

RAM
MARKETING

NEWSLETTER

WEB :: DESIGN :: MARKETING
THE ELEMENTS OF BUSINESS SUCCESS



I am often asked for advice about the internet, computers and cost effective marketing solutions by clients, colleagues and friends. I have often thought about putting this information into a newsletter and making it available to a wider audience. Hence the evolution of this newsletter.

I have added your name to my database because I thought you too might find some of the information helpful or informative. You can unsubscribe at any time by clicking on the link at the bottom of this email.

I would also like to use future editions of this newsletter to help clients promote their businesses. If you have something important, interesting or informative to say, or would simply like to use this forum to promote your business, then please let me know and I will endeavour to include your message in future editions.

Your feedback would be appreciated so please don't hesitate to drop me a line anytime. If you know of anyone else who may benefit from this information please feel free to forward this email on.

Kind regards,
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OPPORTUNITIES DO EXIST IN AN ECONOMIC DOWNTURN



The constant stream of negative reporting in the media about global economic doom and gloom has had an adverse affect on many small businesses (including mine). While previously I may have received up to a dozen enquiries every month from new clients, this number has dropped significantly of late. So, rather than resting on my laurels and waiting for the market to turn, I wondered what I could do to 'recession-proof' my business? I started doing some research and have put together a list of the best tips I could find.

Don't stop marketing

In tough economic times, the first thing many businesses cut is their marketing budget. All advertising is stopped in an effort to save money. In fact, this can be one of the most effective times for small businesses to increase their marketing.

Chances are your competitors will have pulled back, or stopped, marketing in an attempt to save money. If you continue, or increase your marketing during this time, more potential customers are likely to notice your message because there is less competition.

While you may not receive an increase in business or enquiries immediately (after all, your customers are probably hurting financially too) when the market does pick up and people start buying again, your company will be 'top-of-mind' and your competitors forgotten.

Give your customers added value without extra expense

During tough times people want value for money. Thankfully this doesn't always mean slashed prices. Added value also comes in the form of exceptional service, a focus on quality, helpful information, guidance and after sales service.

Value added service will increase loyalty among your existing customers and, through referrals, help to attract new customers. Your excellent reputation will precede you and you may even start drawing customers away from your competitors!

Focus on your core competencies

In an economic downturn many business try diversifying by introducing additional products and services. One interesting article I read warned against this, instead suggesting focusing on what

you do best:

Just adding other products or services to your offerings is not diversification. At best, it's a waste of time and money. Worse, it can damage your core business by taking your time and money away from what you do best and/or damaging your brand and reputation. Drop the extras and focus on what you do best that is most profitable to recession-proof your business.

Nurture your existing customers/clients

We all know it costs a lot more to acquire a new customer than it does to keep an existing customer. When money is tight, rather than spending extra cash trying to bring in new customers, sales opportunities may already exist within your current customer base.

Importantly, let your loyal customers know you appreciate their business.

Watch your competitors

Keep a close eye on what your competitors are doing. Just as you are trying to lure their customers away, they are no doubt trying to do the same to you.

Your competitors may be offering cheaper prices, a more competitive offer or better service. If your clients are completely happy with the service offered by your business it will be harder for your competitors to lure them away.

By no means is this list complete. These are just a few points that I found interesting and informative. Try doing a Google search for 'recession-proof your business' and you will get an indication of just how pertinent this information is at present.

The truth is that tough economic times 'flush out' many industries with only the strongest businesses surviving. Some companies flourish during these times because they are flexible enough to adapt to the changing climate and fast enough to take advantage of opportunities that may arise.

Good luck and if you have a tip that has helped get your business through tough times I'd love to hear it.

Until next time,
Rebecca.

COST EFFECTIVE MARKETING SOLUTION - EMAIL MARKETING



Email marketing is one of the cheapest and effective ways to stay in contact with your clients on a regular basis.

Simple email marketing usually involves sending out bulk messages via programs such as Outlook, Outlook Express or Opera. These usually contain plain text perhaps with a Word or PDF document attached.

The next level up from basic text-based email are HTML email campaigns. HTML emails can be highly stylised with photos, graphics, video and Flash animation. These emails are more attractive and achieve a better reader rate.

There are many programs that make creating HTML emails easy (I use [Constant Contact*](#)). Most programs feature newsletter templates or you can design your own if you want something specific to match your website and marketing material.

Another clever feature of most email marketing programs is the facility to add an online form to your website so people can subscribe to join your database and receive regular information from you.

You can also track who and how many people click through to your website from your email message.

It is important your email marketing give recipients the option to unsubscribe and that they conform to anti-spam legislation. For more information on anti-spam laws [click here](#).

If you have any questions about setting up an email marketing campaign or what program will

best suit your business needs, call me anytime.

** RAM Marketing is not affiliated with Constant Contact in any way and does not receive payment for mentioning their name or service.*

CLIENT BILLBOARD

This area of my newsletter is reserved for my existing clients and is used as a billboard to promote them. If you have something interesting, topical or informative that you would like featured here please [send me an email](#) or call me on (02) 9997 1909.



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Contact **Raine & Horne Palm Beach** to book your holiday accommodation on the Northern Beaches.

Raine & Horne Palm Beach
Tel: (02) 9974-4311
www.palmbeachrealestate.com.au



Have you ordered your Christmas cards yet?

Help disadvantaged children by purchasing **Stewart House** Christmas cards. Place your order through their [website](#).

Stewart House
Tel: (02) 9938 3100
www.stewarthouse.org.au



Having problems setting up / tuning your TV, DVD, video or home theatre?

Contact Peter at **Absolute Audio Visual Solutions** for helpful advice and assistance.

Absolute Audio Visual Solutions
Tel: 0401 202 087



Want to recession proof your job or career, or get ready for 2009?

Call your coach, Tina Monk on 0413 000 010.

Monk and Associates
Tel: 0413 000 010
www.monkandassociates.com.au

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