

## New Business Managers "Start-Up" Pack

Are you new to the industry and need a helping hand to get started?

The "New Business Managers Start-Up Pack" will give you two days of invaluable Sales & Marketing training from someone who has over 30 years industry experience.

- ▶ Day One: One-to-one training covering topics such as the Tourism industry, the principals of business, distribution systems, website opportunities, sales quoting, templates for written letters, emails and general correspondence including sales and complaint letters (these will be provided to you).
- ▶ Day 2: Today, we focus on you and your business. The day is spent **IN** and **ON** your business assessing and assisting with improvements & quality standards. A detailed written report will be provided at the conclusion with recommendations.

## Monthly Retainer

The more we do for you, the lower the hourly fee

We prefer to operate on a month-to-month retainer basis and we also take on project work. With a monthly retainer you will pay a much lower rate than the project rate, based on a given number of hours worked each month on a sliding fee scale. By opting to engage Pip Close Marketing Services on a retainer basis, you are not limited to any one project and we can cater for any of your interests. Retainer agreements are for a minimum of three months, and may be cancelled by either party on two calendar months written notice.

## Project Rate

Whilst retainer rates are lower than project rates, we understand that from time to time one-off projects may need to be completed, often on a "rush" basis, and in those cases and we offer a standard project fee.

## Services Offered

### Business Marketing Plan

No idea where to start or how to go about marketing your business?

Pip Close Marketing Services can produce for you an annual Marketing Plan including a **"Marketing Time Line"** for ongoing referral and action (see sample *attached*) This is not a shelf document but an important working document which provides a clear practical strategy to assist you in your business over the financial year. Your target market will be identified along with why your customers buy from you and what your unique selling proposition (USP) is. You will be provided with a number of opportunities that will increase your customer traffic.

### Business Stationery

We have a graphic design studio that specialises in brand and logo development, corporate ID and Brand collateral as well as electronic brochures, flyers, email design and HTML



Whether it is a new or updated logo you require, signage, business cards, letterhead, envelopes, forms, etc - we can arrange all of this for you so that everything your business sends out to consumers and the industry is consistent.

### Brochure Production - Electronic & Print

Customise your marketing and ensure that your image is one of quality and excellence in everything you do - from email (electronic) brochures to printed material

**One page promotional flyer** – double sided for 'special' promotions

Electronic Brochure: How to sell your product via email & make your customer purchase

DL brochure: 4 pages in full colour with design and copy writing

DL brochure: 8 pages in full colour with design and copy writing

Direct Mail Campaign: HTML (email) mail out to database/s.

Copy writing services provided for all marketing material

*Fee Estimate will be based on design and project management. Printing additional.*

## Website

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Pip Close Marketing Services can help you to develop an online strategy

**Analysis:** We can assist you to create an effective website, initiate search engine marketing and pay-per-click advertising campaigns or affiliate programs, online PR and email marketing activity.

**Website Review Report:** For those who have an existing website that is not performing. You will receive our honest viewpoint on what your website could and should achieve. We will work with you every step of the way to create an individual campaign suitable for your business - so that you can achieve the best return on your investment and gain the commercial advantages from a successful Internet marketing strategy. A comprehensive Digital Marketing Plan can be created to integrate into your daily marketing initiatives and support all other marketing to drive traffic to your website.

SMS & viral marketing services can also complement your E strategy. Our online marketing department specialises in website strategy, design and search engine optimisation and marketing essential for the success of your business.

**Website Development:** Project management of website design and implementation. We work with website developers to create a site that will sell - various options need to be considered from an informative site to booking engines and instant on-line confirmations. *Due to the complex nature of this job, we will need to meet with you to discuss and determine a detailed brief before providing a Fee Estimate.*

## Public Relations & Media

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Learn how to use free advertising to boost profits

**Public Relations:** Editorial stories focusing on what's so good about your business. We will contact the journalists and organize the press if you have something newsworthy to announce.

**Media Schedule:** We can help you to identify the most effective marketing tactics *Pip Close Marketing Services will recommend a Media/Advertising schedule based on your budget. Fee Estimate can be provided upon application.*



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## Tourism Award Submission

For those in the industry who strive for excellent, best practice and innovation



These awards recognise and reward the outstanding achievements of individuals and organisations within the industry sector who strive for excellence, best practice and innovation. Pip Close Marketing Services can prepare and provide you with a 30 page submission, with Appendices. Our Fee Estimate includes 16 hours of research to gain the necessary information, copy writing, design in full colour and printing. Non competing categories.

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## Business Award Submissions

Winning an award can elevate the profile of your organisation above all others

These awards raise the bar for excellence across all aspects of business and provide you with ways to benchmark your business against top performers in your industry. We encourage any small business to consider entering their business in such awards as it assists in lifting the profile of an organisation. Our Fee Estimate includes 12 hours of research to gain the necessary information to prepare a 20 page submission with Appendices, copy writing, design in full colour and printing.

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## Market Research

Get an outside perspective on what your target market really is and how to meet their needs

Too many companies base their marketing strategy on their internal perspective alone, resulting in poor communications with a target market they may not fully understand. Taking an outside-in look at your business gives you a realistic view of target market's true wants and needs:

- ▶ How they find out about your product or service
- ▶ What they perceive as your strengths
- ▶ What they perceive as your weaknesses

Even a small telephone survey can highlight some key **marketing** issues and opportunities to assist with developing a **strategic plan**, and with the research being conducted by an independent organisation, you'll get a really clear picture of your competitors, your customers and your staff

## Customer Surveys



- ▶ **In house:** Includes written survey, collation and report (over 2 months)
- ▶ **Telephone:** 20 customers - (one off project)
- ▶ **Online:** (40 customers - one off project)
- ▶ **Focus Group:** 10 customers – Boardroom table discussion format

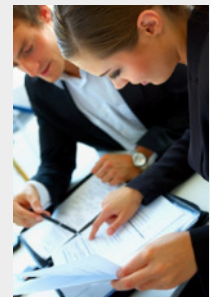
Each survey is tailored to your specific requirements and includes costs of administration. A comprehensive report with recommendations will be provided to you upon completion of the survey.

## Sales Training

Pip Close Marketing Services can provide training tailored to your specific business

### Full Day Program:

- ▶ Identify the source of all sales leads
- ▶ Identify where you achieve the best conversion to sales
- ▶ Your staff's perspective – what they think you do best, what they perceive the business' strengths and weaknesses to be



This training is tailored to your business' challenges and includes a 2 hour face to face briefing session prior to planning. **Delivered by Pip Close, a Teacher of Business Marketing RTO Competency**

**Classroom environment:** 2-5 people

**One-to one individual sales training on property**

## Terms and Conditions

1. ***Work will not proceed*** until a signed Fee Estimate / Authorisation to Proceed has been received and a **30% deposit** has been paid to Pip Close Marketing Services
2. Fees are exclusive of GST
3. Payment terms are 14 days from date of invoice which will be provided upon completion of the assignment
4. Once the account is paid in full, you will own all intellectual property
5. Where work has been presented, but no approval given or amendments requested by client, PCMS reserves the right to invoice client pro rata within 14 days of the date of such presentation.
6. Whilst all endeavours are made to reach Finalist, PCMS will not be liable for results of Award submission if not recognised as a Finalist or winner
7. Direct Mail administration costs such as Data base mailing, Email Blasts or purchases of data bases are not included
8. Prices remain valid for 30 days from date of Fee Estimate