

More Staff. Bunbury Expansion. Web Workshops. Woah!

Well it's been another hectic couple of months over at Concise. We have expanded into Bunbury with a bang scoring a few key clients and a star consultant named Ruth. She brings a wealth of business and marketing experience so if you're down that way, no doubt she'll pop in and say g'day! Back in Mandurah we have another talented designer onboard named Caryn.

an insight into creating successful websites and how to be found in Google.

This issue is packed with information on direct mail and building databases. I hope it serves you well and I wish you all the best in your business activities and look forward to seeing you again soon!

I'd like to thank the Small Business Centre for allowing us to run a Website Workshop on the 16th April. We provided

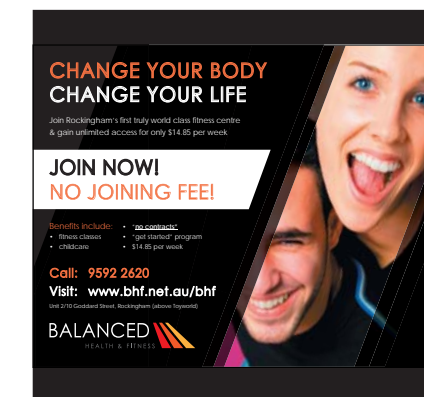
Cheers!
Gareth Lane Managing Director

Project Focus: Rockingham Gym & Fitness Centre

In follow up to the last issue where we featured a project focus on a website, Concise took it one step further by setting up a page on their website where potential customers could download a FREE TRIAL PASS.

A promotion was also designed for the local paper that encouraged interested parties to visit the page and download the free trial pass.

We were able to monitor the results with our web stats software. Response: over 100 unique visitors downloaded a trial pass.



Direct Marketing. What can it do for ME?

Well direct marketing can be mail marketing, email marketing, SMS marketing, fax marketing or even telemarketing! It's all about targeted marketing.

Mail marketing can be used for promotions, announcements, thankyou's, invoice postings and surveys. Don't forget VIP & loyalty programs too!

Direct marketing is effective and is not

just a way of reaching new customers; it can up sell other products or services to existing customers, helping build rapport and increasing the value of your existing customers.

Direct marketing has been available for some time, but is often misunderstood and underused. No form of advertising can beat direct response, personalised mail for effective promotions.

NEWSFLASH

In February we launched concisemail.com.au, a dedicated website about Direct Marketing and the benefits of targeted marketing. Be sure to check out our case studies to see how you can benefit from direct marketing!

Did you know?

The twelve most persuasive words in the English language are: You, Health, Money, Safety, Save, Love, New, Discovery, Results, Proven, Easy, Guarantee. Of course the most persuasive is FREE!

Next Issue...

- Importance of Good Print Design
- How to be found in Google
- Email. More uses than one.

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Direct Mail Case Study

Discuss direct mail promotion goals.

Before starting any new direct mail campaign, you need to establish goals and achievable objectives. Through identifying the promotion, you can then accurately design and develop a campaign for your business.

Baby Store VIP Club Objective: They needed a way of retaining customers as children grow.

Concise Solution: Concise suggested creating a Kids Club, printing 1,000 membership cards and start building a database. The database allows the baby store to map out a child's clothing needs



for the next 15 years, enabling the client to send out a letter with boy/female clothes, the correct sizes and age groups. With special birthday promotions also now possible!

Don't just think about short term gains, also consider the long term impact a database can have on your business and how it can increase the lifetime value of your clients!

EDITORIAL: LIFESTYLE PUBLISHER ANNOUNCES FURTHER LAUNCHES

Many of you will have seen The Mandurah Life, Mandurah's new, upmarket, quarterly lifestyle magazine that launched last September.

Locally based publishers Blue Sky Media's aim was to create a fresh, unique, high quality publication, celebrating all that's great about living in this beautiful part of WA and the magazine has proved to be a real success.

Publisher Mark Boden has been delighted with the response to the first 3 issues, "To say they have been well received, would indeed be an understatement! Both readers and advertisers alike have given us overwhelmingly positive feedback on the publication – a response that is not only extremely encouraging but also proves that there is a real need for a magazine of this type in Mandurah."

Now with the success of The Mandurah Life, Blue Sky Media are launching the first edition of The Bunbury Life in May. Using the same winning formula

adopted for Mandurah, again interest has been high with support from local business strong. 'The plan was always to launch in Bunbury next and the reaction in Bunbury to the idea has been extraordinary,' said Mark.

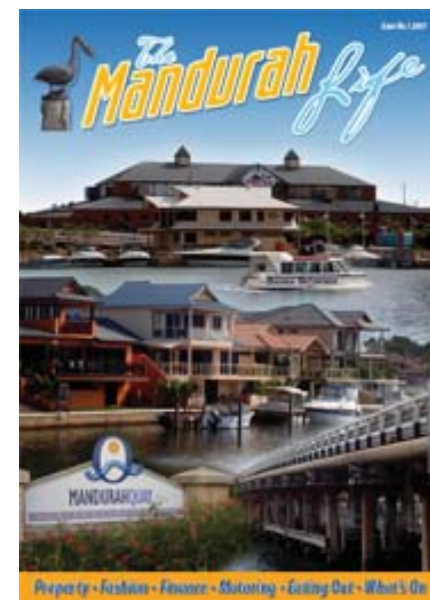
Mark has over 20 years' experience in developing and launching magazines in the UK and Australia, and came up with the idea for the business shortly after his family moved to WA with the intention of living in Mandurah. "As soon as we visited WA a few years ago we knew we wanted to settle here, so with my background in publishing and our love of the area, the idea for the company was formed."

Blue Sky Media plans to launch a range of magazines for other areas in WA's South-West with Busselton and Dunsborough next on the list. "Yes, I should certainly be kept busy over the coming months!" Mark added.

The Mandurah Life is published four times a year in March, June, September and December, with The Bunbury Life

also published quarterly in February, May, August and November. Editorial features include information on the latest fashions & homewares available, prestige property, health & fitness, motoring & boating, food & wine, amongst many others. You'll also find a what's on guide, an eating out guide and plenty of fun for all the family.

For further information or to get a free copy, contact Mark on 9582 8199 or visit www.blueskymedia.net.au



So what's the 80:20 rule again?

Databases. Who needs them? If you answered "not me!" I suggest you read on. How much of your hard earned cash do you use to advertise to try and win new customers each year? Too much I bet!

Why don't you spend a proportion of that cash on database marketing? Target your product to an audience that are guaranteed to buy, up sell to your current customers and save money.

So how does the 80:20 rule apply?

- 80% of your turnover comes from 20% of your customers.

So keep a database of your customers and keep selling to them.

- 80% of your marketing is wasted, 20% of your marketing is effective.

Stop wasting that 80% and spend it on selling to existing customers through targeted marketing from your database.

- 80% of your customers buy what they need, 20% buy what you sell.

Stop selling facts (i.e.: this car has an airbag), sell the benefits (this car has an airbag that will save your child's life in an accident!). I know which one I would choose!

So here's the thing. To increase turnover, follow three steps.

1. Start selling benefits to the 80% who only buy what they need, not what they might want.

2. Stop wasting marketing dollars and get clever with your marketing. Sell to the people that you know will buy not who might or never buy.

3. Start a database. Look after your current customers, they'll buy more.

Break the 80:20 rule. If you don't notice an improvement in turnover and bottom line, I'll keep quiet. If you do, you've broken the rule. Well done!

To find out more about how databases can work for you and why newsletters such as these should be part of your marketing campaign, please contact us.

G.D. Lane
Gareth Lane - Managing Director

Project Focus: Database Case Study

The database is key to our Concise Business Puzzle. It also happens to be the key component of direct marketing. If you're struggling to build a database, here is a quick and easy idea...



Case Study – Trail Bike Shop. Concise designed a promotion to be run at the Spring Fair to collect information, helping to build their customer database. Over 300 entries were collected and the following week we sent out a letter direct to those people and followed up with a SMS on the morning of the sale for that last minute reminder.

Response: They sold half of their floor stock on the first day of the sale.

This case study proves that if you find the right market and the right place and at the right time, you don't need many prospects if they are hot prospects!

This is targeted marketing at its peak.

Get Involved

Do you have information you feel could benefit the PEEL Region?

You can publish your content or editorials in this newsletter. By getting involved, you can help drive the success of local businesses, simply submit your editorials on business improvement advice and ideas.

Please send your editorials to: info@conciservices.com