

MARKETING POLICY

Purpose:

The purpose of this Marketing Policy is to establish guidelines and standards for all marketing activities within CCGT. This policy ensures that all marketing efforts align with the organisation's strategic goals, maintain brand integrity, comply with relevant laws and regulations, and effectively communicate with our target audience.

Scope:

This policy applies to all employees, contractors, and third-party agencies involved in the creation, approval, and execution of marketing activities for CCGT. This includes, but is not limited to, advertising, public relations, digital marketing, social media, promotional materials, and events.

Policy Statement:**1. Alignment with Strategic Goals**

All marketing activities must align with the strategic objectives of CCGT. Marketing efforts should support business growth, customer engagement, and brand awareness, and should be planned in coordination with other organisational initiatives.

2. Brand Integrity

Marketing materials must consistently reflect the values, mission, and vision of CCGT. All communications should adhere to the established brand guidelines, including the use of logos, colours, fonts, and messaging.

3. Compliance with Laws and Regulations

All marketing activities must comply with applicable laws, regulations, and industry standards, including, but not limited to, advertising standards, data protection laws, and intellectual property rights. Marketing content must be truthful, non-deceptive, and respectful of privacy.

4. Target Audience Engagement

Marketing efforts should be designed to effectively engage the target audience, delivering clear, relevant, and compelling messages. Audience segmentation should be used to tailor communications to different groups, ensuring that content is appropriate for each segment.

5. Content Creation and Approval Process

All marketing content must be reviewed and approved by either the General Manager (or) the Field and Recruitment Manager before publication or distribution. This includes advertisements, social media posts, press releases, brochures, and digital content. The approval process is designed to ensure accuracy, consistency, and compliance with this policy. Approval must also be gained in writing by any member of the CCGT team who is producing or creating content.

6. Use of Digital and Social Media

Digital marketing and social media activities must align with CCGT's overall marketing strategy as depicted in CCGT's online scheduling tool, 'air table'. Social media posts should be regularly monitored, and any engagement with the public must be professional and in line with brand values. Confidential information must not be shared on public platforms.

7. Advertising and Promotions

All advertising and promotional activities must be planned and executed in a manner that maximises impact while maintaining cost-effectiveness. Promotions should offer genuine value to customers and should not be misleading or create false expectations.

8. Measurement and Reporting

The effectiveness of marketing activities must be regularly measured and reported. With results analysed and reported on during marketing meetings to inform future marketing strategies.



9. **Third-Party Relationships**

When engaging third-party agencies or partners for marketing services, CCGT will ensure that they adhere to this Marketing Policy. Contracts with third parties should clearly outline expectations, deliverables, and compliance requirements.

Endorsed by the Board of Directors on 10/9/24

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CCGT Chairman

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CCGT Senior Manager

