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## Effective marketing for small businesses.

We understand the frustrations small business owners have in marketing their business.

Marketing now requires a combination of skills that the vast majority of small businesses either don't have, can't afford or don't have time to learn.

This is incredibly frustrating if you are really good at what you do because it means you can see the potential of your business, but can't quite realise it.

We have a very practical way to help you.

We provide you with a proven marketing consultant to work *in* your business helping you make the marketing improvements your business really needs.

Their first task is to develop an effective marketing action plan.

Once the plan is in place, they will work with you to make sure it gets implemented.

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

Our marketing consultants are especially good at this having run large marketing departments for big businesses and outsourced marketing for small businesses 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, marketing communications, print based media, multimedia, website and internet technologies, public relations, direct mail and even developing your sales people.

The following page outlines the approach we will take to develop your marketing action plan.



## Our Approach

### Step One

#### Understand your business

- ✦ Your business goals and objectives.
- ✦ The competitive landscape you operate in.
- ✦ Your core business including your products and services.
- ✦ Your key competitive advantages.
- ✦ Discuss your business's key marketing activities and challenges.

### Step Two

#### Understand your key target market(s)

- ✦ Identify who your target market is.
- ✦ Build a key buyer profile.
- ✦ Match this against your business's market segment information.
- ✦ Identify possible gaps and new segment opportunities.
- ✦ Digest any customer feedback – both formal and anecdotal.

### Step Three

#### Evaluate the effectiveness of your current marketing.

- ✦ Discuss all your current marketing activities.
- ✦ Identify reasoning behind each, especially the expenditure.
- ✦ Analyse the effectiveness of each marketing activity against the target market(s).
- ✦ Separate marketing activities into:
  - brand marketing.
  - new business marketing.
- ✦ Identify new initiatives and strategies.
- ✦ Review all your marketing materials to assess consistency of message & look & feel.

### Step Four

#### Develop your marketing action plan

1. What we recommend you do.
2. Why we recommend you do it.
3. How we propose you do it.
4. How much it will cost and your return on investment rationale.
5. Who will do it and by when.

### Ongoing

#### Help you implement what we recommend.

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