



“common sense design, web site and marketing solutions that get results, inspire the senses and assist your business to grow and succeed...”

DIVINE CREATIVE DESIGN COMPANY MISSION STATEMENT

Welcome to the first publication of the Divine Design & Marketing Guide!

The purpose of this newsletter is to inspire, inform and innovate. Our graphic design, web site and marketing consultants aims to provide your business with promotional tips and expert industry advice that will see your business grow.

We provide FREE Promotional and Marketing information ranging from one-person businesses to large multinational companies.

If you enjoy reading this publication and would like to be on our regular mailing list, please either give us a call or send us an email. Our web site is jam-packed full of useful marketing and business growth ideas, so visit our site www.divinecreative.com.au. Here's to your continued business success!

PROMOTE YOUR BUSINESS AND STAND OUT FROM THE COMPETITION

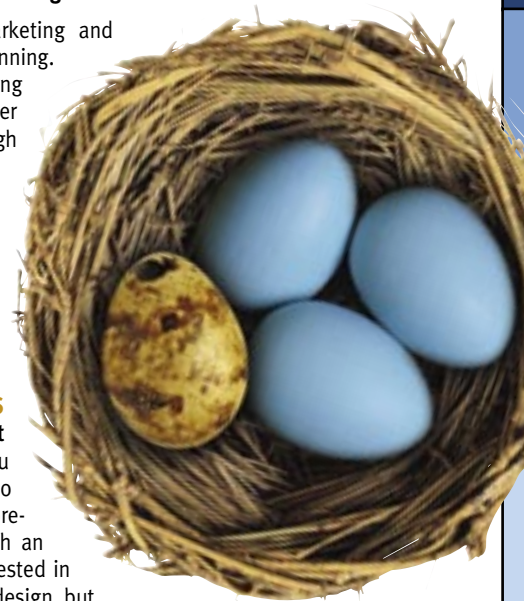
DOES THIS SOUND LIKE YOUR BUSINESS? You have a terrific product or service that just isn't impacting the market like you know it should, and it needs to be promoted more effectively. You probably understand the need for consistent branding and have done a little market research, but do you have any idea how you are going to stand out from your competition and stay within your budget?

So many businesses approach their marketing and promotions with little thought or planning. They get business cards, an uninspiring brochure and an ad in the local newspaper and wait for the customers to pour through the front door!

WHAT DO YOU DO WHEN IT DOESN'T WORK? Do you invest more money in poorly planned ads, perhaps an expensive web site that generates no income and gets little traffic. All of these options could be so good, providing the right planning has gone into their execution.

TIP: WORK WITH INDUSTRY PROFESSIONALS WHO HAVE A MARKETING PLAN. Every cent you spend has to be accountable. You should use a Marketing Consultant who actually listens and doesn't work from pre-prepared templates. You should work with an experienced Graphic Designer who is interested in your business, can create cutting edge design but still has a realistic approach that your market can relate to. Most importantly, work with people who are interested in your business and it's growth. People that listen, research, advise, and then deliver.

CONSISTENCY IS THE KEY. Last but not least, **develop a strong and identifiable brand identity.** From every bit of stationery that leaves your office, to the signage on your building or to the company web site, to really create a lasting impression with your target market, you must maintain a strong brand presence that your market will respond to. With planning and consistency, only then will you really stand out from your competition.



portfolio



www.divinecreative.com.au

logos & branding
brochures | newsletters
advertising | point of sale
product & food packaging
web site development
marketing expertise

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DIVINE CREATIVE DESIGN ARE LAUNCHING THEIR NEW WEB SITE!

WANT MORE INFORMATION ON HOW TO PROMOTE YOUR BUSINESS?

THIS WEB SITE IS A GREAT TOOL FOR ALL SMALL TO MEDIUM SIZED BUSINESSES WHO WANT TO LEARN MORE ABOUT MAKING THEIR MARKETING BUDGET STRETCH FURTHER. OUR ARTICLES SHOW YOU THAT YOU DON'T HAVE TO SPEND A MILLIONS BUCKS TO LOOK IT!

ARTICLES INCLUDE:

- > 30 MUST DO MARKETING TIPS
- > DO YOU HAVE A MARKETING PLAN?
- > WEB SITES THAT WORK
- > DOES YOUR AD WORK?
- > YOUR LOGO - YOUR BRAND

... AND SO MUCH MORE FREE INFORMATION

ALSO ON OUR WEB SITE ARE SOME GREAT LOGO AND WEB SITE DESIGN STARTER PACKAGES, INCLUDING MORE INFORMATION ABOUT DIVINE CREATIVE DESIGN AND SAMPLES OF THE WORK WE HAVE DONE FOR OUR HAPPY CLIENTS. WHY DON'T YOU TAKE A LOOK! IT COULD BE THE BEST THING YOU DO FOR YOUR BUSINESS.

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8 GREAT BUSINESS DEVELOPMENT TIPS TO INCREASE YOUR CLIENT BASE

WHAT DO YOU DO WHEN YOUR BIGGEST CLIENT WALKS OUT THE DOOR? PANIC? OR EVEN WORSE, CLOSE DOWN. ALTHOUGH WE ARE TOLD OVER AND OVER AGAIN BY BUSINESS ADVISERS TO NEVER RELY ON JUST ONE OR TWO CLIENTS, MOST BUSINESSES FALL INTO THIS COMFORTABLE TRAP AND GIVE LITTLE THOUGHT TO DEVELOPING A BROADER CLIENT BASE UNTIL IT IS TOO LATE.

It takes months, even years to develop new business contacts, so be proactive and work on it before it becomes a desperate situation. Marketing experts recommend spending half a day each week on developing new business leads, so here are some tips below to get you started!



- 1 Analyse your existing clients** and look at what they have in common. Chances are you work best with a particular demographic and should seek these types of businesses or people out. This may limit you, but you will have a lot more success if you know who you relate to best!
- 2 Never leave home without your business cards** and never miss a networking opportunity by being too shy. Hand them around because you never know where a lead may come from down the track.
- 3 Hit the phone!** Cold calling (that is, calling a prospective client uninvited), is not everyone's favourite past time, but if you utilise **web sites** and do some research on your prospects, at least when you approach them you will have a far better understanding of their needs. If you can't bear the thought of a cold phone call, prepare an introductory letter explaining your business proposal and use this as your basis for the call.
- 4 Create a company brochure or a newsletter** and build up a regular mailing list to keep people informed of the great things your business is doing. Also mail it to businesses you would like to work with, with an introductory cover letter explaining how you could assist their business.
- 5 Get closer to your existing clients and ask them why** they have hired your business, or buy your products. By understanding how they perceive you and your business, it will help you in how to best attract other clients. A successful client of ours offers price discounts as an incentive to clients that refer his business on to contacts of theirs!
- 6 Ask former clients why they no longer do business with you?** It's hard to do but very helpful in learning what you may be doing wrong.
- 7 Build up a network around you.** Join a networking group or meet with other people in your industry who are not competition, and offer them leads to your clients. It's amazing how quickly they will reciprocate.
- 8 Attend industry events and participate in trade shows.** Contacts and leads that can be obtained from these events are invaluable because you already know the potential client is interested, just by their attendance. Follow up after the event with either a letter, phone call or an email.

Most importantly, never let a chance go by! Happy prospects!