

3 QUICK TECH CHECKS TO ENSURE YOU'RE SET UP



1. Check your **VOLUME** – Can you Hear?
2. Find the **QUESTION & CHAT** Boxes – Can you type in a Question or Chat? (Click on the orange arrow in top right corner to show the typing box)
3. Check your **MICROPHONE/TELEPHONE** – Can you Speak and be heard well? (Click on “Put up your hand” button – under the orange arrow in top right corner)

GET YOUR WEBINAR WORKSHEET & PEN READY!!!!

LOW COST LOCAL MARKETING



- How to grow your market cost-effectively



David Staughton
The Business Improvement Guy

SIR WALTER
Webinar - March 2013

Professional Speaker & Team Trainer

www.bigdave.com.au





ALWAYS CELEBRATE
ANY GOOD NEWS



What's the
BEST THING
that's happened?

Any Improvements?
Success Stories ?



A BIG SELECTION OF LOCAL AREA MARKETING



- **Brand building** - Billboards, Truck curtains, Vehicle Signs
- **Local Signage** – Street Signs, Site Corflutes & Fence signs
- **Local Sponsorships** – Local Clubs & Schools (signs)
- **Local Area Alliances** - Tradies, resellers & referrers
- **Referral items** – Cards, Flyers, Stickers, Frisbees, magnets
- **Promo items** – pens, caps, stubby holders (Landscapers)
- **Local Advertising** – Local Papers, YP, Regional Radio, TV

GROUP DISCUSSION



WHAT LOCAL MARKETING
HAS WORKED FOR YOU?

WHO BUYS TURF?



- New Home Buyers & Owner/Builders
- Home Renovators & Improvers
- **Landscapers** & Tradies
- Builders & Property Developers
- Resellers & Nurseries
- Commercial - Biz/Corporates
- Councils, Caravan Parks & Sports Clubs



MARKETING STRATEGY



BRAND building
(Getting Known) vs
BOTTOM LINE building
(Getting Sales)



WHICH BRAND?



MARKETING YOUR OWN BRAND & SIR WALTER BRAND



3000+ MESSAGES
PER DAY!

It's a VUCA
world of
**information
overwhelm**

BUYER CONVINCER STRATEGY

REPEAT EXPOSURE for BRAND Recognition

- Business Cards, Flyers & Postcards
- Billboards, Corflutes & Banners
- Guides, Newsletters & Magazines
- Vehicle Signage & Promo Products
- Screens, Sponsorships & Signs

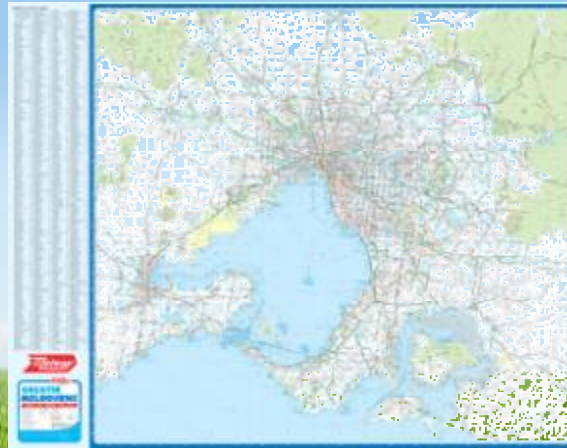


YOUR LOCAL HOT SPOTS - USE WALL MAPS



MARK YOUR MAP

- Hot Suburbs
- Display Lawns
- Resellers
- Landscapers
- Mapworks.com.au
- GET City and State

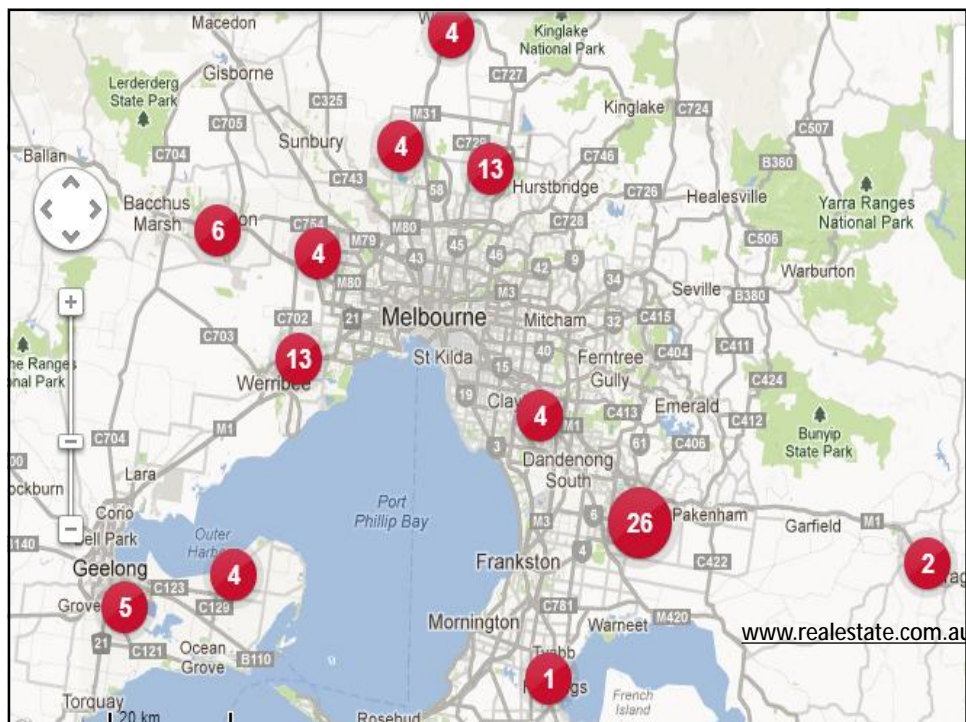
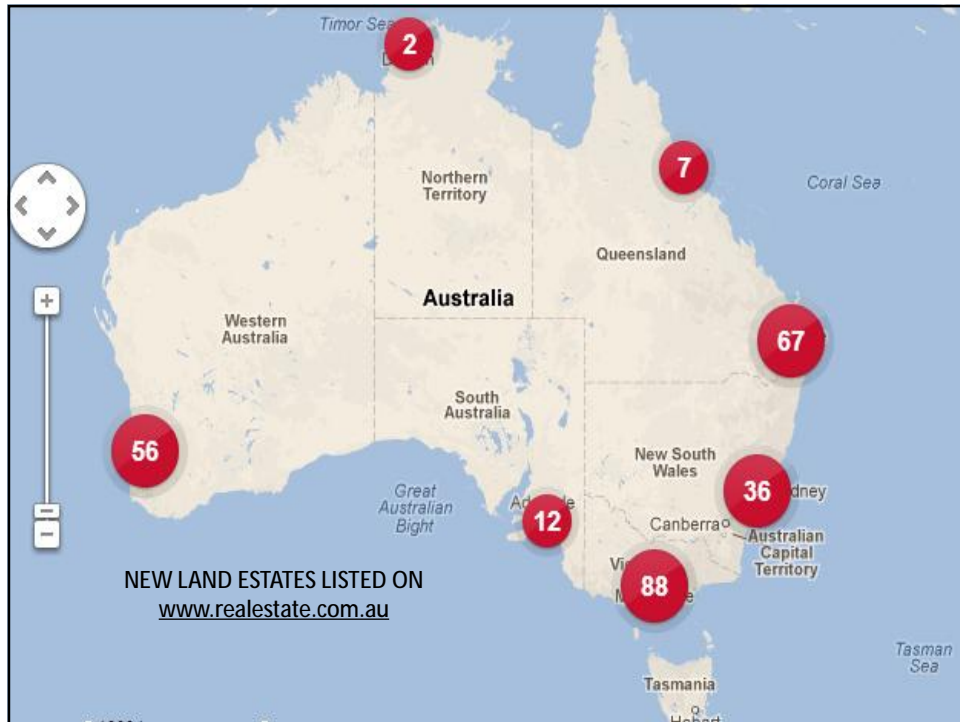


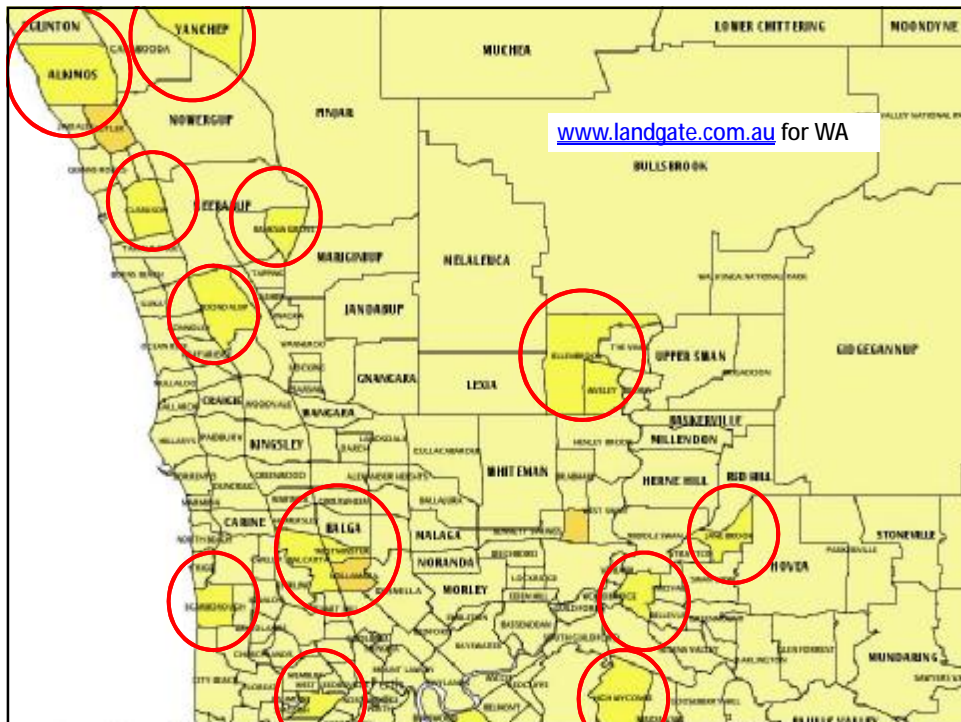
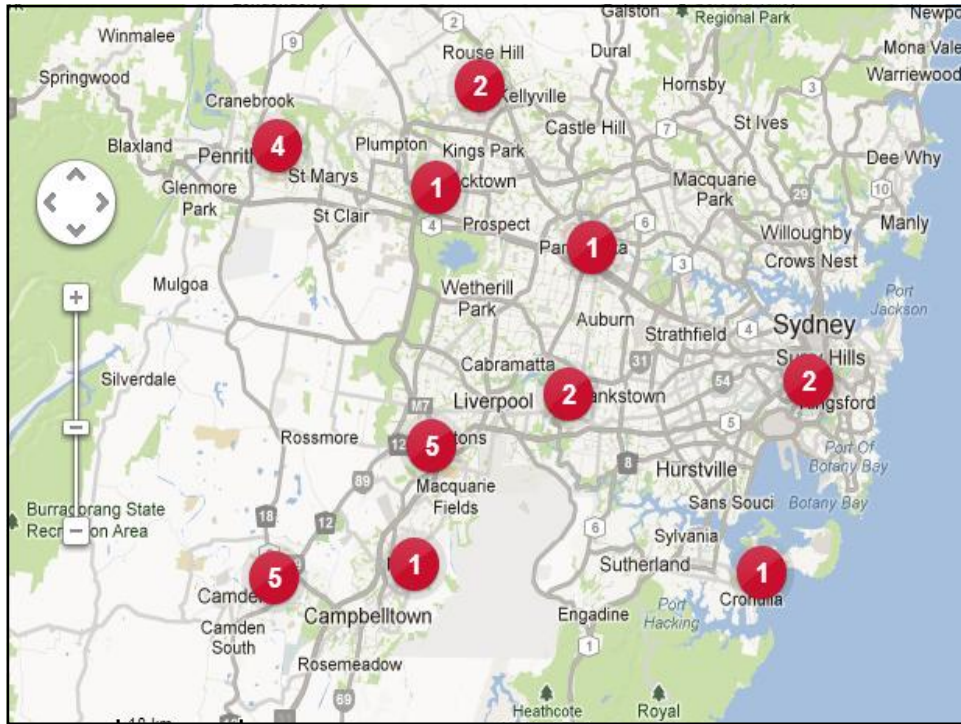
FIND YOUR TOP 12 SALES SUBURBS



- Study your DELIVERY DATA for past years
- Research NEW locations on the Internet
- Work out where the HOT new estate locations are – e.g. Land developers websites & use realestate.com.au
- LIST ON YOUR WEBSITE!







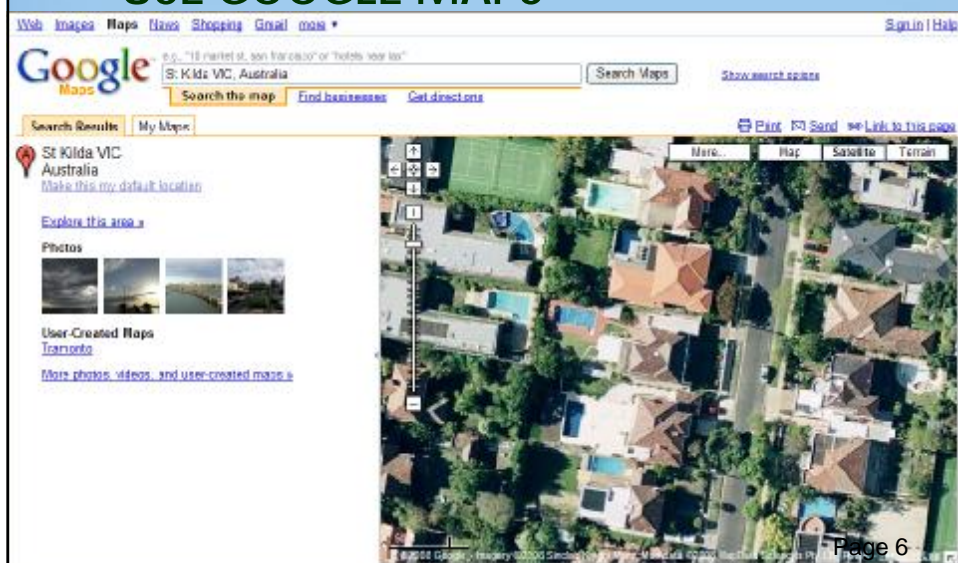
GROUP DISCUSSION

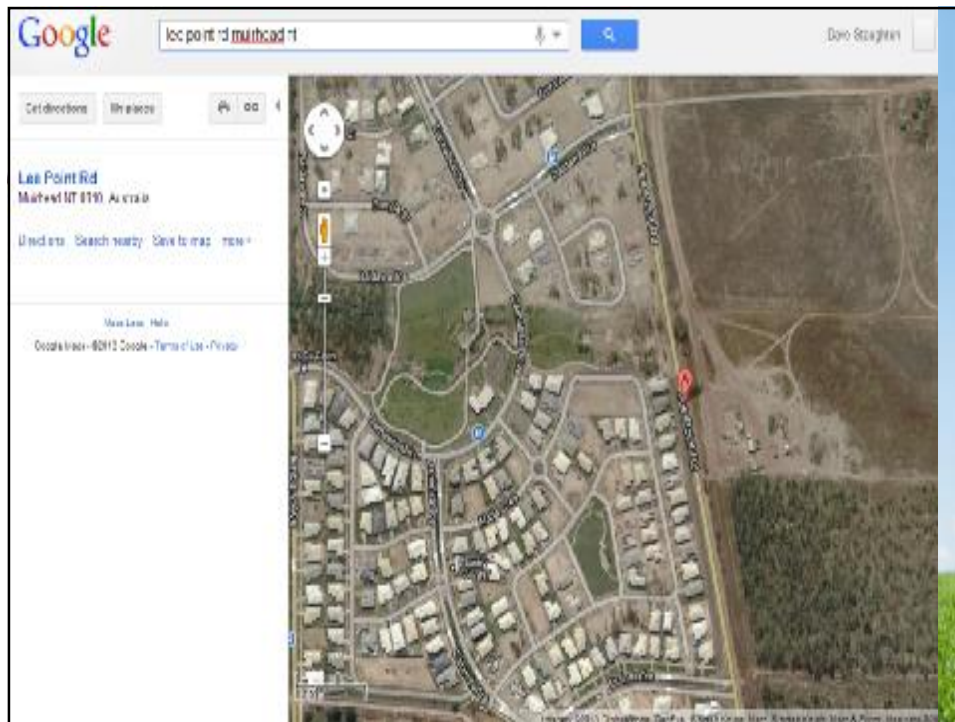


DO YOU KNOW YOUR HOT SPOTS?



KNOW YOUR AREAS USE GOOGLE MAPS





TEMPORARY SIGNS SHIPPING CONTAINERS



TEMPORARY SIGNS TRAILERS



PLACES TO DISPLAY MORE BRANDED SIGNAGE

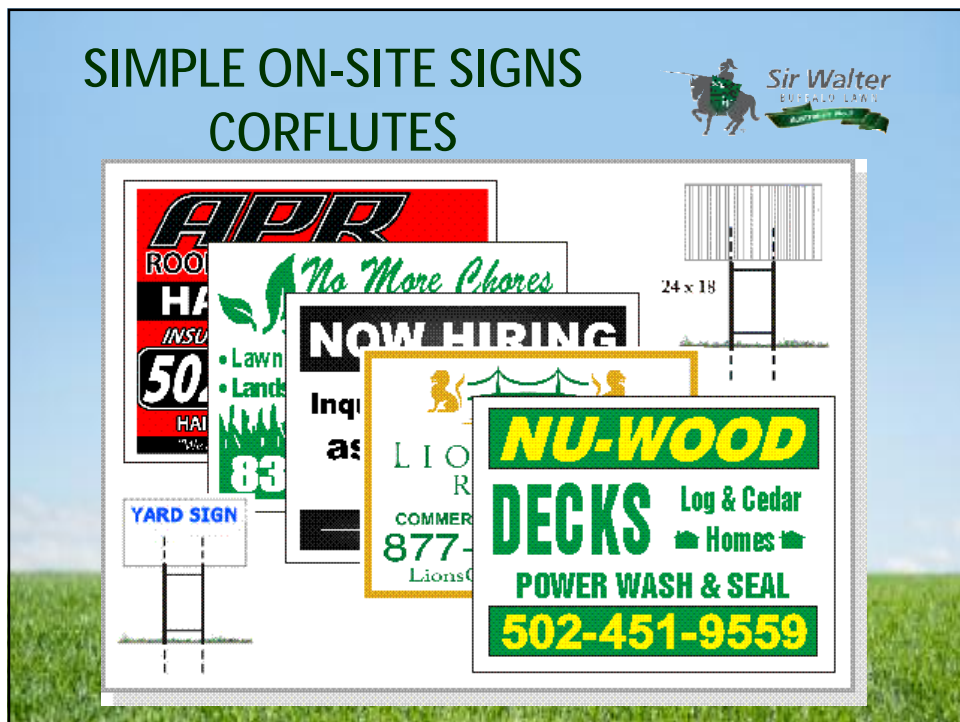


- Your Turf Farm
- Your Staff
- Your Vehicles & Trucks
- Your Depot / Outlets
- Customer Work Sites
- Display Lawns
- Friendly Farmers Sites
- Alliance vehicles (tradies)
- Shows & Expos
- Clubs & Schools (sponsor)
- New Areas – developers
 - Shipping Containers

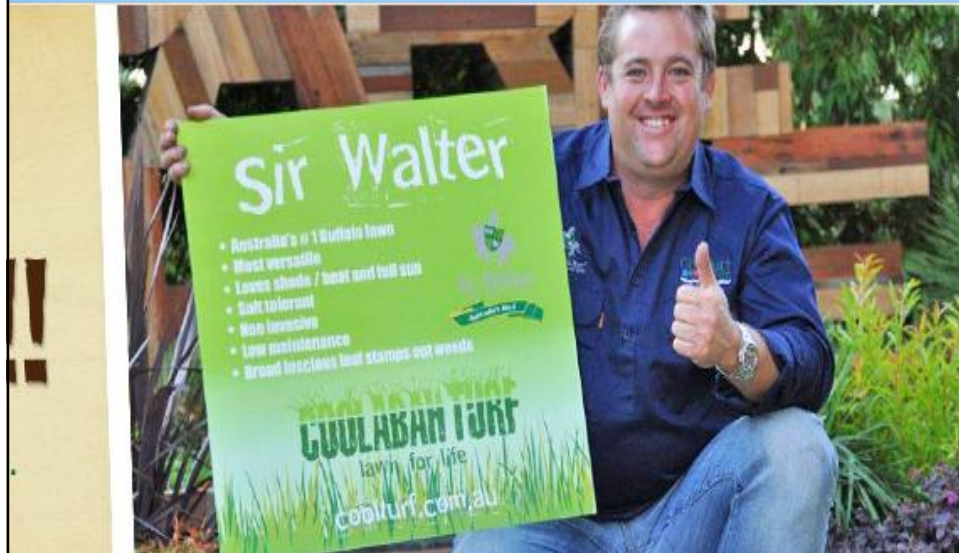
GROUP DISCUSSION



WHAT BIG BRAND & BUSINESS
SIGNAGE DO YOU HAVE?



USE CORFLUTE SIGNS



TEMPORARY FENCE SIGNS & BANNER WRAPS



GROUP DISCUSSION



WHAT SIGNAGE DO YOU HAVE
ON-SITE DURING CONSTRUCTION?

COMPLETED SITES IN
HOT SUBURBS

DISPLAY LAWNS & ADVOCATES

NEW ESTATE FINISHED JOB SITE SIGNS



DISPLAY LAWNS





**SWITCHBOARD STICKERS
& FRIDGE MAGNETS**



ORDER YOUR TURF TODAY 1300 887 326



CELEBRATING 20 YEARS
LANDSCAPE
SOLUTIONS
EST. 1992. AIR DRYING SINCE 1995.



GROUP DISCUSSION



HOW CAN WE TURN LAWN OWNERS INTO
ADVOCATES & REFERRERS?

Spotters Fee??

BETTER BRANDED PRODUCT



BRANDED UNIFORMS



TRUCK CURTAINS BUILD BRANDS!





GROUP DISCUSSION



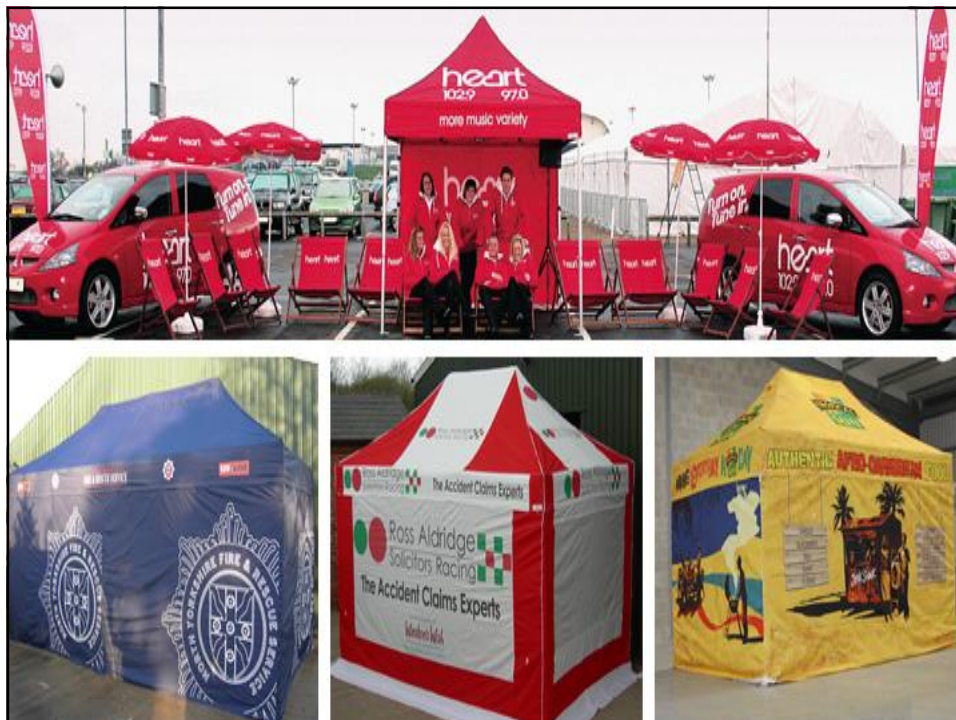
WHAT MORE CAN YOU DO WITH
UNIFORMS, TRUCKS & PRODUCT SIGNAGE
TO ASSIST LOCAL AREA MARKETING?

SHOWS & FIELD DAYS



1. Collect Prospect NAMES (competition)
2. Build ALLIANCES at the Show (exhibitors)
3. Grow your BRAND and find buyers





GROUP DISCUSSION



HOW CAN WE DO BETTER AT LOCAL EVENTS
LIKE FETES, GARDEN SHOWS & FIELD DAYS?

Schools, Clubs, Councils, Ag, Associations

WORK YOUR LOCAL SPONSORSHIPS



Ask for SIGNAGE from
**sports clubs, suppliers
and alliances**

ASK ASK ASK! E.g.

Club Rooms, Fences,
Toilet Blocks, Vehicles,
Sports Grounds, Equipment
Magazines & E-News



GROUP DISCUSSION



HOW CAN WE DO BETTER WITH
CLUBS, SPONSORSHIP & ALLIANCES?

ENGAGE THE TRADIES



Signs & Stickers on their
vehicle or trailer. FLAGS!



GET ALL THE LOCAL PAPERS



- collect the Local Papers in your HOT SPOT areas
- Call & market to Tradies in the local sales area (find advocates)



GROUP DISCUSSION



HOW CAN WE DO BETTER WITH
TRADIES, RESELLERS & LOCAL OUTLETS?

PROMO PRODUCTS

- Pens, Pads, Calendars, Guides
- Frisbees for site distribution
- Tradies gifts – Stubby holders!



SIR WALTER MERCHANDISE




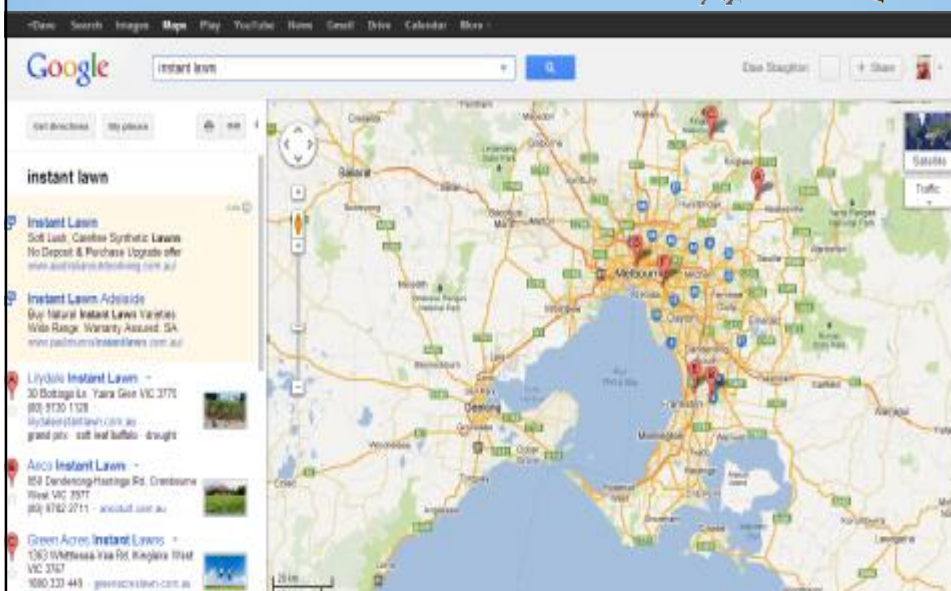
GROUP DISCUSSION



HOW CAN WE DO BETTER WITH
PROMOTIONAL GIFTS & BRANDED MERCHANDISE?

GET FOUND ON GOOGLE MAPS LIST ON GOOGLE PLACES





LIST ON LOCAL WEBSITES



- www.locallink.com.au
- www.truelocal.com.au
- www.startlocal.com.au
- www.localbusinessguide.com.au
- www.aussieweb.com.au
- www.hotfrog.com.au

THESE ARE USEFUL BACKLINKING SITES



LOCAL FACEBOOK ADVERTISING



facebook

Sign up Connect and share with the people in your life.

Email or Phone: Log In

Remember me (logged in)

Advertise on Facebook

Over 1 billion people. We'll help you reach the right ones.

Create an Ad

For free first time setup service:
Call 1-800-684-063
or request a callback

Overview

- How It Works
- Success Stories
- Wire Market Australia
- Geop's Adventures
- Art House
- MDSWA
- Top Questions

Step 1: Build your Facebook Page

Everything on Facebook starts with your Page. Create a Page, it's a simple, free way to communicate with customers.

Step 2: Connect with people

Get people to like your Page. Create several ads and target based on location, demographics and interests.

Step 3: Engage your audience

Post quality updates and promote your posts with ads to engage your customers and their friends. Start now.

How to advertising on Facebook?
Learn more about how it works.



GROUP DISCUSSION




HOW CAN WE DO BETTER WITH LOCAL INTERNET MARKETING?



LETTERBOXING OFFERS & CATALOGUES



OTHER LOCAL MARKETING



- Club & School Newsletters
- Door to Door Canvassing / Offers
- Shop-A-Docket
- Local Networking / Business Groups
- Publicity Stunts
- PR Articles in Local paper
- Pizza Box or Beer Coaster Advertising



MAKING A CALL TO ACTION

CALLS TO ACTION

- Phone Number
- Website
- Facebook
- QR code

Make an OFFER for the
Next Step



- **CALL NOW....**
- **ORDER NOW**
- **LIKE US...**







**Using QR Codes
Iphone App**

**Link to Website
or Videos**

READABILITY IS KEY FOR SIGNAGE & ADS -



BEST BOOK ON DESIGNING ADS



- Scientific Advertising – Claude Hopkins
- Tested Advertising Principles by John Caples (4th Edition)
- Cash, Customers & Ads that Sell – Brad Sugars
- Ogilvy on Advertising

**WOMEN
DO THE BUYING!**

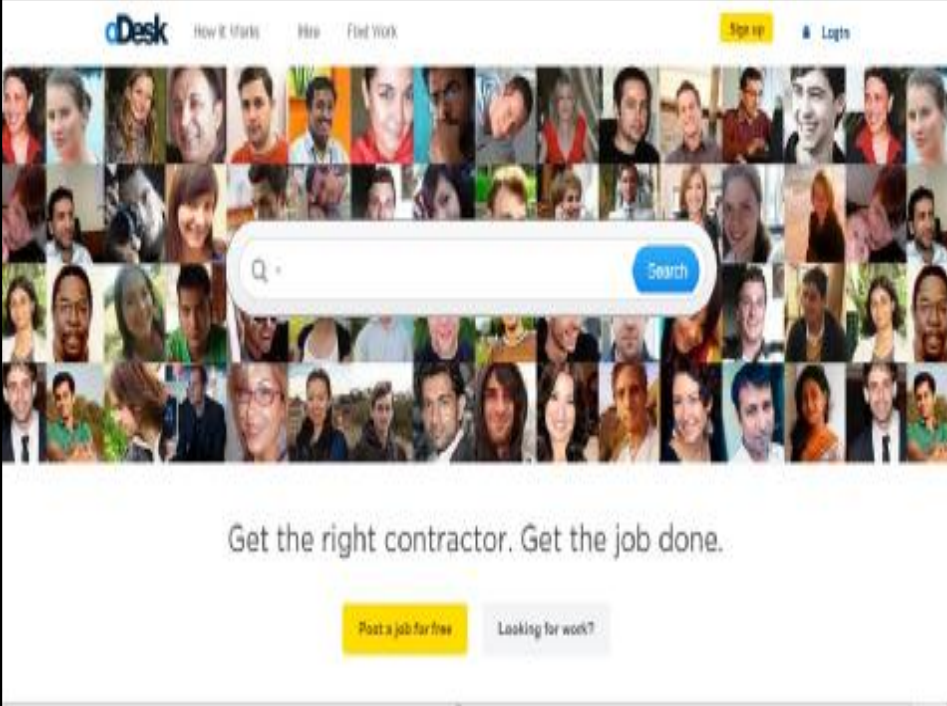


MARKETING MATERIALS YOU CAN OUTSOURCE



- ü Logo & Brand Designs
- ü Business Cards
- ü Brochure Design
- ü **SIGN/SCREEN Design**
- ü Video Animations
- ü Video Editing
- ü Video Tag Titles/Logo
- ü Uploading to Youtube

- ü Articles / Editing
- ü Magazines
- ü Blog Posts
- ü Story Writing
- ü Surveys & Research
- ü Online Rep - Reviews
- ü Reports & Admin

Connect Home Join Sign In

fiverr 14% of sellers say Fiverr is their main source of income! Find out more

The world's largest marketplace for small services, starting at \$5
Buy. Sell. Have fun.

How does it work?

Filter gigs by: Auto Rating New Hot Videos Express Gigs

I will evaluate your monologue and improve your acting for \$5
I am a trained actor, director, and acting teacher... (by [pansheekie](#))
Collect Share created 22 minutes ago order now!

I will research and write, great ad copy, up to two pages, 500 words or less per page for \$5
yes you read that correctly, I will research and... (by [newbme.com](#))
Collect Share created 23 minutes ago order now!

I will give you bookmark for your url/video/article/website/blog 90 times in 47 different social book... for \$5
get bookmark for url/video/article/website/blog... (by [minedask](#))
Collect Share created 24 minutes ago order now!

I will deliver 1500 REAL Youtube views plus 25 likes to your video

Search
Surprise me
Gifts
Graphics
Video
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Categories

- Agriculture
- Apparel
- Automobiles & Motorcycles
- Beauty & Personal Care
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- Computer
- Construction & Real Estate
- Consumer Electronics
- Electronic Components
- Industrial Equipment
- Energy
- Fashion Accessories
- Food & Beverage
- Furniture
- Gifts & Crafts
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- Home Appliances

Customized Sourcing
Use 5 minutes to fill out a Buying Request and receive up to 10 quotes

- ☒ Genuine, verified and complaint-free suppliers
- ☒ Prompt service with quotes in as little as 48 hours
- ☒ Use 5 minutes and receive up to 10 quotes

Learn more

Customized Sourcing Supplier Assessment Private File

Women's Fashion Frontline: T-shirts
Latest Styles Detailed Pictures Updated Weekly

Global Sourcing Ideas T-shirt Fashion Expo-Center 2013 Furniture Trends

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- Quick Guide | Join Free

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by Alibaba.com

- Online Payment
- Buyer Protection
- MOQ from 1pc

Alibaba.com
Global Trade Source

Products: Search

About 12763 results: **Frisbee (1254)**

Home > Products > Toys & Hobbies > Outdoor Toys & Sports > Frisbee (1254)

Language: [English](#)

PP colorful plastic frisbee

[Add to Inquiry Cart](#) [Add to My Favorites](#) [Share to:](#) [Facebook](#) [Twitter](#)

FOB Price: US \$0.18 - 0.18 / Piece [Get Latest Price](#)

Port: Ningbo/Shanghai

Minimum Order Quantity: 500 Piece/Pieces

Supply Ability: 2000 Piece/Pieces per Week

Payment Terms: L/C,D/P,T/T,Western Union,MoneyGram

Supplier: Wujia Huizhen Toy Co., Ltd.
[Zhejiang, China (Mainland)]
[View Company Profile](#)

No additional comments in last 90 days

[Contact Details](#)

[Chat Now](#)

[Contact Supplier](#)

[Place Order](#)

[See larger image](#)

[Product Detail](#) [Company Profile](#)

Quick Details

Material:	Plastic	Product Type:	PP	Style:	Electronic Toy
Place of Origin:	Zhejiang China (Mainland)	Brand Name:	Wujia Huizhen	Model Number:	HF01

Alibaba.com
Global Trade Source

Products: Search

About 904 results: **Plastic Sheets (441)**

Home > Products > Rubber & Plastics > Plastic Products > Plastic Sheets (170643)

Corflute Signs, Core Flute Signs, Yard Signs

[Add to Inquiry Cart](#) [Add to My Favorites](#) [Share to:](#) [Facebook](#) [Twitter](#)

FOB Price: US \$0.1 - 0.3 / Piece [Get Latest Price](#)

Port: Qingdao

Minimum Order Quantity: 500 Piece/Pieces Negotiation

Supply Ability: 50 Ton/Tons per Day As customized

Payment Terms: L/C,D/A,D/P,T/T,Western Union,MoneyGram,Cash

Supplier: Ms. Grace Young

[Chat Now](#)

[Contact Supplier](#)

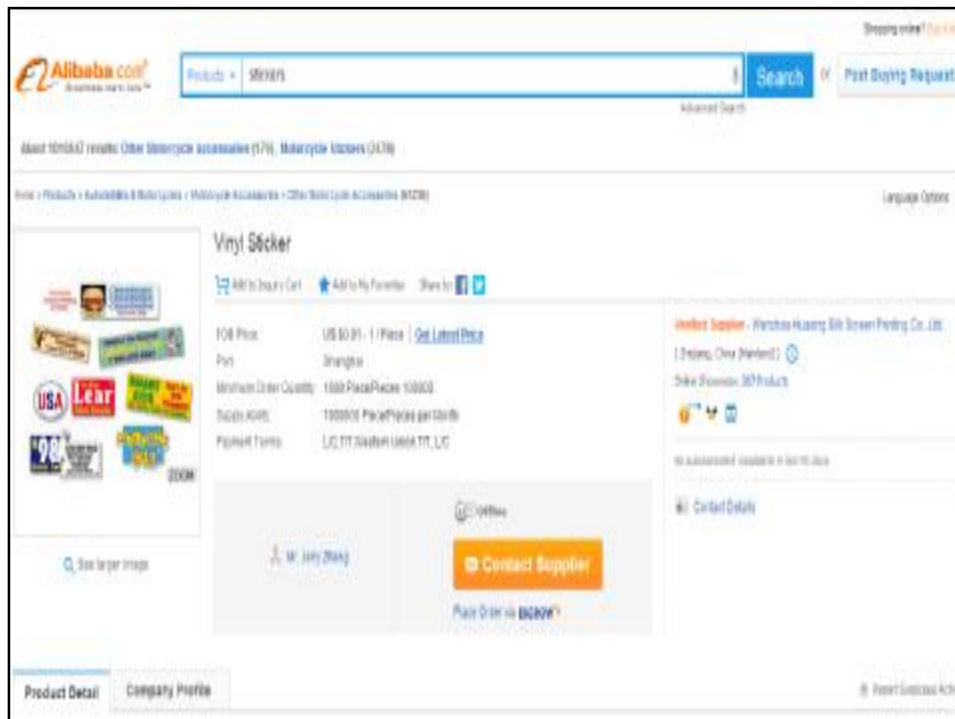
[Place Order](#)

[See larger image](#)

[Product Detail](#) [Company Profile](#)

Quick Details

Place of Origin:	Shandong China (Mainland)	Brand Name:	TFL-SIGNS	Model Number:	
Material:	PP, Polypropylene PP or HDPE	Thickness:	2-12mm	Size:	



LOW COST TOOLS FOR MARKETERS



- Odesk.com – contractors to design your ads
- Alibaba.com – buying from China Direct
- Dropbox or Yousendit.com – send large files
- Basecamp.com – Graphics Project file storage
- Vistaprint.com.au – low cost business cards
- istockphoto.com & dreamstime.com for photos
- Aviary.com – Free Alternative to Photoshop

GROUP DISCUSSION



HOW CAN WE DO BETTER WITH
DESIGN & PRODUCTION?

"You don't
have to DIY.
Just get the
right things
DONE WELL!"



EFFECTIVE LOCAL AREA MARKETING



- Business cards & DL flyers
- Trucks & Vehicle Signs
- On-Site Signage
- Show & Expos Banners
- Staff Uniforms
- Product Signage
- Frisbees / Collateral
- Promotional products
- Sponsorships / Clubs
- Farm & Garden Expos
- Display Lawns
- Referrers / Advocates
- Local Alliances - Tradies
- Letterbox Drop
- Local Papers / Cinema
- Shop a Docket ??

BEST WISHES FROM BIG DAVE!

For a FREE COPY of

- this Powerpoint
- 2012/13 Marketing Planner

www.bighat.com.au

Email: david@davidstaughton.com

Phone: 0408 375100



STAFF, SALES & STRATEGY