



ON TARGET

The newsletter of AME Marketing
in association with The McAlpine Partnership

Issue 1/2002

NEW FOCUS IS ON TARGET

Welcome to the first issue of On Target from AME Marketing. We aim to produce a snappy, upbeat publication of real value that generates and sustains interest in our services. Earlier this year, we sought your opinions of the New Focus newsletter. Now we can reveal the outcome of our research and the changes to the newsletter.

- We have kept the classic feel that you liked, while updating the style, shape, size and name.
- You like marketing advice, case studies and step by step guides, and we will include more of these. A new 'Just Try It Out!' marketing DIY section begins in this issue.
- A huge proportion of you thought that the newsletter was quick and easy to read, and so we have maintained that element. Your comments included *"Light hearted but great advice"*, *"Really thought provoking"* and *"Good additional info for clients!"*

- You prefer having a quarterly newsletter by post. On Target will be published in November, February, May and August.
- We were delighted to find out that you know that we are a full service marketing consultancy firm.
- Unsurprisingly, as the name Ayrshire Marketing suggested, some of you thought we work exclusively in Ayrshire. However, we have clients throughout the West of Scotland, and to reflect this we are now known as AME Marketing.

We hope you enjoy this first issue and would like to hear your feedback on the changes.

Lynn Kelly - MARKETING MANAGER

The average monthly number of text messages sent by UK mobile phones was reported by The Financial Times to be a staggering 950 million. It is no wonder that the short message service (SMS) has proven to be an invaluable promotional tool to those businesses who have truly realised its potential.

Rewriting the **TXT** book :-)

Text messaging campaigns are becoming more interactive by encouraging customers to respond to marketing messages.

The first use of promotional text messaging occurred in Ibiza, when clubs sent text message flyers to party goers. Global brands including Cadbury, McDonalds and Gossard are now using the medium to great effect and becoming more interactive by encouraging customers to respond to marketing messages.

SMS can be personal and narrowly targeted thanks to 'permission marketing', where customers register to receive messages that will interest them. Some SMS campaigns have allowed companies to gather detailed data of customer behaviour as well as demographic information. Cadbury's 'Text and Win' campaign gave them information on when customers were opening and eating their products. More tailored databases have then been built and used to send further promotional material to particular customers.

At one to five pence per message, SMS can be more cost efficient than other promotional methods, allowing a larger target audience to be reached on a smaller budget. Research firm Forrester predicts that 56% of firms will use text messaging as a promotional tool by 2003, suggesting that the marketing industry does not regard texting as a gimmick, but a brand new interactive marketing medium.

Cheryl Hillan - MARKETING ASSISTANT





Think SMART to Keep ‘On Target’

If the thought of business targets get you hot under the collar, try to think again. Obviously, communication of targets and how staff are involved in achieving them is essential, but what are the tricks to formulating agreeable targets in the first place? It's simple - use the acronym and keep them **SMART**!

Specific - Targets must be specific enough for all staff to understand exactly what is required of them.

Measurable - We will only know if we are truly ‘On Target’ if progress towards the objectives can actually be monitored.

Achievable - Impossible targets are demoralising, while success is a great motivator. Targets should be wholly achievable... but nonetheless challenging.

Realistic - Often our aspirations are a bit too optimistic. Set human targets rather than super-human ones.

Time-based - How long should it take us to reach our target realistically and how often should our performance be reviewed?

Following the **SMART** acronym will help a target become more of a friend than an enemy.

Graham Stevenson - CLIENT MANAGER

JUST TRY IT OUT!

#1: Press Releases

In the spirit of “you never know until you try”, each issue of ‘On Target’ will try to inspire you to take up a little marketing DIY. In this issue, we give you some important pointers when writing a press release to get some free publicity!

- Research suitable press and find contact details of the appropriate editor from web sites and directories. Always mark your press release for his or her attention.
- Get writing! Be creative (inventive but honest!) and remember that your story must be newsworthy and of genuine human, local or trade interest.
- It's always better to keep your release short but sweet. One side of A4 or approximately 200-300 words is about right.
- Think of a short, catchy headline for your press release. This should get your news story noticed by the editor.
- Tell your story in an initial short paragraph, and then use the rest of the article to elaborate.
- Get personal! Include personal quotes and add your own contact details. Have a few photographs ready for inclusion.
- Remember to give details of when you want the story to go public.



There you have it. Have fun telling the world what's going on in your business and enjoy the free exposure that your efforts might generate. If your story isn't printed first time don't get too downhearted and, most importantly, **keep trying!**

Graham Stevenson - CLIENT MANAGER



Who We Are and What We Are Doing...

AME Marketing is an independent full service marketing consultancy firm based in Prestwick, Ayrshire. We have a diverse client base throughout the West of Scotland.

ALL MARKETS EMBRACED!

I recently asked what you thought 'AME' stood for. I had many replies and we were delighted by the creativity of our readers! The truth is that AME stands for anything you want it to! You will notice from Diana's arrows that AME can also stand for a selection of our core skills.

ANOTHER MARKETING EMERGENCY?

Our latest promotional campaign aims to 'Assist Marketing Experts' by providing the 'Antidote to Marketing Emergencies!' We're talking to businesses throughout the length and breadth of the country.

Marketing deadline ahead? We can assist you to complete your projects on schedule! If you haven't received your Marketing Emergency Pack and want to know more, call me on 01292 670164 or E-mail me at grahamstevenson@amemarketing.co.uk.



The Huntress Queen

Our clients often ask us about the significance of 'the lady archer' in our company logo. Diana the Huntress was a strong willed, free-spirited, independent and powerful Roman goddess. She is often represented with bow and quiver on her shoulder and dog or deer at her side. Although a huntress, she gives protection to those in her care.

We incorporated her into our logo in the 1980s as a symbol of our philosophy to track down markets for our clients, while nurturing their knowledge of marketing principles.



DESIGN:

Luxury or Necessity ?

We are delighted to be able to produce 'On Target' in association with The McAlpine Partnership, our graphic and web design resource.

This is the first in a new series of design related articles from husband and wife partnership, Gary and Joanne McAlpine. The business was set up in 1999 and has rapidly established itself as one of Ayrshire's most promising design agencies.



Gary & Joanne share our philosophy that good creative design is the foundation of a successful brand image and the overall marketing communication strategy. Unfortunately, marketing budgets are habitually given the lowest priority and all too often graphic design is regarded as a luxury rather than a necessity. Respected marketing theorists will argue the opposite should be the case, but somehow the message isn't getting through to decision makers.

"The importance of professional graphic design as part of a marketing strategy can't really be understated," says Gary. "The image your business projects to the outside world can be as important as the services and products you provide. On top of that, it is one area of marketing where DIY really should be avoided. I would dissuade anyone thinking about going it alone when it comes to design for print or the web. They might save some money initially, but who knows what the long term cost will be of a brand image that will inevitably make less of an impact than a competitor's."

With over sixteen years industry experience, The McAlpine Partnership offers a comprehensive range of design services for print and the web including:

- corporate and brand identity creation
- printed material; brochures, newsletters, reports, sales support literature, packaging, direct mail, conference material
- exhibition design, vehicle livery, signage
- web site design, multi-media presentations.

Over the coming issues, we will bring you the evidence, by means of client case studies, which proves that professional design is a necessity rather than a luxury.

Graham Stevenson - CLIENT MANAGER

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