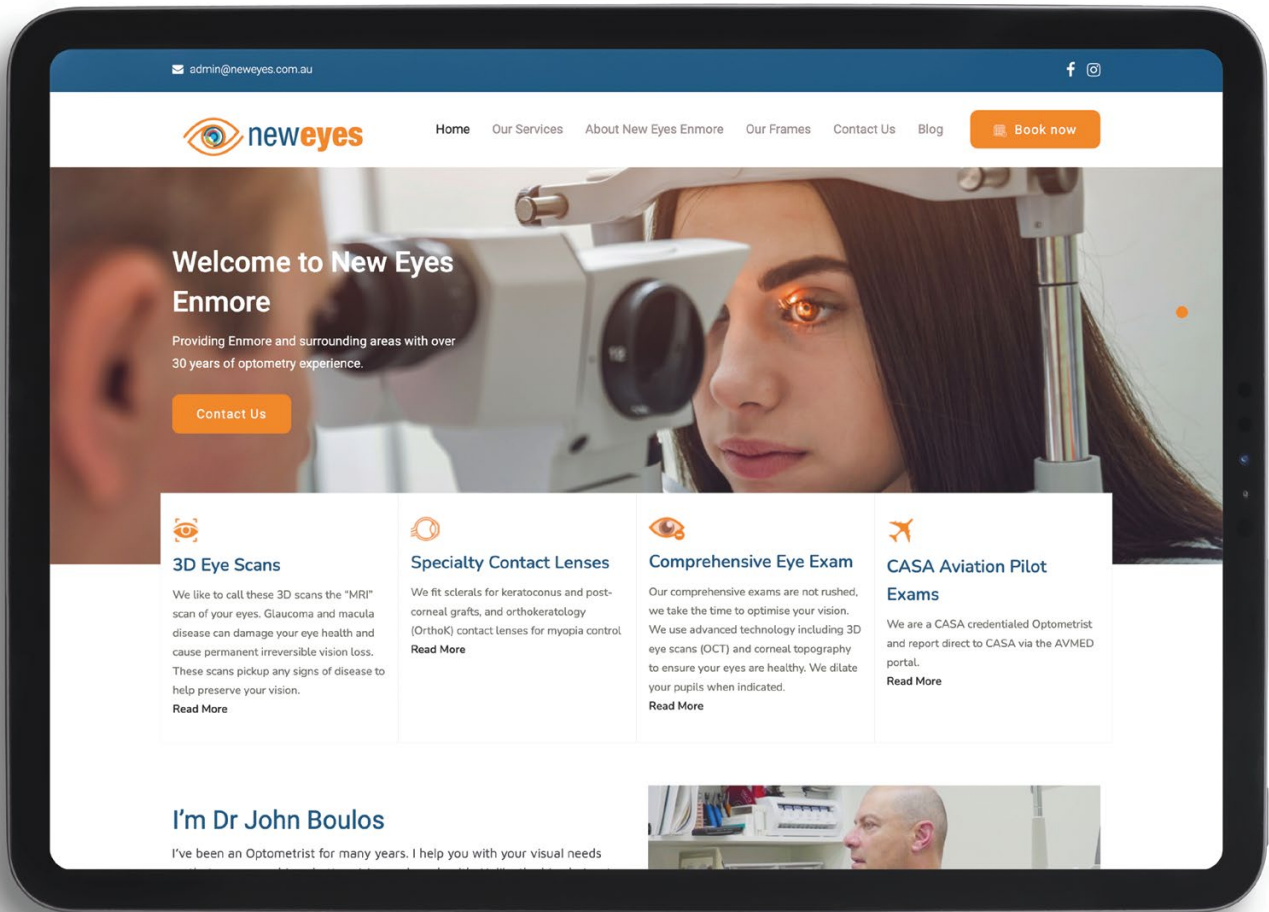




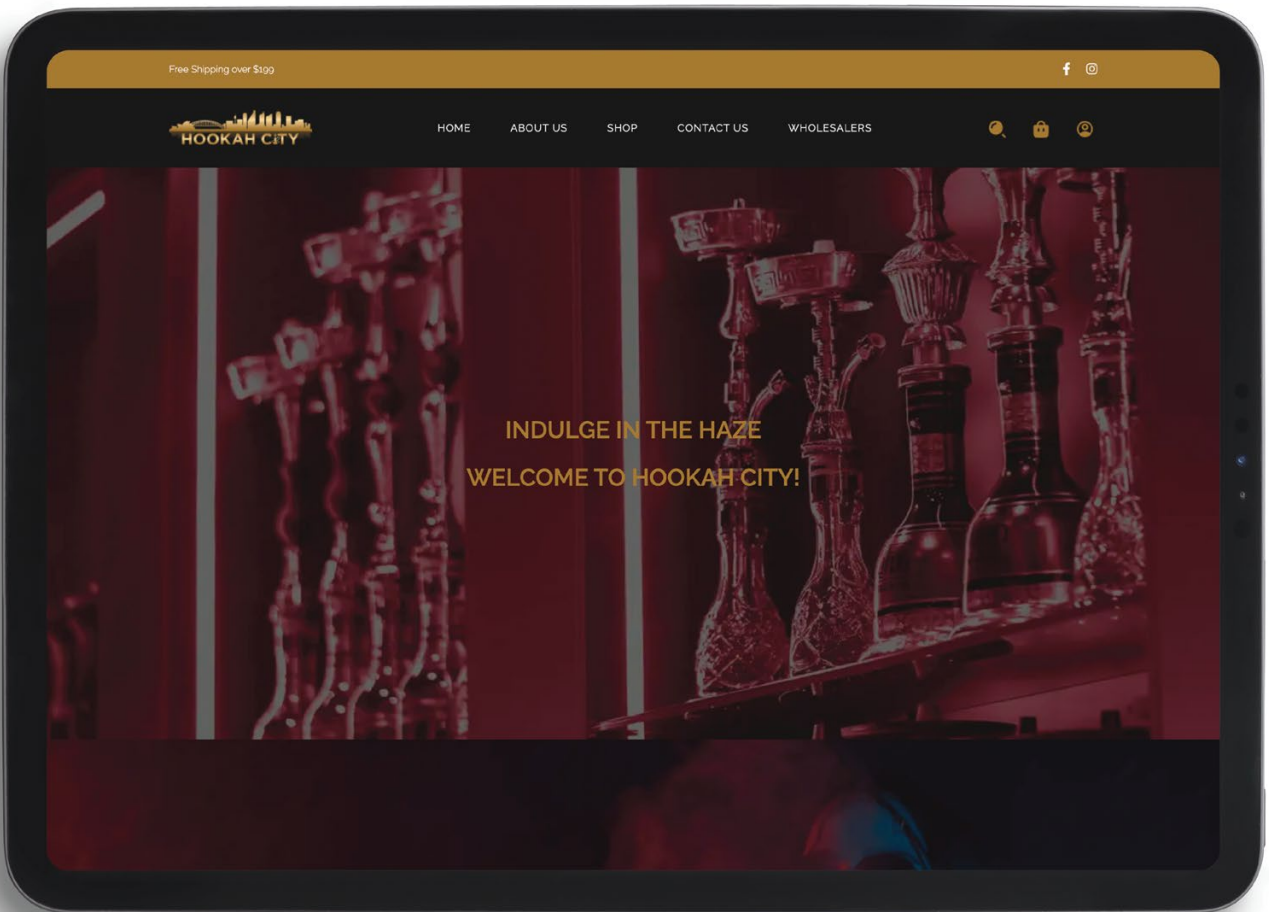
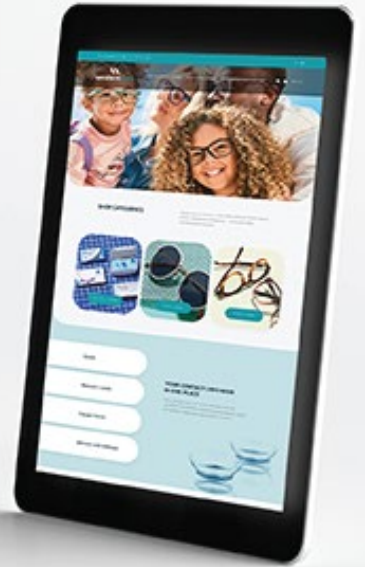






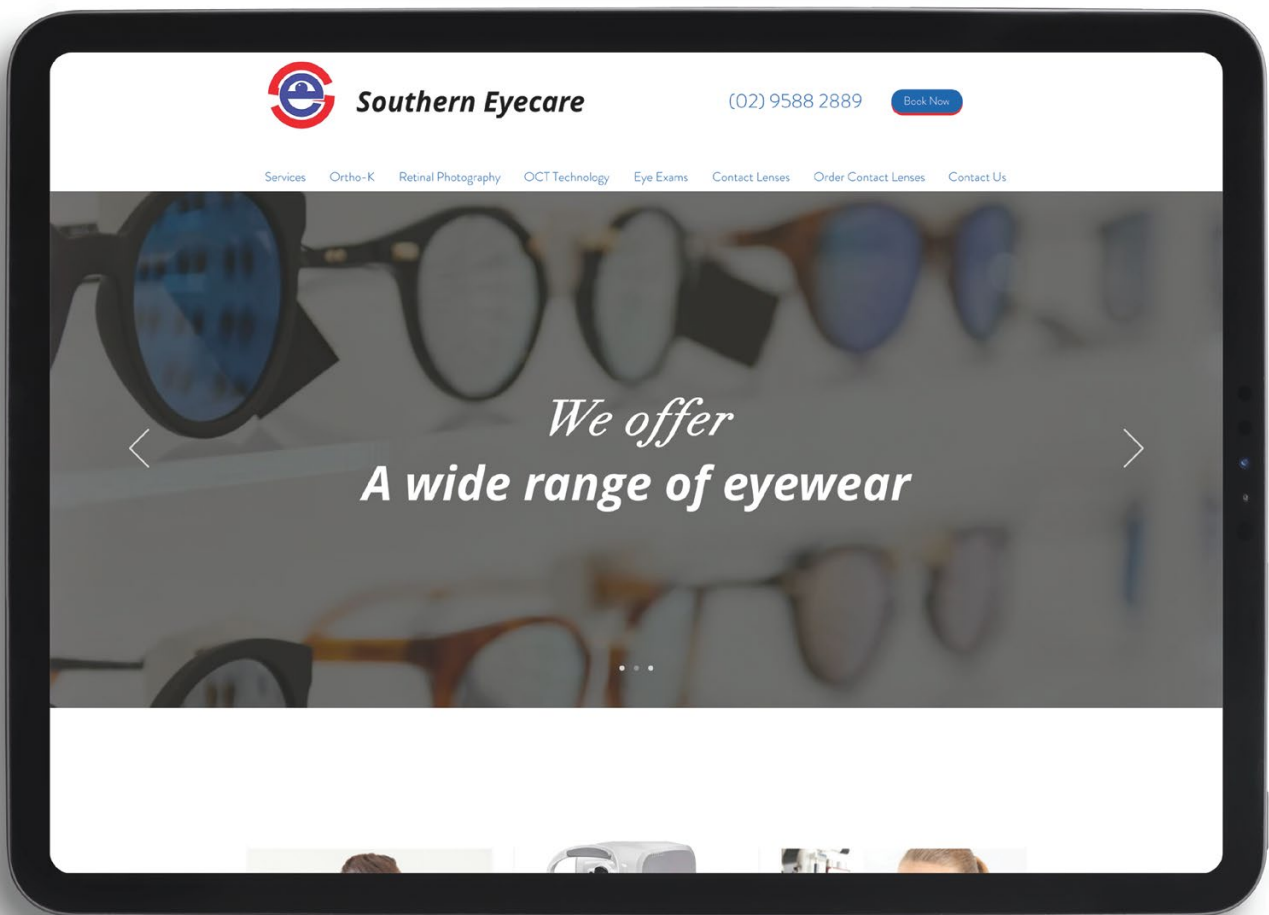












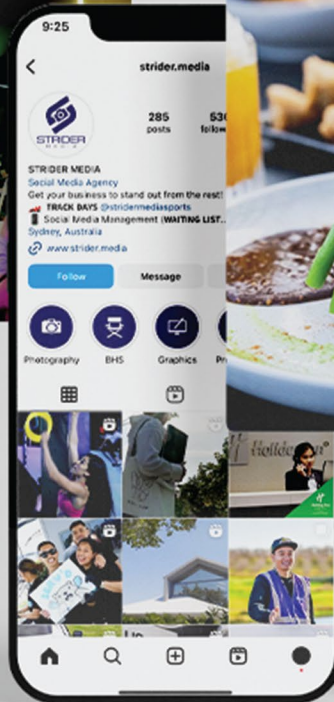
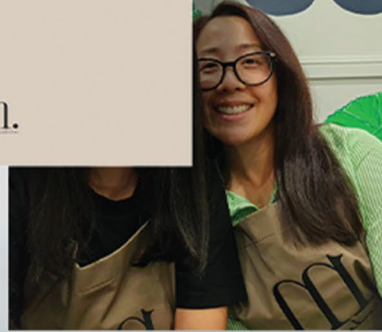
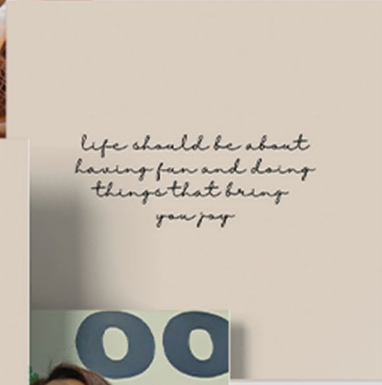
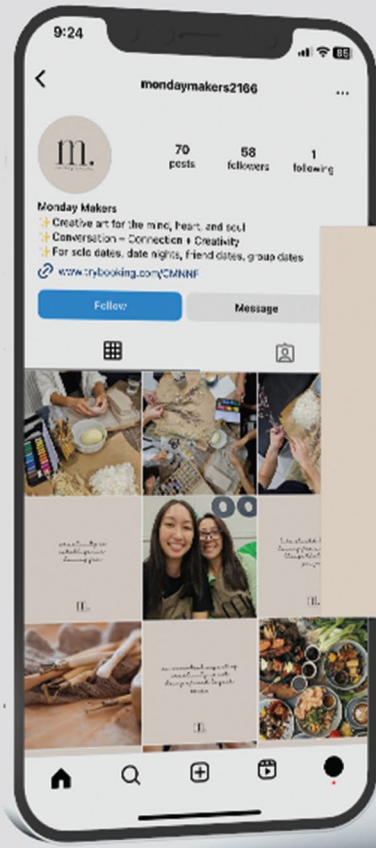
social media  
marketing



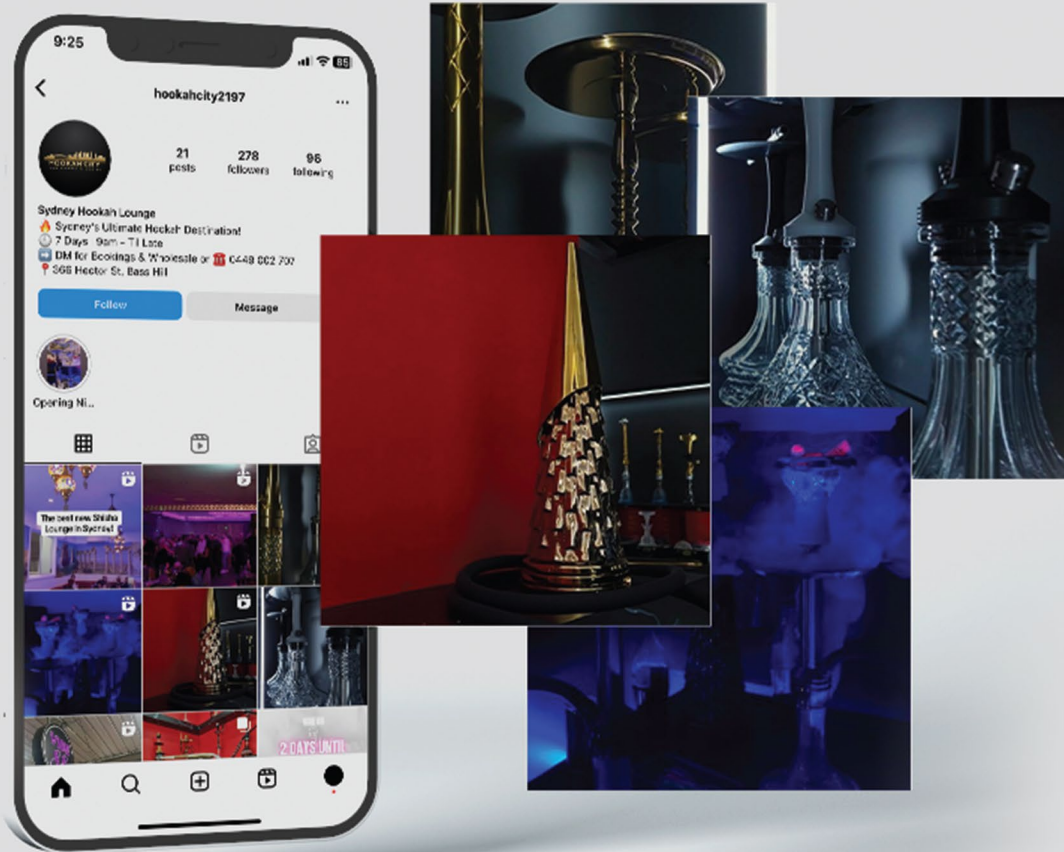
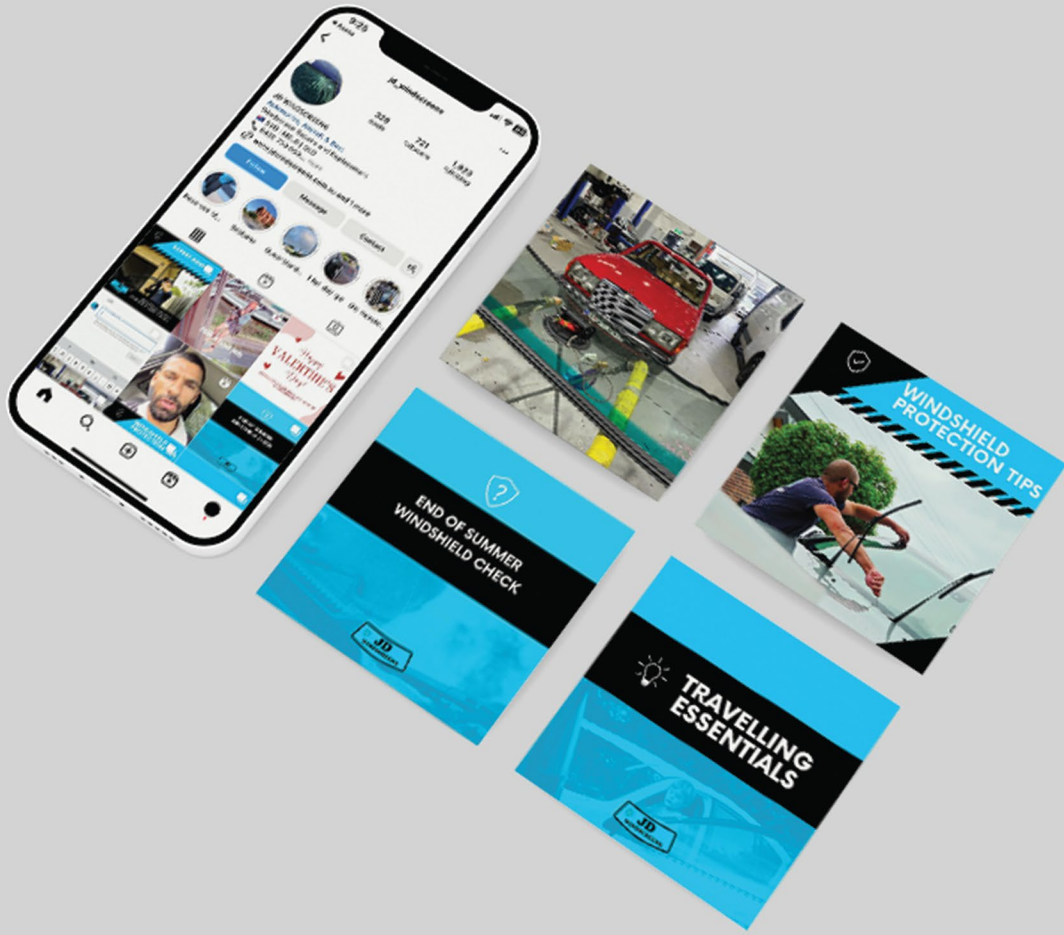
**In need of a special type of gift?**

9:24  
happylittlekeepsakes  
23 posts 150 followers  
Happy Little Keepsakes  
We help you create happy memories!  
Keepsake Chairs - 100% hand made in Australia!  
Afterpay available!  
happylittlekeepsakes.com.au/keepsake-c  
Follow  
AND THE WINNER IS... 24 HOURS TO GO!  
Charlie

Amaci Eyewear  
6 posts 30 stories 11 followers  
Amaci Eyewear Australia's #1 Choice!  
Stay unapologetic!  
New style & colors!  
Stay unapologetic!  
Amaci Eyewear SEE THE WORLD IN STYLE  
Summer's here! Stay unapologetic!









business card  
designs





brochure  
designs



## GLASS CLASSIC

HOOKAH



\$ 356.46

Enjoy a unique and luxurious smoking experience with the timeless 'Glass Hookah'. Expertly crafted from high quality stainless steel, this hookah will stand up against water or vapour without missing a beat. Inhale luxury in every puff!

## OCEAN WOOD

HOOKAH



\$ 400.00

Ocean Wood Hookah is an elegantly crafted wooden hookah made from quality materials in Germany. Constructed of premium wood and stainless steel, this sophisticated device offers not only aesthetic appeal but also robustness - ensuring you enjoy it for years to come! It's easy-to-clean design allows maximum convenience, so get ready to savor some fine hookah smoke!



HOOKAH CITY

omaci  
eyewear  
SEE THE WORLD IN STYLE



### Paris

BLACK & WHITE

SIZE: 60-13-145

LENS CATEGORY: 3



### Paris

TORTOISE

SIZE: 60-13-145

LENS CATEGORY: 3

### Paris

BLACK

SIZE: 60-13-145

LENS CATEGORY: 3



## TRANSFORMING ALL HALLOWS: A MULTI-PURPOSE ROOM RENOVATION PROJECT WITH A \$100K TARGET

Unleash Creativity and Fun: Help us Create an Amazing Play and Creative Zone!

At All Hallows, we recognise the need for a dedicated wet weather play area and a space for teaching dramatic arts. That's why we're excited to embark on a mission to renovate and transform one of our underutilised spaces into an incredible zone that will cater to all ages.

But that's not all! This renovated room will also become the home of our brand-new arts and drama program, where students can explore their artistic talents and unleash their creativity.

We cordially invite you to join us in this special initiative, where you can become a part of creating a space that will inspire and entertain. With various sponsorship packages available, you can choose the level of support that best suits you. Additionally, we are seeking donations of goods or services for our Major Raffle, providing an opportunity for your business to gain exposure while supporting a worthy cause.

Don't miss out on the chance to make a lasting impact. Join us as we transform All Hallows and make a difference in the lives of our students. Together, let's create something truly



**SPONSORSHIP PACKAGE  
PLATINUM  
\$10,000**

Become our exclusive partner at All Hallows Catholic Primary School Five Dock and get ready to shine with our Platinum sponsorship package. For just \$10,000, you'll enjoy a range of benefits that will put your brand in the spotlight.

As the platinum sponsor, you'll have the exclusive opportunity to sponsor the Fun Zone area at our fair. Your banners will be prominently featured in this exciting zone, which includes carnival rides, games, and a petting farm. Your brand will also be highlighted on our main site map at the entrance of the fair.

But that's not all. Your logo will be featured on outdoor banners, posters and all communication materials, including flyers, newsletters and the event guide. We'll also give your brand some extra digital love with logo placement on our EDM/Digital and social media campaigns.

You'll have the chance to make a real impact at the fair by having one of our representatives speak on behalf of our partnership. Our MC will also give you regular shout-outs on centre stage throughout the day.

We'll show our appreciation for your support by featuring recognition and thank you plaques in our newly renovated Multi-Purpose Room and Main School Reception Area. And to make sure you never forget your contribution, we'll present you with a special recognition plaque to keep.

As the platinum sponsor, you'll also have the opportunity to have a representative present at the official opening of our Multi-Purpose Room. Plus, we'll include a tented fair stall for you to showcase your brand on the big day.

Don't miss your chance to take centre stage at All Hallows Catholic Primary School Five Dock. Choose our Platinum sponsorship package and let your brand shine brighter than ever before.

# ALL HALLOWS Christmas FAIR 2023

**sponsorship and donation proposal**

## WHERE QUALITY MEETS RELIABILITY

### WELCOME TO JD WINDSCREENS

A leading provider of mobile windshield services in Sydney, Melbourne, and Brisbane. As a family-owned business, we take pride in offering top-quality windshield replacement and repair services right at your doorstep. Our commitment to quality and customer satisfaction has made us one of the most trusted names in the industry.

At JD Windcreens, we believe in going above and beyond for our clients. Our mission is to provide fast, reliable, and efficient windshield services without compromising on quality. We strive to ensure that we cover every tiny to drive with it needed or broken windscreen. Our customer reviews and accolades speak volumes about our dedication and professionalism.

Our team of experienced technicians is our biggest asset. With their vast knowledge and skill, they can handle any job, big or small, with utmost precision and care. Our technicians are equipped with the latest technology and tools, making every repair or replacement fast, seamless, and effective.

We understand that dealing with a damaged windshield can be stressful. That's why we offer a comprehensive range of services including windshield repairs, side & rear glass services, and chip repairs. Our services are not limited to just repairs and replacements; we also offer side mirror glass replacements for all vehicle types.

If you're looking for superior windshield services in Sydney, Melbourne, or Brisbane, look no further. Contact us today for a quote, quote and let us take care of your windshield needs.

### WHY JD WINDSCREENS

Imagine being able to offer your customers the fastest, most reliable and affordable windshield services in Australia. By partnering with JD Windcreens, that's now your business's why. As a premier provider of mobile windshield services in Sydney, Melbourne, and Brisbane, we bring superior quality and service to every job.

As a business, you've invested professional, high-quality windshield repairs, efficiently serving essential customers' vehicles. We've got you believe in doing what you do best, and we're committed to quality service and customer satisfaction. We're here to help you reach the next level.

1. Partnering with JD Windcreens isn't just about offering better service—it's about building customer loyalty and driving revenue. Happy customers are loyal customers, and nothing makes customers happier than quick, professional service at an affordable price. Plus, with our competitive rates, you'll be able to offer your customers exceptional value for money.
2. We understand that every business is unique, which is why we offer customisable partnership options. Whether it's offering discounts on like-side mirror glass replacements, we're committed to helping you deliver a complete, tailored service to your customers.
3. Partnering with JD Windcreens isn't just about offering better service—it's about building customer loyalty and driving revenue. Happy customers are loyal customers, and nothing makes customers happier than quick, professional service at an affordable price. Plus, with our competitive rates, you'll be able to offer your customers exceptional value for money.
4. We understand that every business is unique, which is why we offer customisable partnership options. Whether it's offering discounts on like-side mirror glass replacements, we're committed to helping you deliver a complete, tailored service to your customers.

Experience the gold standard in windshield services with JD Windcreens. We're not just about fixing windcreens, we're about the safety and peace of mind that comes with a clear view. We're not just about fixing windcreens, we're about the safety and peace of mind that comes with a clear view. We're not just about fixing windcreens, we're about the safety and peace of mind that comes with a clear view.

At JD Windcreens, we know that quality matters. We don't just replace windcreens, we meticulously service each and every one of our vehicles, ensuring every piece of glass on your vehicle meets our highest standards. Each replacement is a testament to our unwavering commitment to quality, guaranteeing an impeccable finish that stands the test of time.

Rely on us to provide professional, industry-leading service every time. Our team of highly skilled technicians is equipped with the latest technology and tools, making every job, big or small, a matter of hours. We're not just technicians, we're problem solvers. We'll identify the root cause of your vehicle's issues and provide the most effective solution. Whether it's a minor chip repair or a major windshield replacement, we'll ensure your vehicle is safe and functional.

Choose JD Windcreens for a service that goes beyond the ordinary. We're not just about fixing windcreens, we're about the safety and peace of mind that comes with a clear view. We're not just about fixing windcreens, we're about the safety and peace of mind that comes with a clear view. We're not just about fixing windcreens, we're about the safety and peace of mind that comes with a clear view.