



# ON TARGET

The newsletter of AME Marketing  
in association with The McAlpine Partnership

Issue 2/2003

## HAPPY NEW HOLIDAY !

If the UK's commemorative calendar continues to mimic its American counterpart, the average year will continue to see the rise in profile of some of the UK's lesser-celebrated holidays. Hallowe'en has already risen considerably in the 'event' ranks while Fireworks – traditionally purchased in the UK to commemorate November 5th – can now be found on sale virtually all year round. This is good news for retailers in particular, whose marketing communications and sales promotions are traditionally scheduled around these events. However, seasonal marketing is not an activity limited to the high street.

The secret to seasonal success appears to be in marketing planning – mapping out the entire year ahead and scheduling marketing activities well in advance. Naturally, each season or holiday will bring about distinctive consumer behaviour and, depending on the markets in which you serve, each will provide unique opportunities. Start by taking each season in turn and figuring out how you can capitalise on what's to come.

In the middle of winter, a package holiday operator will tap into our thoughts with the words, "it's time to leave the country". During the month that many struggle with Christmas financial difficulties, a credit card company will invite those to apply for a low-rate solution. Before summer is even underway, home-shopping companies will release their Autumn/Winter directories. Whatever the season, it seems, new marketing opportunities abound.

With a bit of research, there are many obscure celebrations to be found that are waiting for their moment of fame – from astrological phenomena to culinary festivals. If there isn't a holiday or event that suits your niche why not make up your own! All that remains is to use the event to publicise your own business. As long as your efforts are appropriate for your target audience, your marketing objectives and the 'holiday' in question, it won't be long before you'll see results from using the calendar as an innovative and effective marketing tool.

*Cheryl Hillan - MARKETING ASSISTANT*

Happy New Holiday! • Growing Your Business • Step by Step • Just Try It Out!

Who We Are And What We Are Doing • Marketing Myths Debunked • DesignCase

# Growing Your Business

## Using Market Penetration

*There will come a time when a business needs to develop a strategy that will maintain its level of growth.*

At this stage, the business will normally assess whether it is feasible to develop new markets or products. If neither is suitable, the only marketing strategy that remains to be followed is that of market penetration, which involves serving existing markets with existing products.

To begin, the business will normally try to increase the size of its customer base. Often this is achieved by offering existing customers rewards for introducing friends and family. Home shopping and finance companies in particular use this method to great effect.

The business will also try to encourage existing customers to spend more, by enticing them to purchase the same product in greater amounts or purchase additional products. A useful way to do this is to offer discounts on multiple purchases or on complimentary products. For example, a hair care company may offer discounts on its range of hair styling gels to buyers of its shampoos.

A third option is to try to encourage customers to buy with increased frequency. Sometimes this is achieved through repositioning, such as in the case of Kellogg's, which in the 1990s told customers that its Corn Flakes were not "just for breakfast". Often however, the solution is simply a case of keeping customers informed, reminding

them of the product and telling them of offers that are likely to interest them. This makes the consumer curious and more eager to buy the product.

These are three basic market penetration strategies that companies use when working towards creating a healthier business in existing markets. These strategies can be adapted to suit the needs of various organisations and if the correct steps are taken, can lead to a healthy increase in market share.

*Cheryl Hillan - MARKETING ASSISTANT*



Market research is one of the most important activities within the marketing discipline, so to kick start our new 'Step by Step' series of articles, we have outlined the main steps involved for a basic research project:



## STEP BY STEP #1: Market Research

### Step 1 - Identify your Objectives

What do you want to learn about the market (and why)?

### Step 2 - Sourcing Secondary Data

Information from existing sources or studies can be sufficient, and cheaper than primary research, but it is rarely specific enough and may be dated or biased.

### Step 3 - Identifying an appropriate sample

The choice of interviewee will have a bearing on your contact method. Aim to contact a cross section of your target market as well as opinion leaders and specialists.

### Step 4 – Focus Groups

You may decide to carry out focus groups to shed light on issues, and this will help to design a formal questionnaire. Draw out the main issues from the participants and explore their views in depth.

### Step 5 - Questionnaire Design

If using a questionnaire, the topics should relate only to your objectives. Steer clear of adding lots of 'nice-to-know' questions, as long questionnaires can be very boring for the interviewee!

*Check your next issue of On Target for questionnaire design tips!*

### Step 6 – Conducting the research

Make responding as easy and cost free as possible. Choose an optimal location, time and manner of approach for 'on the spot' interviews. If appropriate, ensure confidentiality.

### Step 7 - Collate and analyse the information gathered

Aim to be totally objective. Analysis should focus on the information needs set out at the start of the project, and findings must be firmly based on facts.

### Step 8 - Prepare the Market Research Report

Every Research Report should follow the same basic outline, including Objectives, Methodology, Limitations, Findings, Conclusions and Recommendations.

*Lynn Kelly - Marketing Manager*

# JUST TRY IT OUT!

## #2: Follow-up Telesales Calls

In part two of our series of marketing tips, we look at an area that often gives marketing DIY enthusiasts a bit of a headache – making those necessary follow-up telephone sales calls.



➔ **Be warm!**

Naturally, prospective customers are much more receptive to “warm” calls than cold. Precede your telephone campaign with a direct marketing postal mailshot to up-to-date named contacts.

➔ **Smile and Stay calm!**

There's really nothing to be nervous about! Try to smile as you speak confidently and clearly, at an even pace.

➔ **Don't be 'phony'!**

Be genuine and steer clear of expressing what could be perceived as spurious sentiments. Be as natural, professional and honest as you can.

➔ **Cut to the chase!**

Don't beat about the bush. Your prospective customer will prefer it if you divulge the real reason behind your call early in the conversation. If the customer is not interested, you won't have wasted unnecessary time with idle chit-chat.

➔ **Call back on time!**

If someone tells you that the call is inconvenient (without being dismissive) politely offer to call back at a more agreeable time. If a time is given, make sure the action is followed through as agreed.

➔ **Don't take rejection personally!**

Telephone campaigns will inevitably lead to some rejection. Don't take it to heart! Most prospects will object to the product or service on offer, rather than who is offering it.

➔ **Take complaints seriously!**

If anyone gives a firm objection to being telephoned, act on it straight away. Apologise for the inconvenience and reassure them that their details will be removed from future sales activity.

➔ **Don't give up!**

Even if one telephone campaign does not work as well as you hoped, don't get too despondent. Practice makes perfect so 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.

## AUDITING MARKETING EFFICIENCY

For a limited period, AME Marketing is re-introducing its Marketing Audit Review service to businesses in Ayrshire and Renfrewshire. This means that, subject to eligibility, you may be entitled to very low-cost (or FREE) marketing advice in the form of a tailored marketing audit report.

### What is involved?

A consultant will visit to have a chat about your current marketing activity and business goals. Afterwards, AME Marketing will produce a document that will detail the points raised and provide ideas for future marketing activities that will be of benefit. There is no obligation and how the document

is used is completely at your discretion. Call us on 01292 678920 for more information.

### [www.amemarketing.co.uk](http://www.amemarketing.co.uk)

AME Marketing's web site was re-launched this month. You can reach the site by visiting [www.amemarketing.co.uk](http://www.amemarketing.co.uk). The site now includes marketing tips and advice, as well as further details of our current campaigns. You can also read electronic editions of 'On Target' by clicking on the appropriate links.



# Marketing Myths Debunked

## THE MYTH:

Marketing is all about branding or advertising or selling.

## THE REALITY:

Although these are all legitimate specialities within the discipline of marketing, it would be a mistake to take one field in isolation and hail it as a cure-all marketing remedy. Marketing is a far reaching subject in which the creative and selling processes are supported by tried and tested principles and practices. A truly full-service marketing agency will be able to give advice on the full array of marketing activities, from planning and research to all aspects of the promotion mix as well as evaluation at the end of your campaign.



# DESIGNCASE

the **McAlpine** partnership - graphic design consultants

When it's time for a change it pays dividends not to do it half-heartedly, as major landscaping company Mitchell & Struthers proved recently.

from

**MITCHELL & STRUTHERS**  
(CONTRACTS) LTD.  
*Landscape and Ground Maintenance Contractors*

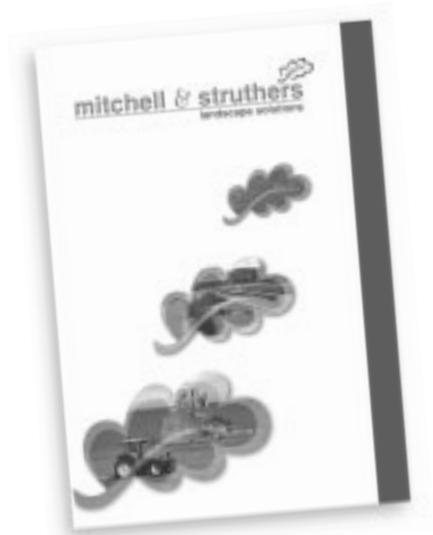
to

**mitchell & struthers**  
landscape solutions



During 2002, The McAlpine Partnership worked closely with Mitchell & Struthers Ltd, one of the country's leading landscape and ground maintenance contractors. AME Marketing were initially consulted with the remit of producing Mitchell & Struthers new marketing literature.

As the consultation progressed, the project literally grew and grew with the realisation that a more radical approach was required, identifying the need for a completely new corporate identity for the company. This work included the design of a new company logo, design and print of a colour brochure, design & production of vehicle graphics, as well as building an informative and image rich web site.



[www.mitchell-struthers.co.uk](http://www.mitchell-struthers.co.uk)



"We were given a very unspecific design brief, effectively presenting us with a blank canvas", explains Gary McAlpine. "When we first looked at potential approaches for the logo, we considered that focus on the longevity of the company should be emphasised. Over 50 years' trading is considerable for any business. This idea resulted in the inclusion of the 'Planted 1948' leaf image."

It was important that the most appropriate image was selected, since this would be used as a graphical device in subsequent promotional material, ensuring an easily recognisable brand and a favourable overall impression of the company. "All in all, we aimed to achieve a clean, simple but memorable design," says Gary, "and I think we achieved that."

David Still (Financial Director of Mitchell & Struthers)... "We had a number of early meetings with The McAlpine Partnership and AME Marketing which allowed all parties to get a real feel for the business, its history and its future, which was essential in arriving at a new modern corporate image. Our web-site has been very successful with potential clients in particular finding it very informative. Our new branding has greatly enhanced our marketing and presentation skills and subsequently helped bring in new large scale contracts."

When creating a new brand it makes sense to ensure that it is communicated uniformly over the broad spectrum of marketing communications. Having tackled every area of the communications mix in turn, Mitchell & Struthers will reap rewards from a brand image that is engaging, consistent and in accord with its own aims and objectives.

*Graham Stevenson - CLIENT MANAGER*

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## Negotiating business in Italy?

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Web: [www.overviewconsulting.co.uk](http://www.overviewconsulting.co.uk)

This is a screenshot of a web browser window displaying an advertisement. The browser's address bar shows the URL "www.mcalpinepartnership.co.uk". The main content of the page features the text "Web Design with or without" in a green, sans-serif font. Below this text is a photograph of several silver, metallic bells of various sizes and shapes, some with rings and some without. At the bottom of the advertisement, there is a green telephone handset icon followed by the phone number "01292 318028" in a large, bold, green font. The browser's navigation buttons (Back, Forward, Stop, Refresh, Home) are visible at the top of the window.

# The Placement Centre



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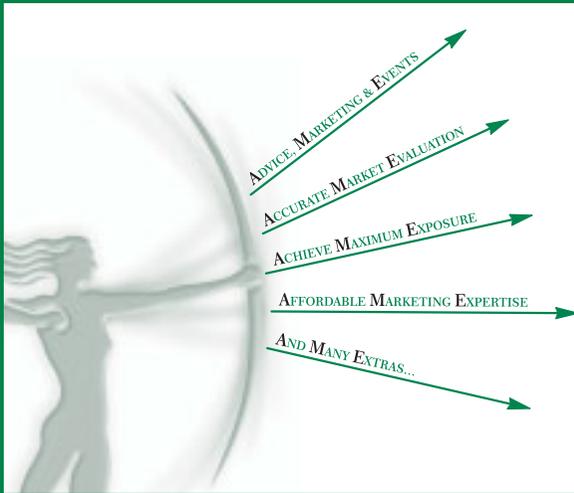
**Tel: 0141 848 3370 Fax: 0141 848 3879**  
**email: [placement@paisley.ac.uk](mailto:placement@paisley.ac.uk)**

Walker & Connell Ad

## Another Success...



INVESTOR IN PEOPLE



We are delighted to announce that since the last newsletter we have had a successful three year review and maintain our status as an Investor in People.

The standard recognises organisations that maintain good practice in the training and development of people to achieve business goals.

AME Marketing provide advice, planning, implementation, monitoring and evaluation in:  
Market Research, Advertising & Promotion, Marketing Plans, Direct Marketing, Event Management and Marketing Training.  
ISO9001, Investors In People, Members of Chartered Institute of Marketing & Market Research Society.

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