



SUSTAINABLE MARKETING
SERVICES AUSTRALIA

Transforming insights into sustainable profits

Promoting your business in a tough economic climate



Sustainable Marketing Services Australia

Maria Anderson, Director

- ▶ Certified Practising Marketer, AMI
- ▶ 15 years + experience in marketing
- ▶ Bachelor of Business (Marketing)
- ▶ Diploma Financial Services
- ▶ Undertaking a MBA



Agenda

- ▶ Why market in a tough economic climate?
- ▶ But how can I save money?
- ▶ Is there one “magic” marketing pill?
- ▶ So what’s hot in marketing in 2009?
- ▶ Top tips for a small services business.
- ▶ How can I improve my ads?
- ▶ Some thoughts on social media.

Why invest in marketing?

Investing in the **right activities**
can **attract more clients** and
increase your sales and
grow your company faster.

Why market in a tough economic climate?

1. Rebuild consumer confidence
 - To get consumers to start spending sooner
2. Grow your brand faster and cheaper
 - With more eyeballs and less competitors
3. More marketing is required
 - To achieve the same sales
4. McKinseys research
 - To get a head start in the recovery phase.



... but how can I save money on my marketing?

Focus your resources on the right activities

1. List your goals for the next quarter
2. Identify which marketing activity needs the most work
3. Focus on one to three tactics
4. Create a simple marketing plan
5. Measure the outcome

Ask me for a “how to guide”



Preparing a simple promotion plan

1. List your goals for the next month or quarter
2. Identify which marketing activity needs the most work

Marketing activity	Tick one critical area
<ul style="list-style-type: none">• Do you need to acquire more clients?	<input type="checkbox"/>
<ul style="list-style-type: none">• Do you need to retain more clients?	<input type="checkbox"/>
<ul style="list-style-type: none">• Do you need to increase sales from existing clients?	<input type="checkbox"/>

Preparing a simple promotion plan

3. Choose one to three tactics from your chosen marketing activity

Acquisition tactics	Retention tactics	Cross sell / Upsell tactics
Ask for a referral <input type="checkbox"/>	More client communication <input type="checkbox"/>	More client communication <input type="checkbox"/>
Attend networking events <input type="checkbox"/>	Create service protocols <input type="checkbox"/>	Hot calling your clients <input type="checkbox"/>
Marketing flyer <input type="checkbox"/>	Recommend clients <input type="checkbox"/>	Sales scripts <input type="checkbox"/>
Advertising (print/online) <input type="checkbox"/>	Reward loyalty e.g. cards <input type="checkbox"/>	Email promotions <input type="checkbox"/>
PR (print/online) <input type="checkbox"/>	Client care program <input type="checkbox"/>	newsletter promotions <input type="checkbox"/>
Social media <input type="checkbox"/>	Client survey <input type="checkbox"/>	Educate customers on range <input type="checkbox"/>
Direct mail (mailouts) <input type="checkbox"/>	Expand product range <input type="checkbox"/>	Sales training <input type="checkbox"/>
Other <input type="checkbox"/>	Other <input type="checkbox"/>	Other <input type="checkbox"/>

Preparing a simple promotion plan



5. Measure the outcome

Some of the ways you can measure the return are listed below:

- Response rates to direct mails
- Click through rates to online
- Number of new leads
- Number of new customers
- Average revenue per customer
- Increase in revenue in dollars
- Life time value of new customers
- Retention rates

Is there one “magic” marketing pill?

An integrated approach is the only answer

1. Will online marketing be your saviour?
2. Is social media the next gold rush?
3. Will advertising do it for you?
4. What about direct mail?
5. Cold calling?



Case study: integrated approach

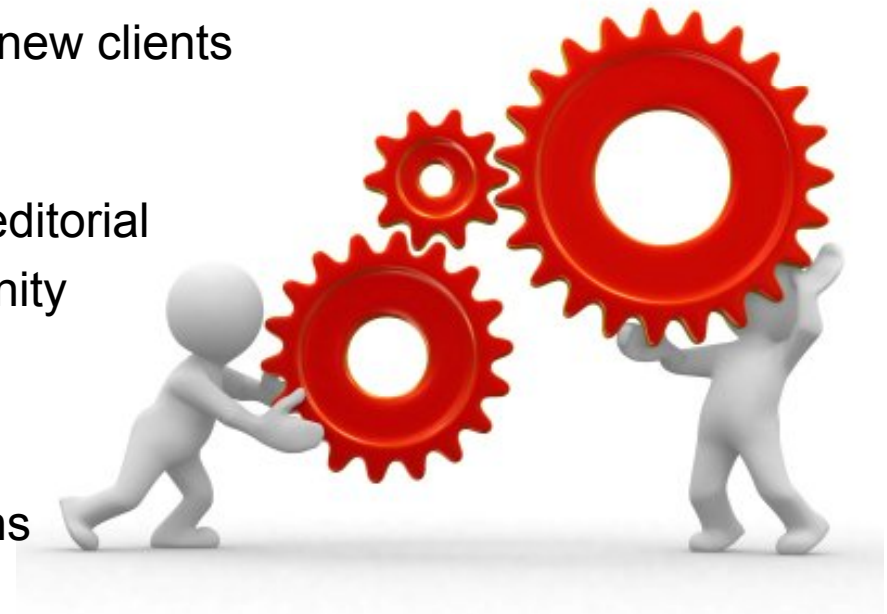
Situation

- ▶ Goals: raise awareness and attract new clients

Activities

- ▶ Monthly advertising and bi-monthly editorial
- ▶ Monthly networking in same community
- ▶ Quarterly sponsorship including banners, speaking and flyers

Outcome: 10 new clients in six months



Top tips for your marketing tool kit

1. Seek growth through your existing client base
2. Promote your brand in your centre of influence
3. Conduct dual-marketing campaigns with alliance partners
4. Promote your clients' businesses
5. Develop a pricing strategy
6. Change your positioning and messages.



Top performing activities for service businesses

Top activities (in order of priority)

1. Promotions to existing clients
2. Referrals from existing clients
3. Referrals from networking
4. Dual branded promotions
5. Advertising with editorial



What makes a great network?

1. Shared target market
2. Non-competing
3. Active e.g. Weekly/monthly
4. Professional
5. Well-connected
6. Influencers



Promote your brand in your centre of influence

What is it?

- ▶ Promote at events your clients attend
- ▶ Networking, Sponsorship, Advertising

Why do it?

- ▶ More targeted
- ▶ More focused
- ▶ Saves money



How to connect your brand to other brands to win customers

What are dual branded promotions?

- ▶ Joint marketing with an alliance partner

Why do it?

- ▶ Share marketing costs
- ▶ Increase your distribution channels
- ▶ Strengthens your offer



Anatomy of a great ad

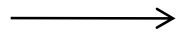
1. Advertise regularly to build confidence
2. Strong design to grab attention
3. Compelling headline to hold their attention
4. Appealing (but short) copy
5. Powerful picture to increase recall
6. Compelling offer to get them to act now
7. Use white space to get more attention

Reil Finance

Bright & beautiful design



Compelling headline



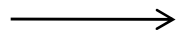
Want to buy your own home sooner?



Appealing picture



Appealing Short copy



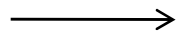
Learn about finance strategies to help you buy your own home sooner:

- Reduce your debts faster
- Learn to manage and grow your money
- Get protection for your mortgage
- Buy your own home sooner

Appealing (but short) copy



Attractive offer



Take a step closer to buying your own home!
Call June Reil today on 0409 664 419!

www.reilfinance.com.au



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Some thoughts on social media

Benefits of social media

- ▶ Raise brand awareness
- ▶ Demonstrate expertise
- ▶ Build credibility
- ▶ Deliver value to users
- ▶ Generate leads & sales for some
- ▶ Need a web 2.0 website

facebook

myspace.com
Australia..

LinkedIn®

twitter

YouTube Broadcast Yourself™
Australia | English

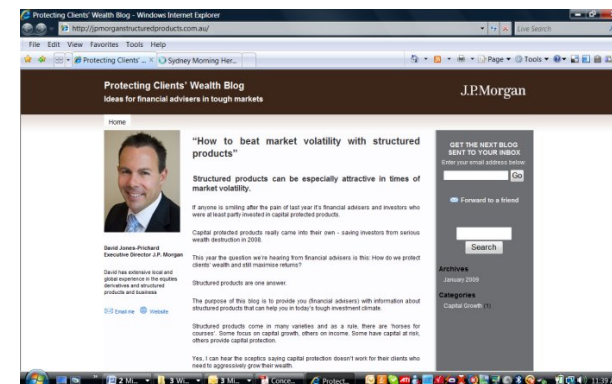
flickr®

delicious

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Case study: J.P. Morgan

- ▶ **Goal:** raise awareness of brand
- ▶ **How:** product useful information
- ▶ **What:** online banners and blog
- ▶ **Outcome:**
 - banners generated strong click thrus
 - content not appealing enough to encourage good subscriptions



Case study: J.P. Morgan

▶ **First week – banner 1**



▶ **Second week – banner 2**



▶ **Third week – banner 3**



▶ **Fourth week – banner 4**



Helpful tools

Email me for a copy of:

- ▶ Promotions flyer
- ▶ Promotions template
- ▶ Additional material is available on my website

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www.sustainablemarketing.com.au

Q & A

Any questions?