



COMPANY PROFILE

2026

SHINE OUT LOUD



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WELCOME TO **SOLARA MARKETING**

Shine out loud marketing for brands ready to be seen



PROFILE & HISTORY

OUR STORY.





Meet the team

Solara brings together two experienced creatives who separately ran their own successful Marketing and Design agencies - one as a Marketing Manager, and the other as a Creative Director. Together, they lead a team that takes a true 360° approach to strategy, design and delivery, ensuring client expectations are aligned from the outset and results in work that not only looks great, but actually works.



Kristen Ryan
Customer Relation &
Marketing Management



Anthony Labrum
Art Director & Digital UX Design



Bodo Frost
Marketing & Business Strategist



William Siebler
Copywriting & Lead Generation



Anita Ross
Paid Advertising & Social
Strategist



Julian Price
Sales Conversion

A NOTE FROM OUR FOUNDER - **KRISTEN RYAN**

At Solara Marketing, we believe that great marketing isn't just about ideas - it's about results. With experience spanning small businesses and start-ups to organisations with over 10,000 employees across industries such as FMCG, Government Agencies, Tourism, Construction, Trades and Services, Finance, Real Estate, and other service-based businesses, I've seen firsthand what works, what doesn't, and how to turn connections into growth.

Engaging Solara Marketing means you're not just getting me - you're getting a whole team of specialists, each an expert in their field, working together to bring your brand to life and get it out there where it matters. From strategy to execution, we create marketing that connects with your audience, writes and delivers your content with purpose, and ensures your brand isn't just seen but remembered. This is real content, crafted for your business, not another AI-generated portfolio piece.

I'm the face you connect with, the person who understands your goals and challenges, and who will ensure every strategy and campaign is tailored to your success. Marketing isn't a solo effort, and it shouldn't be a guessing game. With Solara Marketing, you get experience, expertise, and a team committed to making your brand visible, engaging, and growing.

Let's shine out loud, together.

- Kristen Ryan



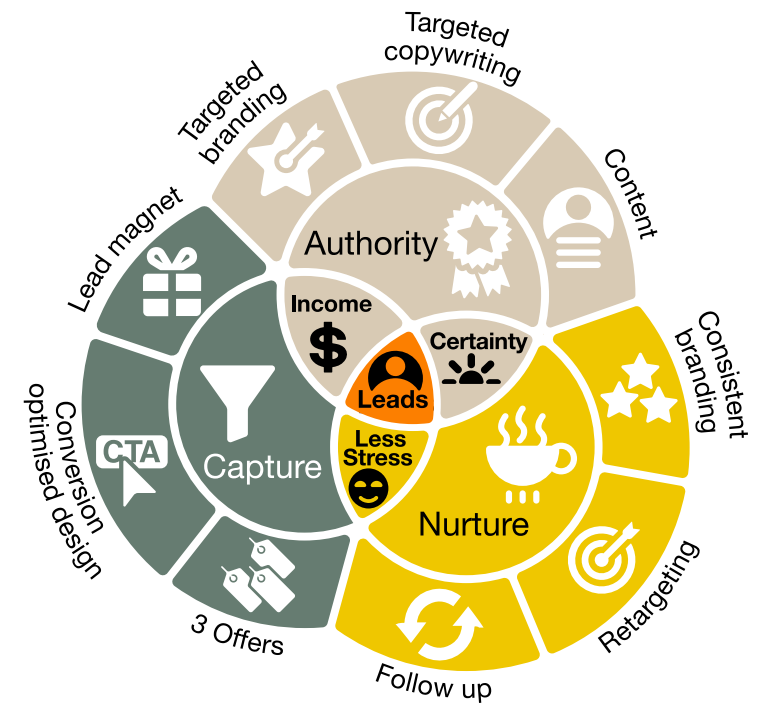


The Solara **Mission**

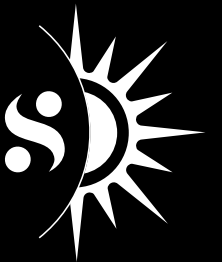
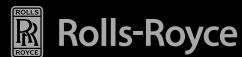
“To help businesses of all sizes bring their brand to life, connect with their audience through authentic, engaging marketing, and deliver results that drive growth.”

The Solara **Vision**

“To be the marketing partner that makes every brand visible, memorable, and impactful, combining expert strategy, original content, and a results-driven approach.”



HERE ARE SOME BRANDS WE'VE WORKED WITH





LET'S COLLABORATE

HERE'S
HOW
WE CAN
HELP



MARKETING

Stand out from the rest.

Whether it's the challenging task of bringing an idea to life or rebranding your existing business to enhance its appeal, our talented team of creative experts will ensure that you perfectly express your brand's purpose, vision and values.

SCOPE OF WORK

- Search Engine Optimisation
- SEO
- Local SEO
- Social Media Marketing
- Influencer Marketing
- Content Marketing
- Video Marketing
- Email Marketing



DEVELOPMENT

Set a stand out digital profile

From a simple landing page to a complex e-commerce platform, we help our clients navigate the complexities of getting their brand online with our expertise in setting up CMS systems and building websites for a wide variety of industries.

SCOPE OF WORK

- Websites
- WordPress | Shopify
- Website Builders & CMS
- E-Commerce Development
- CRM Automation
- Website Maintenance
- Social Media & Advertising

DESIGN

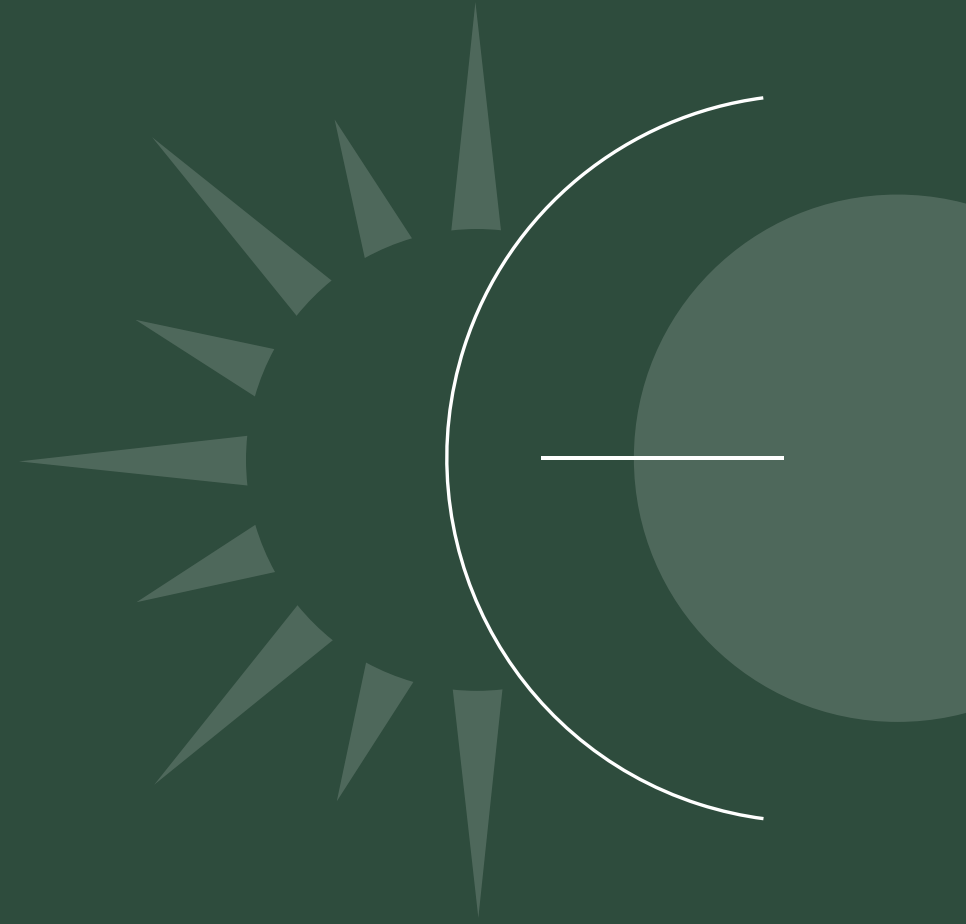
Let's bring your brand to life

Brands without a digital presence are as good as cars without wheels. We can help you conceptualise, craft accurate personas and build your brand online with the power of social media to compel engagement with your target audience.

SCOPE OF WORK

- Brand Identity Design
- User Interface & Experience
- Social Media Creatives
- Mobile & Web App Design
- Print Media
- Display & Expo





OUR PORTFOLIO

WHAT WE'VE
DONE



Our **Back Catalogue** - selection





HOUSE & HAVEN

BAREFOOT  LUXURY

CLIENT

HOUSE & HAVEN

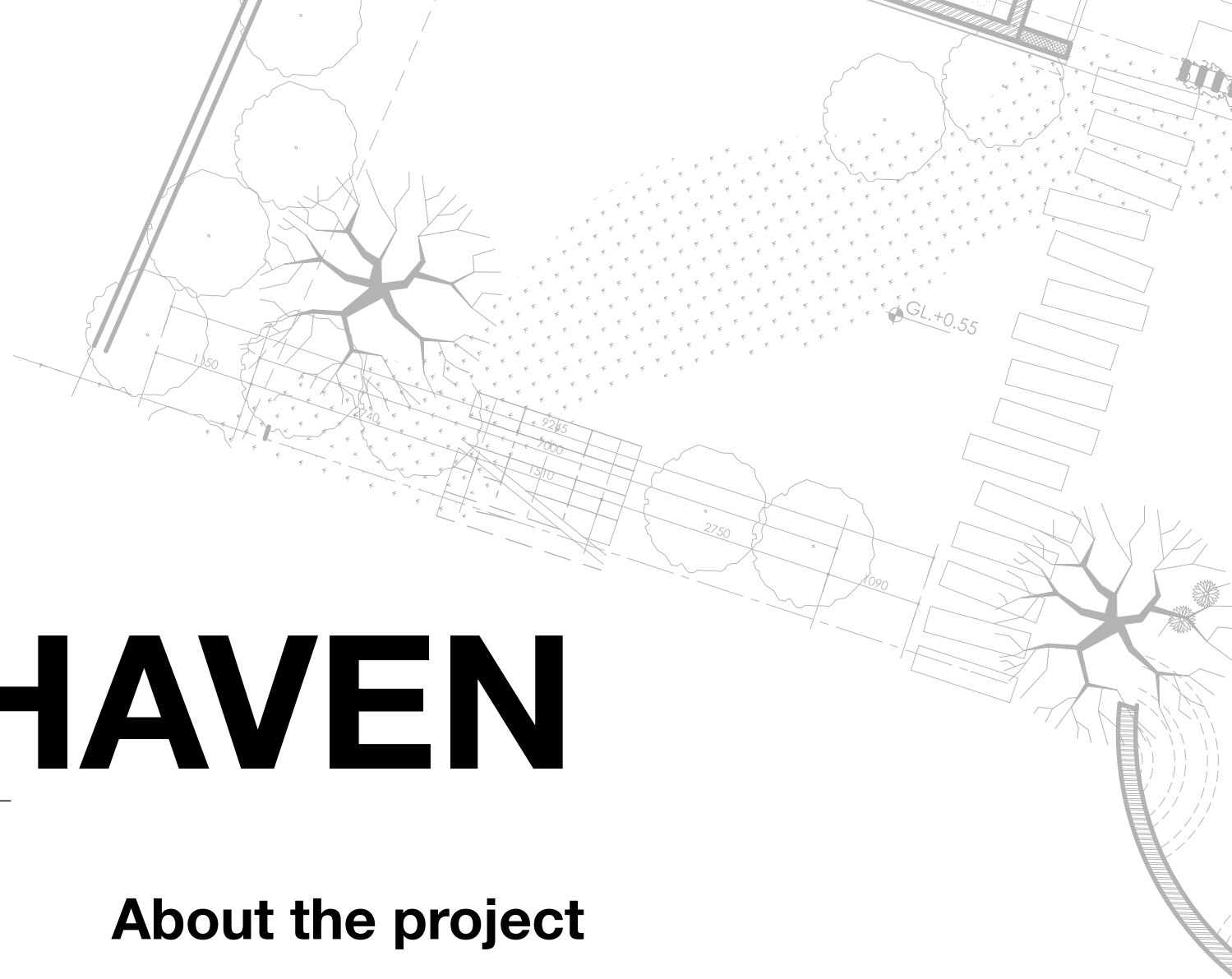
Scope of Work

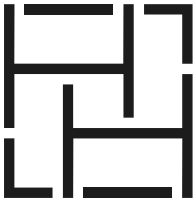
- Brand Identity | Style Guide
- Website Design & Development
- Point of Sale | Product Displays
- Print Collateral
- 3D Rendered Roomsets

About the project

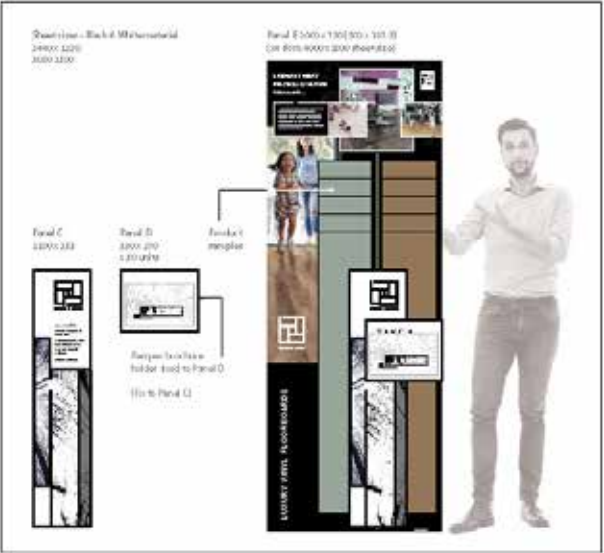
The clients request was to provide them with a brand that distinguishes them from the mainstream price driven competition. We were to tell its story of bringing the delicate natural beauty of the trees it emulated into your home. And show it as the durable practical option to real wood flooring authentic enough to adorn luxury homes.

Our Concept - Boutique mix of minimal mono clinical architectural values contrasting with the imperfections of natural wood.





HOUSE & HAVEN





CLIENT

QFINANCE

Scope of Work

- Brand Identity | Style Guide
- Website Design & Development
- Stationery Set | Presentation Pack
- Digital Ads and Social Posts

About the project

The Q finance brand ID is designed around finance providing what our heart wants.
For many, a purchase is not necessary, its more a desire to own the car we love to drive.





CLIENT

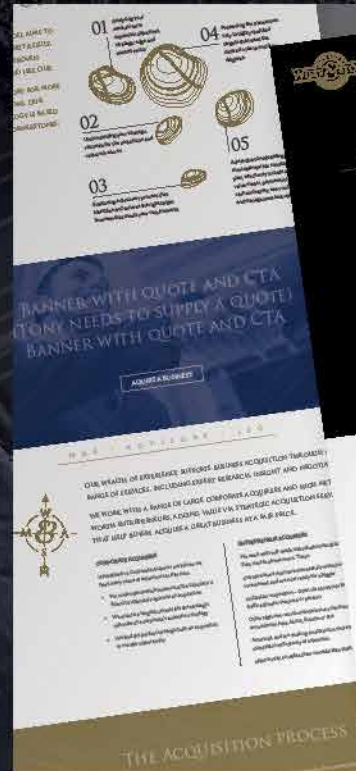
WEISE&STONE

Scope of Work

- Brand Identity | Style Guide
- Website Design & Development
- Stationery Set | Presentation Pack
- eBrochure

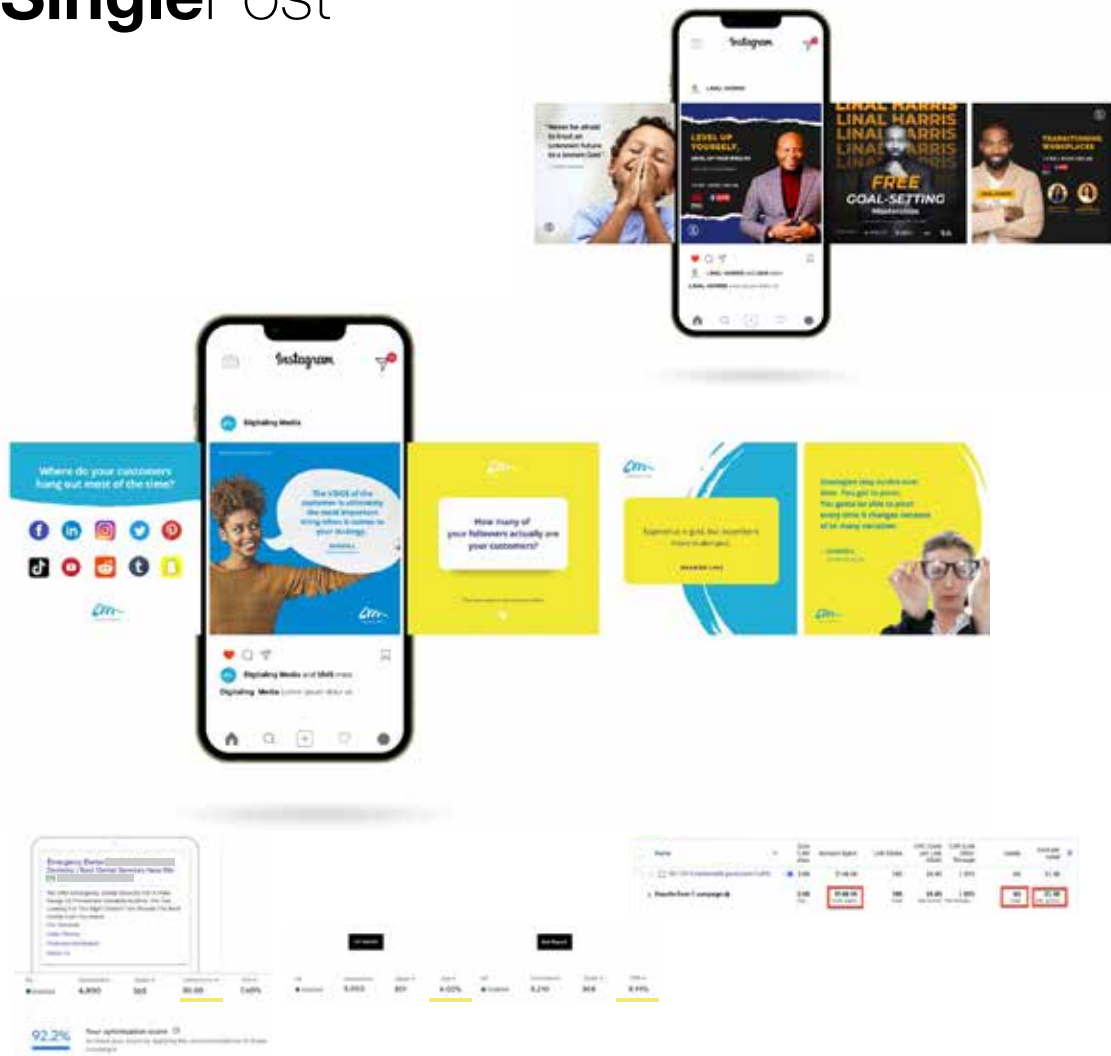
About the project

Weise and Stone manage mergers and acquisitions. The brand ID represents their USP. Their difference is built on a 5 cornerstone methodology designed over 25 years of dealmaking. Each stone is an imperative step towards success. The water flows represent the transition and forces of business, the eb and flow of financial decisions.

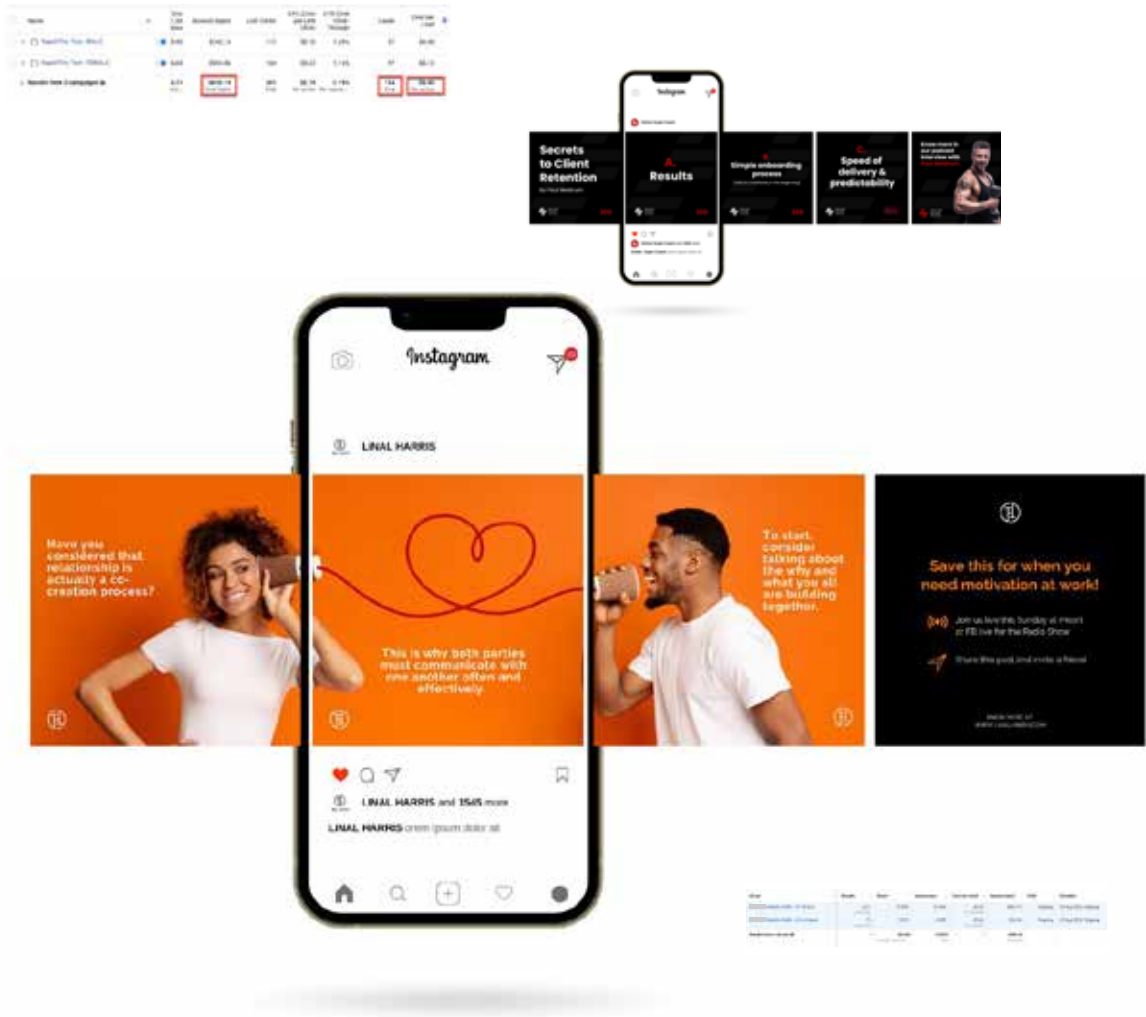
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Website design & development

SinglePost



CarouselPost



DIGITALADS/POSTS



You get notified when any calls or messages come in from social media, email, sms or phone. And in case you cant take a call, the caller is messaged immediately, with your auto response.

This is all setup within our managed service.

Immediate benefits to your business

- You see your hot leads as soon as they arrive
- You see all your team and customer communication immediately in one place
- All your contacts in one place
- Books appointments for you

All you do is **watch your leads come in**

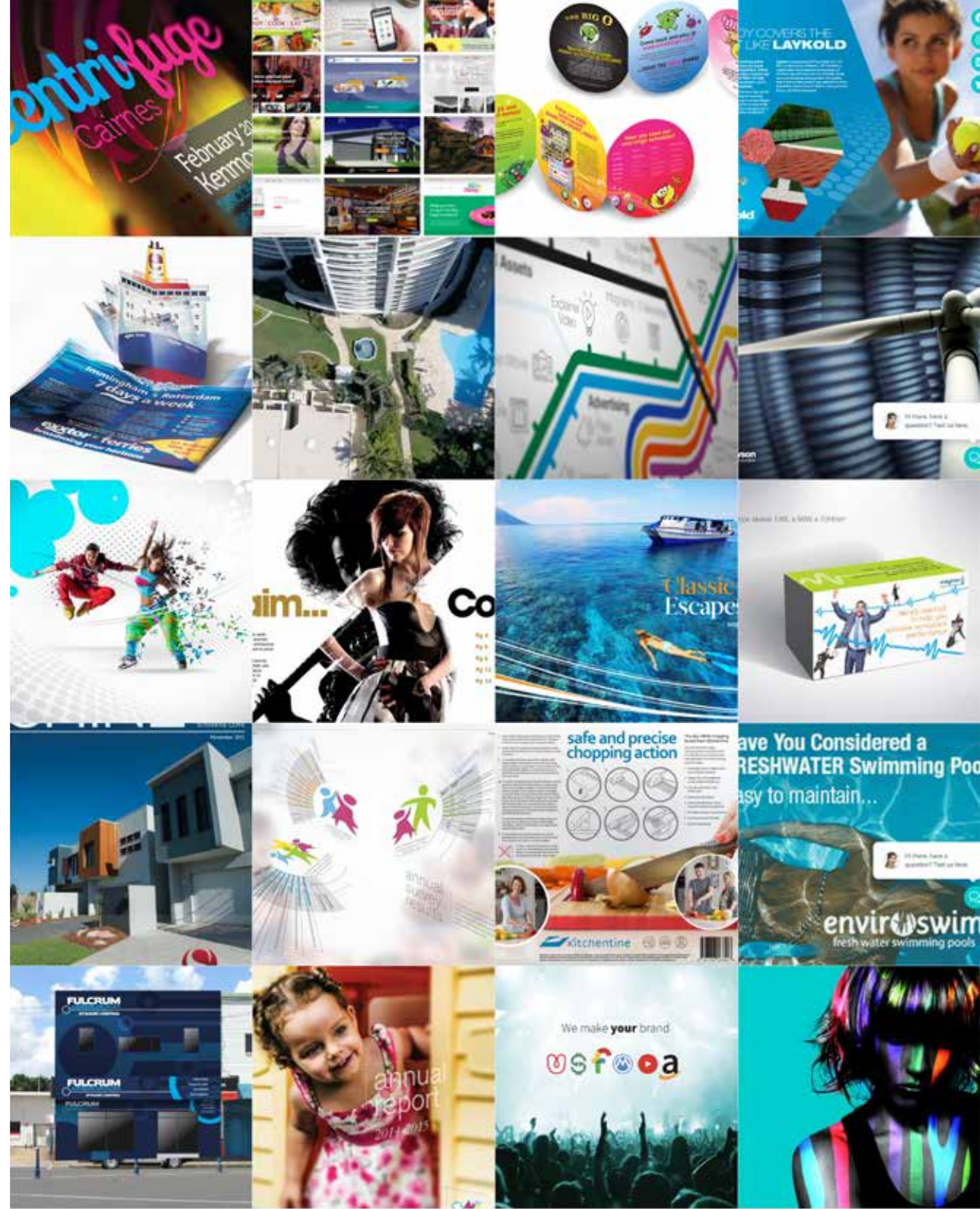
MANAGED CRM





- Branding and brand identity
- Creative concepts
- Graphic design
- Illustration and retouching
- Copywriting & content creation
- Digital advertising
- Organic Social Media
- Blog campaigns
- Mobile - web apps
- Print production
- Newsletters
- Magazines
- Stationery
- Business Cards
- Custom websites
- E-newsletters
- Mobile - web apps
- CRM Automation
- Email marketing
- Social media campaigns
- White papers
- Print production
- Books and magazines
- Catalogues - directories
- Financial reports
- Annual reports
- Business cards
- Brochures
- Flyers
- Press ads
- Posters
- Sales presentations
- NFC Cards
- TV & radio ads
- Advertorial
- Editorial
- Banners
- Shop signage
- Vehicle signage
- Presentation Decks
- Video media
- Exhibition stands
- Outdoor Ads
- Point of sale
- Packaging
- Signage
- Apparel - clothing

FULL SERVICE AGENCY





Good job today Tone! You boosted my credibility and got everyone on-board with the project including all of my fellow directors! P.S. the Fenner divisional Finance Director got a copy of our new brochure and told us how impressed he was. He really likes it!



Paul J. Edwards
Marketing Director, James Dawson

It was a pleasure working with Kristen at East Gippsland Marketing during my time as a volunteer board member. She was a great asset to the team and has a flair for marketing, particularly for tourism / destination marketing. Kristen has also been a great support for the East Gippsland Winter Festival and has helped promote the event and attract thousands of visitors to the region in the quiet off-peak season. She will be missed in East Gippsland but I'm sure you'll do great things in her future endeavours.



Adam Bloem
East Gippsland Winter Festival

Congratulations to Tony on designing our fantastic new brand which will become the face of our great company for the next few years. We commissioned Tony to do our company's rebranding, style guide, website and brochure designs and were pleased to say we achieved fantastic results with him. Tony listens to your objectives and uses his creative skills and logical thinking to deliver great results. His fees are very reasonable, he is pleasant to work with and we definitely recommend him to other businesses small or large for any general graphic design or branding exercises".



Jake Robinson
Superdraft Pty Ltd

I have employed Tony and his design studio many times over the past 20 or so years and in my opinion is one of the best designers in the market. He is unusual for a "creative" guy in that he is also a good businessman and is willing to go the extra mile to ensure you get what you want. He has done everything from corporate branding to print production for me and I would have a real problem trying to find someone else to replace his extensive industry expertise and creative flare."



Steve Lloyd
MD at Technology Shops

CLIENT REVIEWS



LET'S MAKE YOU **SHINE** **OUT LOUD**

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Call: 0400 162 942

Web: solaramarketing.com.au

