

→ P.O. Box 637 North Perth WA 6906

→ Telephone  
+618 9228 1033

→ Facsimile  
+618 6210 1574

→ [www.davidreidgroup.com](http://www.davidreidgroup.com)



## Effective marketing

Different businesses need different help with their marketing for different reasons.

Although experts in what they do – whether producing an innovative product or providing an excellent service – many businesses are not experts in marketing. And they would be the first to admit it. They need help both with their strategy - how do we market our business effectively? and in implementing that strategy – how do we turn these good marketing ideas into reality?

Other businesses know they aren't performing as well they would like, but aren't sure what is holding them back. They need help to step outside of their business, take an honest look at the returns their marketing initiatives have delivered and ask the hard questions about why they have or haven't worked. This is their starting point for refining and improving their marketing.

Finally, some businesses' marketing is generally sound, but deficient in a specific area. For example, promotion – changing customers' minds so that they want to deal with them. This sounds simple, but includes several practical aspects: making customers aware of their business, getting them to prefer it over others, and then moving them to actually make contact with their business.

Whatever your business needs, a DRG marketing practitioner can help you significantly lift your marketing performance.

Our marketing practitioners are especially good at this having run large marketing departments for big businesses and outsourced marketing for SMEs for many years.

They understand what to do, how to do it cost effectively and most importantly how to get real results for your business.

Aside from their own skills, they have access to our extensive network of marketing specialists in advertising, print based media, digital and multimedia, website and internet technologies, public relations, direct mail and even developing your sales people.

They will keep a very close eye on the tangible returns to your business of each and every marketing initiative you undertake.

Our approach to helping you improve your marketing follows.



## Our Approach

### Step One

---

#### **Where are you now?**

This covers several things. A thorough assessment of your products and services, their strengths and weaknesses; a realistic appraisal of your competitors; and a fresh look at your market and the opportunities it provides. We review the different market segments you having paying particular attention to the buyers in those markets you most want to influence.

We talk with key stakeholders, current and perspective clients to understand your current success, perceived barriers to future success and the most attractive opportunities for success. We identify what they currently think, feel and recall about your business, its products and services.

Finally, we evaluate the effectiveness of your current marketing. We review all your current marketing activities, identifying the reasoning behind each, especially the expenditure.

### Step Two

---

#### **Where do you want to be?**

We set clear goals and objectives and specify the things you want your business to achieve.

### Step Three

---

#### **How do we get there?**

We identify all the possible means available to you to best influence and persuade your target customers. We also consider all the important internal processes you need to underpin the success of these initiatives. We prepare a marketing action plan outlining what we recommend you do, how we propose you do it, how much it will cost, who will do it and by when.

### Final Step

---

#### **Help you implement what we recommend**

As part of the implementation schedule of the plan, we will prepare a separate proposal for your approval that outlines your investment in DRG to help you implement our recommendations.

We will allocate you a highly experienced DRG project manger to work closely with you and your internal team to make sure each and every recommendation made in the plan gets done. Where appropriate, they will engage quality, but cost-effective service providers, *without bias from considerations such as commissions on different forms of media or ongoing strategic alliances.*

Our team is highly experienced in this outsourcing process, with extensive networks and relationships with advertising and marketing communication companies, corporate identify and branding specialists, PR companies, website developers and marketing wordsmiths.