



Feeling Refreshed? We Are

Woah, what a year! I don't know about you, but 2007 was one to remember!

Nice and refreshed now, I think it's about time i told you whats going on...

Understanding that Mandurah and the Peel region are evolving all the time we felt it was right to refresh our look, giving it the right tone to reflect the specialist work we do.

The driving force behind our new brand is our new Brit! Another who fell in love with Mandurah. With qualifications coming out of his armpits, and big corporate experience to match, his passion and flair will benefit both Concise Services and our clients. His name is Karl and he has a deep understanding of the digital world,

especially Search Engine Marketing. Bringing with him a range of new & innovative ideas which can help your business.

We will publish this information newsletter quarterly highlighting business & marketing advice, with monthly email updates. For now though, lets start at the first step of the Concise Business Puzzle; building a brand.....Oh and best of luck for 2008!

Gareth Lane Managing Director

Project Focus: Balanced H&F

Understanding that good branding could give them a professional advantage, Kevin & Donna from Balanced Health & Fitness made the decision to revitalize the look and feel of their business.

The new brand needed to reflect the world class gym environment which has been built, whilst giving them a uniform look which can be used in all forms of advertising and communications.

Balanced Health and Fitness is the ideal place to make those New Years resolutions a reality!

BALANCED
HEALTH & FITNESS



Did you know

Re-branding well requires staying relevant..

Are you clinging to history? When your brand was first created the assumptions or reasoning behind it may have changed, staying with your old brand may be detrimental to your business.

Analyze and research changes in your market, explore new opportunities for expanding your brand. By moving with changes in the marketplace, you can rest assured your brand will continually evolve, staying fresh and relevant.

What makes a good brand?

A successful brand is one which stays in the forefront of peoples minds, its why people choose Coca-Cola instead of Pepsi-Cola.

To create a successful brand, you need to understand your product or point of difference, whilst knowing your customers, their thoughts and perceptions about your business. Then when armed with this

knowledge you can create a memorable brand which adds value to your business.

Branding is more than just a logo, typeface or colour, it needs to inspire trust and confidence in your products or services. Brand Building is the first step and needs to be implemented before other types of design or marketing work.

W.A.'s booming economy is no doubt feeding business growth in many parts of the state, and the Peel Region is no exception.

For those who have lived or worked in and around Mandurah and Pinjarra for 10 or more years you would no doubt have noticed the changes in infrastructure. Who would have ever imagined a winery in the centre of Pinjarra?

Our under construction shopping complex with COLES as the major leasee is a sign of where Pinjarra is heading. It is great to see this project is on target and due for completion in May 2008. The new Alcoa offices being built in Pinjarra will no doubt also bring other major companies into the town, with all small business owners benefiting from the increase in the working population.

It's also refreshing to see a suite of local content being used on

these projects and I am sure more would be used if not for a lack of trades people across the board. Another major contributor to the local economy now and for many years to come is the Boddington Gold Mine. This project is planned to be one of the largest Gold Mines in the world and will bring with it sizable demands in local infrastructure.

There are boundless opportunities for local business to benefit well past the initial start-up of the project. This is the time to canvass local councils and industry groups such as the Peel CCI and small business associations to explore the opportunities and ensure local business is being well promoted for its capabilities and strengths.

Editorial by Paul Cooper

Is your website working? Setting Objectives, avoiding pitfalls

Today most businesses have a web presence, with a range of reasons for building one. The single most common reason businesses invest in a web presence is simply because: **“everyone else has one”**.

Jumping on the website bandwagon can actually be detrimental to your business and your brand. When building a website you need to identify key objectives as to why you need a website these could include:

- Create an E-Commerce website
- Convert traditional sales to online
- Build a customer database
- Reduce costs of traditional marketing
- Build brand awareness online
- Distribute Information
- Gather Market Research
- Build relationships online

As you can see, those examples are business or marketing objectives. The objectives listed above will influence the design/layout of a website and need to be considered before the design process begins. A website may have one or more objectives it needs to fulfil. For instance; a company may build an online presence purely to convert customers to buying online, this in turn should decrease traditional marketing costs, whilst building relationships online.

Once the site is up and running we can track key metrics to determine its success. By creating an E-Commerce website, one key metric would be the amount of sales generated online. If the site needed to build a customer database, another key metric would be the amount of site sign-ups/registrations. Not to mention how many people are visiting your website, where are they coming from, how long they are staying there, what is the most popular page, how many people are returning and where are my visitors located geographically.

That is just a handful of information used to measure your website success, and to identify strengths and weaknesses. It can be the difference between pushing your product on a national/international scale or perhaps focusing your business locally.

By setting achievable objectives before the start of your website project, you can assess its effectiveness. Your website can do more than stagnate and gives your business a good reason for investing in your online presence. Your brand needs to be reflected in your website presence, ensuring that the quality of service delivered offline is matched or exceeded online.

A website is often considered a luxury, and more often than not, businesses cannot justify spending thousands on a long term marketing project, and a website is a long term investment. However the benefits

of investing now, outweigh the costs. With a structured digital marketing plan, your site can help your business reach a larger audience. It can be integrated into traditional marketing, enabling you to track how effective your Radio or Press advertising actually is. Because websites can automate manual processes, they can reduce staffing costs, helping increase profit margins.

Not every business is ready for a web presence. Prematurely investing in a website may result in your website failing to meet expectations, reflecting badly on your brand. Invest when the time is right, when you have considered what your website needs to achieve. The internet is rapidly changing the way we think and behave. Google is now used by the majority of people worldwide. It has replaced traditional printed directories to find out information, its faster, relevant and at peoples finger tips.

A quick search enables you to access information within seconds. The word “Mandurah” is searched extensively each month, with barely a handful of websites set-up to benefit from this. People are looking for your business/products and are receptive to your online messages. Take your time to research why you need to build a website, but remember, for everyday you delay, your competitor may beat you to the prize.

First Impressions still count

Even in today's "modern business world" the business card, one of the oldest forms of marketing material, is still mis-understood by many, and in some cases has become a dreaded eyesore!

Picture the scene, aside from a few phonecalls and an email, this is the first, and last chance, you will have to impress the company you are hoping will sign "THE DEAL". After months of negotiating, you know that this deal will make your business, it's a massive contract which will catapult you to a national level. Your company has potential, your products are unique and there is a huge demand, all that stands between you and the deal is the MD.

The meeting begins with polite introductions, business cards are exchanged, the MD frowns, then a moment of silence... The meeting begins, you're asked questions you weren't prepared for, and whilst you might have talked your way through it, it didn't go quite as you'd planned.

The next day the dreaded phone call comes in, you didn't get the contract, instead it went to your closest rival. You sit there and work through the meeting in your head, going over what you had said and what you could have done wrong, then it hits you... the exchange of business cards.

What was wrong with the business cards? It had your name, position and contact details? What else does a business card have?


They were designed in powerpoint and printed on the laserjet to save the company about \$300. It only needs to convey contact information right? WRONG!

In the business world, first impressions count. Your business card may be the first opportunity for an organisation to interact with your brand. As with your branding, your business card needs to inspire confidence, whilst appealing to the senses.

Your business card needs to be memorable, it must stand out in people's minds. If you spend enough time and effort on your business cards, people will believe you take the same approach to your business. When handing out business cards, give people 2-3 cards at a time, one is for them, the others are your next referral.

If you are serious about your business, be serious about your business cards. Rather than focusing on the cost of new business cards, focus instead on the quality, remember your cards represent your business. Business cards are one of the cheapest forms of marketing, they're highly personal, easily retained and often referred to. First Impressions count, don't let your business card let you down.

Project Focus: Serene Ocean

<p><i>Facials</i></p> <p>(AHA) GLYCOLIC ACID RESURFACING TREATMENT \$45</p> <p>Glycolic Acid is from Natural fruit acids (alpha hydroxy acids or AHAs) to regenerate the skin by encouraging the shedding of old, sun-damaged surface skin cells. AHA - glycolic acid preparations are recommended for those whose skin is showing signs of aging. Fine lines, blackheads, open pores, pigmentation, scaling, acne prone skin and dry spots (due to keratinosis) can improve with regular applications or peels.</p> <p>Prep for a course of 5 treatments and receive ONE extra treatment FREE (saving \$45)</p> <p>100% MEDICAL GRADE PURE OXYGEN GAS \$145</p> <p>100% MEDICAL GRADE PURE OXYGEN GAS, we don't use derma-vents, with as portable or concentration machines, our product is PURE OXYGEN. This facial treatment is like no other and will leave your skin looking "Gorgeous, Fresh, Clean and Vibrant". Our treatment is designed to regenerate stressed facial skin cells. This skin regenerating spray delivers 100 million</p>	<p>nutrient particles per second instantly nourishing and revitalises your skin. This treatment restores healthy cell metabolism and strengthens facial collagen. It effectively rebuilds the skin from the inside out.</p> <p>Prep for a course of 5 treatments and receive ONE extra treatment FREE (saving \$145)</p> <p>VITAPEEL™ \$90</p> <p>This treatment will give you exceptional exfoliation with a multitude of ingredients. Vitapeel treatments are a uniquely formulated solution that target the appearance of discoloration and sun damage. Vitapeel treatments are excellent for:</p> <ul style="list-style-type: none">• Reducing the appearance of pigmentation from Bearberry Extract• Creating exceptional peeling action• Acne, pigmentation, uneven texture and wrinkles <p>BHA RESURFACING TREATMENT \$90</p> <p>Oily/Acne skin - surface skin exfoliation. This treatment provides strong surface exfoliation which is particularly effective for oily/acne conditions.</p>	<p>BHA Skin-Worflow treatments are excellent for:</p> <ul style="list-style-type: none">• Removal of the skin's top layer allowing greater absorption of active ingredients. Overall re-nourishment and moisture achieved on all skin types Only Above Skin. <p>AHA (LACTIC ACID RESURFACING TREATMENT) \$45</p> <p>Lactic Peel Treatments are excellent for:</p> <ul style="list-style-type: none">• Firming and smoothing the skin's surface and reduces visible signs of aging. <p>Lactic Peel Treatments are excellent for:</p> <ul style="list-style-type: none">• Resurfacing the skin• Plumping the skin's moisture levels• Fine lines• Hyperpigmentation• Uneven texture <p>Lactic Acid is found naturally in the skin making it suitable for all skin types and more effective for hydration. Effectively firms and smooths the skin's surface, reducing the visible signs of aging.</p> <p>Prep for a course of 5 treatments and receive ONE extra treatment FREE (saving \$45)</p>	 <p>Facials</p>
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Serene Ocean needed to improve their brochure, and like many young businesses, realized the time was right to give it a professional touch.

Health and Beauty is a niche marketplace, and Serene Ocean's brochure needed to reflect that. It also needed to take the audience on a journey through the various treatments offered.

The final brochure included tabbed page elements to help the audience browse to the relevant section. Improved key visual elements, such as the page and section titles, allow the audience to recognise the treatments that interested them.

The brochure is now uncluttered, clean and professional looking.

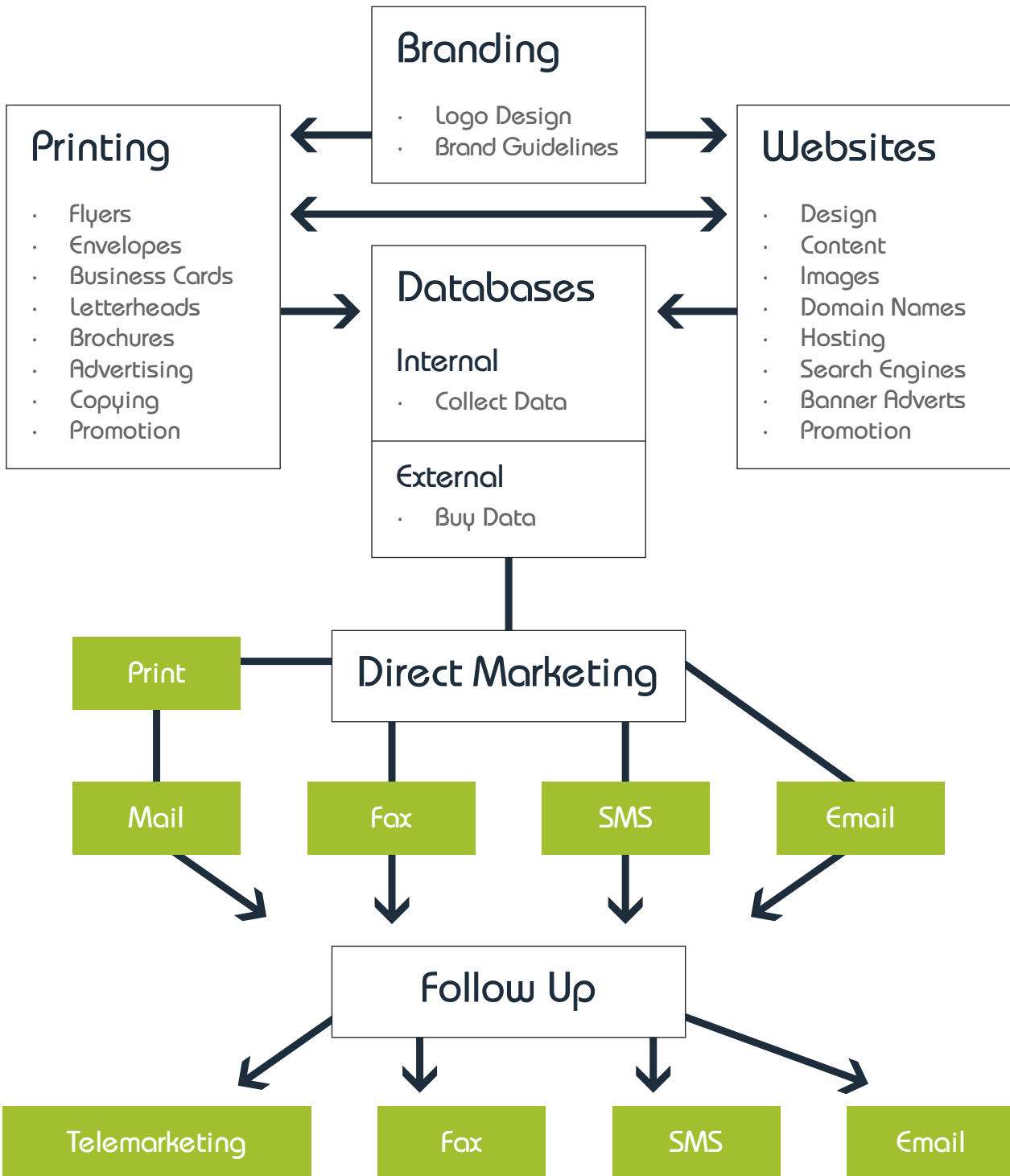
Get Involved

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@conciseservices.com

The CONCISE Business Puzzle



Next Issue...

- Building a Database
- Direct Marketing
- The importance of Follow Up

Concise Services
4/5 Murdoch Drive
Mandurah WA 6210

T: 08 9582 8866
www.conciseservices.com