



Profitable Printing Solutions For Your Business

Multi-Channel Marketing In Action

Our new client Elise knows how to multi-channel market like a boss. The proud new owners of Riverside Motel Ocean Grove printed a heap of brochures with us last month and got busy with their direct mail campaign. They are sending out their brochures with a call to action offer and regularly pumping out posts on their social media channels to boost engagement and brand awareness.

Nice work guys.

I thought it might be time to share our expertise in multi-channel marketing. So be sure to check out the article on using multi-channel marketing in your business.

In This Issue

- Multichannel marketing in action
- Some school holiday fun
- How to put together your own multichannel marketing campaign
- How to work a full day and 'not hit the wall'

 **Elise Crea** 😊 feeling optimistic. ▼
Yesterday at 11:27 am · 👤

New brochure complete and I think it looks pretty impressive, thanks to all involved who helped me with the final product!! Now let the \$\$\$\$ fly in... 😊😘



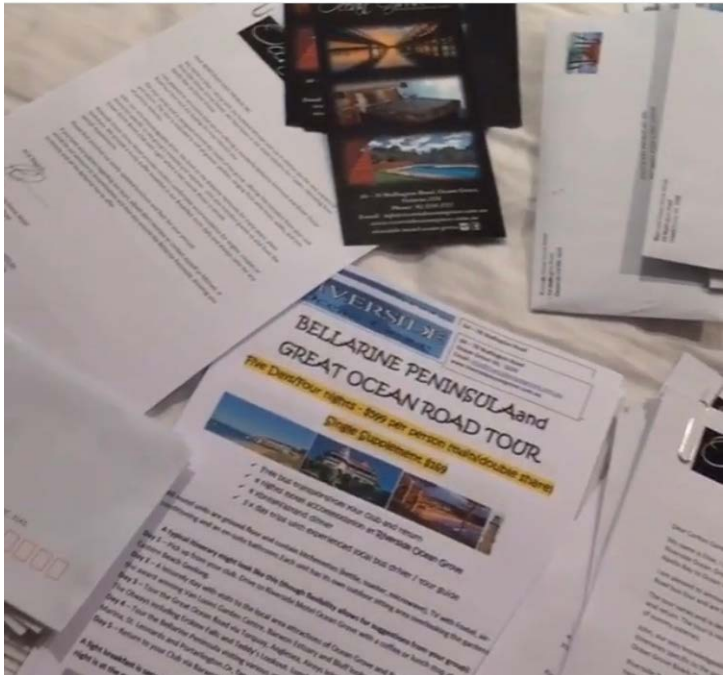
"Riverside" Ocean Grove
Motel Suites and Holiday Cabana

We are located on the beautiful Bellarine Peninsula offering:
Queen, Twin, Spa and Family Suites.
Solar heated swimming pool
Garden and barbecue area
Minutes to the most beautiful beaches, town centre, bowls club and golf course.

Only a short drive to neighbouring Barwon Heads.
Visit world class wineries, majestic beaches, popular surf breaks and great fishing spots. Play a round of golf at one of the Peninsula's many fabulous courses. Enjoy a day at the Geelong Adventure Park or simply relax!

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Quotes Of The Month

If you dwell on statistics you get shortsighted; if you aim for consistency, the numbers will be there at the end.

—Tom Seaver

Originality exists in every individual because each of us differs from the others. We are all primary numbers divisible only by ourselves.

—Jean Guilton

Health is like money; we never have a true idea of its value until we lose it.

—Josh Billings

Health and cheerfulness naturally beget each other.

—Joseph Addison

You don't need to know the whole alphabet of Safety. The a, b, c of it will save you if you follow it: Always Be Careful.

—unknown

Precaution is better than cure.

—Edward Coke

Light tomorrow with today.

—Elizabeth Barrett Browning

Someday is not a day of the week.

—Denise Brennan-Nelson

The art and science of asking questions is the source of all knowledge.

—Thomas Berger

The science of today is the technology of tomorrow.

—Edward Teller

True alchemy lies in this formula: "Your memory and your senses are but the nourishment of your creative impulse."

—Arthur Rimbaud

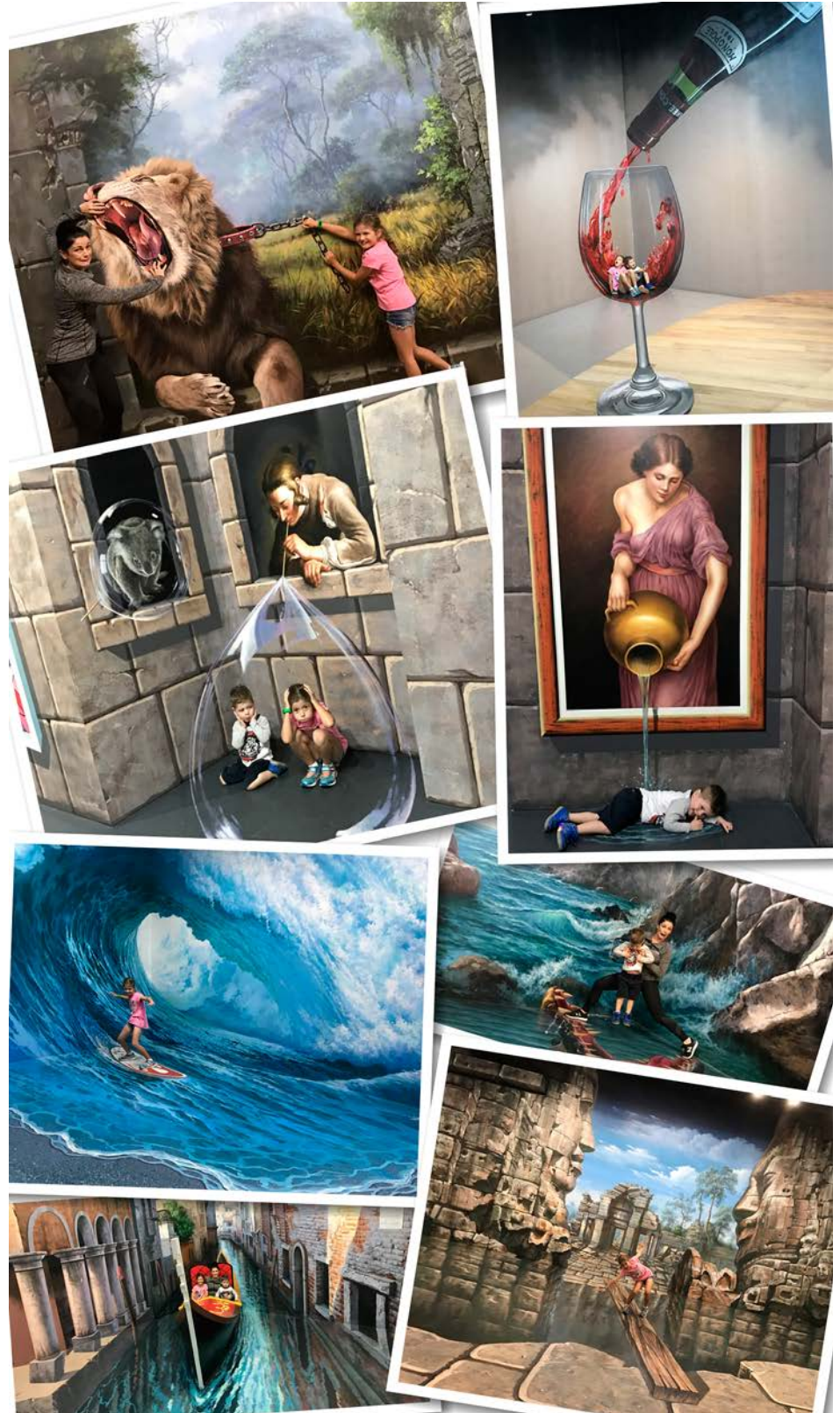
To live a creative life, we must lose our fear of being wrong.

—Joseph Chilton Pearce

This Art Has 'The Smarts'

The kids and Simone went to a place in Melbourne Docklands called Artvo a few weeks back. It's an interactive art gallery where

you become part of the art. These images are pretty cool in print as you can see. How powerful are these illusions! Such fun.



Boosting Your Marketing ROI In 3 Simple Steps! (Starting Right Now)

By Blair Cariss

Now I don't claim to be a marketing guru who's going to solve all your business troubles with one swift letterbox drop. But I have learnt a thing or two about using different marketing channels to promote businesses effectively over the years. I've made mistakes too. But you can learn just as much from a flop as you can from a success.

The aim of the game is to reach as many RELEVANT people as possible.

Define Your Target Audience

A good starting point is to look at your best customers. The top 20% or so who give you the best bang for your buck. What do those customers look like? Where are they located? How old are they? Are they individuals or a company? What common problem do they have that you solve for them? **Now you can start to hone in on what your target audience looks like.**

How & When To Get in Front Of Them

So obviously I talk about print a lot. But I'm not silly or stuck back in the dark ages. Print works. It does. But print and online channels work even better together.

Timing is important. Look at peaks in your sales cycle and establish some key events in your marketing calendar. Is your business particularly

seasonal, like a gym in Spring, or able to be linked in with events such as Father's Day or even school holidays? Look at when YOU are most needed, when your customers are likely to be looking for YOU and schedule your marketing to match.

Multi Channel Marketing Success

Multi Channel Marketing is a bit of a mouthful and maybe you're thinking this is all too complicated. It's really not all that difficult or expensive and it's definitely not beyond the reach of your business – big or small.

Combining online and offline channels:

Ok so let's use a fitness business at the start of Spring, which is coming up in a couple of months, as an example. You could just send out a flyer to households in the areas around your business. Most people want to get fit for Summer so Spring seems logical to tell them to come? Full stop. Finished. How did that go?

OR you put a Facebook post up promoting your gym or service at the start of spring. You share the post on your personal page. Get a couple of likes from your mates. Make any sales?

HOW ABOUT THIS:

- Look back at your target audience that you identified earlier. Include your existing database (which you should be building constantly) plus prospective clients or a particular demographic.
- Send a postcard to this audience promoting your business. Include your contact details and specifically your website so people can look you up. A call to action is essential.
- Post about what you're doing on

No Answer

A powerful king once undertook an expedition to conquer foreign lands. A counsellor asked him, "Great king, why do you propose to set out on this endeavour?"

"First I shall become master of Asia," the king replied. "Then I'll invade Arabia. After that I will conquer Europe and Africa, and finally, when the whole world is under me, I shall rest and live at ease without worries."

The wise counsellor replied, "But what keeps you from resting and living at ease here and now, if that is what you want?"

The king had no answer.

Facebook, Instagram & whichever other social media platforms work for your business. Use Facebook targeted advertising to target the same areas as your letter drop.

- Send out a follow-up email campaign. This is great for your existing database but you might want to do a second or even third letter drop to your prospective target audience to get new customers to take the leap. Repeat your call to action and give them an incentive to come in.

I know I know there's a few more steps to follow but it's not overly complicated is it? But you do have to do a bit more planning. From my experience your best return on investment will come from having a strategy where you have a consistent message and branding across all of your marketing channels.

We're still working on that ourselves. But we're certainly giving it a good go, learning along the way (we call it testing) and we're seeing some solid results.

JULY POSTCARD PRICES

500 = \$120 + GST

1,000 = \$140 + GST

5,000 = \$240 + GST

10,000 = \$390 + GST

A6 size printed on 350gsm Artboard

Welcome Aboard!

We'd like to welcome the following business to the Cariss Printing family

- Australian Plastic Card Company
- Enviro Fluid
- Essendon Cheer Squad
- Fastrack Conveyancing
- Melbourne Metro
- Micasa Homes
- Riverside Ocean Grove
- Teersa from Mailing Solutions

Thanks everyone for their on-going support. We love you all.

Fight the Causes of Mid-afternoon Slump

Many people experience it—that sudden, unexplained feeling of fatigue that hits you somewhere between lunch and the end of the workday. You can't focus, your eyes grow weary, and you wish you could just curl up for a quick nap. Here are the common explanations for that loss of energy—and what you can do about it:

Dieting. Dieting can cause afternoon fatigue, especially if you're trying to cut too many calories too fast. That slows down your metabolism and can make you feel sluggish.

Solution: Multiply your weight in pounds by 10; this is a healthy number of calories to maintain your energy each day.

Sugar and caffeine. Sugar and caffeine are stimulants, but the boost they give you is only temporary. Once that's gone, you'll feel more tired than before you consumed them.

Solution: Drink a large glass of water in the afternoon and stretch out a bit. If you're hungry, eat some fruit. The natural sugars will give you energy without the drain.

Alcohol. Alcohol causes sleep problems; if you've had too much to drink the night before, you'll feel the effects the next day.

Solution: Have a beverage early in the evening or none at all.

Cheese, turkey, and milk. These can all make you sleepy about an hour or two after you eat them. The amino acid in these foods acts like a natural sedative.

Solution: Eat these foods at night; they'll help you sleep when you really want it.



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