



## Crystal Payroll Limited

### Testimonial for Grow Marketing

"Before engaging with Grow Marketing, Crystal Payroll did not have a formal business growth plan - although we were certainly not short on ideas. Our marketing initiatives at the time were a bit haphazard - a billboard here, a print ad there... We also weren't measuring this activity, so we didn't know what worked and what didn't.

"Through a recommendation, we engaged with Grow Marketing, and quickly became more strategic in our marketing approaches. Anita's goal was to get the business moving in the right direction, and to achieve the results we were seeking.

"Crystal Payroll have just begun a reseller programme, which required the creation of documentation and formalised IP, as well as a marketing plan and strategy. We had Anita's full commitment, and in a very short time frame she delivered impressive results. Anita has also helped us complete a series of client Case Studies, which included interviewing clients and copy writing, meeting our tight deadlines for completion.

"We feel that Anita gives her all and is very committed, to ensuring that our business keeps growing. We would like to thank Anita and Grow Marketing for their continued support and professionalism, and would certainly recommend Grow Marketing to anyone considering working with a business growth professional."

#### **Kelvin Chen**

Director/Owner  
Crystal Payroll Limited – It's crystal clear.

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