



# ON TARGET

The newsletter of AME Marketing  
in association with The McAlpine Partnership

Issue 3/2003

## 'liP 'liP 'OORAY!

We at AME Marketing are delighted to announce that our team has been chosen by Scottish Enterprise National to be the provider of Investor In People (liP) activities in Ayrshire. We were selected from several potential contractors to become the successful bidder for this contract.

Building on liP contract work previously undertaken for Scottish Enterprise, we will provide and oversee the complete package of consultancy support from provision of initial advisory contact to the administration of the management information.

AME Marketing was originally recognised as an Investor in People in 2000 and we subsequently passed our re-recognition audit with flying colours in March 2003. It shows that we have taken the liP standard and its principles and benefits to heart, and so we display our liP plaque with pride.

The Investors in People Standard is based on four principles – Commitment, Planning, Action and Evaluation, each of which has particular business benefits. Twelve specific performance indicators are a further breakdown of the basic principles. To be recognised as an Investor in People, the

Client Company must provide evidence of its procedures and practices, to show that it meets the twelve performance indicators and is committed to each of the four principles.

**Commitment** - "An Investor in People is fully committed to developing its people in order to achieve its aims and objectives."

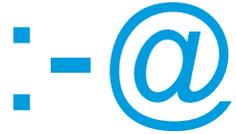
**Planning** - "An Investor in People is clear about its aims and objectives and what its people need to do to achieve them."

**Action** - "An Investor in People develops its people effectively in order to improve its performance."

**Evaluation** - "An Investor in People understands the impact of its investment in people on its performance."

We are aiming to help a significant number of companies in Ayrshire through the liP process this year, and look forward to our continued relationship with Scottish Enterprise National and Scottish Enterprise Ayrshire.

Lynn Kelly - MARKETING MANAGER



## SPAM SPAM - No thank you Ma'am !

*Unsolicited, junk E-mails (known as 'Spam') have swiftly become the scourge of the on-line business community.*

Spam is so offensive primarily because it is direct marketing en masse at its most crude, with no target market in mind. Messages are simply mailed indiscriminately to tens of thousands of addresses, gleaned from every corner of the Internet and usually to recipients with no interest in the subject.

At its worst, Spam is insidious, fraudulent and when laden with viruses, downright harmful. At its best, however, Spam is still unhelpful – being solely responsible for rendering E-mail almost completely ineffectual as a legitimate direct marketing medium. Who can fault the individual who disbelieves everything he/she reads in their Inbox?

All is not lost, however. New "mail washing" software can now be used to screen incoming

E-mails before they reach our desktops. Users can then detect obvious spam and viruses, delete those messages from the mail server, blacklist specific culprits and – here's the ingenious part – bounce messages back to the sender as though the address is no longer active. It's just the latest device used in the ever-changing war against the most troublesome type of junk mail today.

Naturally, while it's difficult not to tar everyone with the same brush, we would ask you not to write off your Inbox just yet. Keep an eye out for messages from any "opt-in" mailing lists to which you have subscribed and take some time to weed out the "get rich quick" schemes in favour of the genuine marketing messages that contain really valuable offers, which otherwise might pass you by.

Graham Stevenson - CLIENT MANAGER

# JUST TRY IT OUT!

## #3: Questionnaire Design

In last issue's 'Step By Step', we talked about market research and promised you tips on questionnaire design. Don't be scared of doing your own market research. Yes – having expert advice and guidance is a good idea, but you can make a start on designing a questionnaire yourself, so here are a few tips to get you started:

### The Dos

- Do make sure that your questions will provide information which will be useful to you in your research, rather than just 'nice to know' facts.
- Do ensure that the first question filters out inappropriate respondents, e.g. "Do you use public transport?" should be an early question if you want to know what someone thinks of buses and trains.
- Do have a logical order of questions for the respondent.
- Do put easy questions first.
- Do have interesting questions near the end to maintain interest.
- Do test out the questionnaire and refine it.
- Do keep the wording simple, especially for self-completion questionnaires.
- Do be precise.
- Do phrase personal or sensitive questions carefully and keep them towards the end.

### The Don'ts

- Don't make assumptions.
- Don't ask questions the respondent cannot answer.
- Don't ask questions that overtax the respondent's memory.
- Don't ask questions that make the respondent look stupid or involve a loss of status - e.g. "How much do you earn?" Instead, group these together in bands.
- Don't ask leading questions, e.g. "Do you really like chocolate biscuits?"
- Don't ask two questions in one sentence, e.g. "Would you buy this if it was cheaper and better?"
- Don't refer to answers from other respondents.

Good questionnaire design comes with experience, so monitor your results and most importantly, keep trying!

*Lynn Kelly - MARKETING MANAGER*

# STEP BY STEP #2: Auditing Marketing Efficiency

## Step 1 - Analyse this!

Take a virtual snapshot of your business and objectively analyse it from various angles. Assess your strengths and weaknesses, as well as any likely opportunities or threats (SWOT). Also think about the internal (micro) and external (macro) environmental forces that affect you. Macro-environmental influences include Political, Economic, Societal and Technological (PEST) forces.

## Step 2 - Review, Review, Review!

Review your business objectives and decide what marketing activities have delivered best results. A few might take some time to have any noticeable effects, so try to maintain the momentum on those activities while fine-tuning your labours, where suitable, in an effort to maximise returns.

## Step 3 - Eureka!

Use brainstorming techniques to generate new ideas for potential marketing activity, but make sure they are appropriate to the achievement of your business objectives. Use the analysis in Step 1 to help devise individual campaigns that will maximise strengths, minimise weaknesses,



manage external forces or threats and exploit any external opportunities.

## Step 4 – Plan ahead (if you haven't already!)

Your planning and auditing schedule should follow a cyclical pattern and if an annual marketing plan has been agreed, you should already have noted the times for your audit(s). If there is no plan, your audit should uncover the need for one, which can be formalised at the next appropriate juncture! Fit each campaign into an appropriate time-slot and, most importantly, stick to the programme!

*Graham Stevenson - CLIENT MANAGER*

## Marketing Myths Debunked

### THE MYTH:

Marketing is not for DIY enthusiasts.

### THE REALITY:

Although marketing is a specialist subject, there are plenty of activities that you can try out for yourself with a little encouragement. A marketing agency that has its roots based firmly on the

needs of its clients should be willing to assist you whenever necessary and will be ready to provide just as little or as much help as you require. Why not have a look at this issue's 'Just Try It Out!' guide to questionnaire design and make a start? If you need some assistance, call us and we'll be happy to discuss how we can lend a hand.

# Who We Are and What We Are Doing...

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

## ACCESSIBLE MARKETING EMPLOYEES →

Lynn Kelly and Graham Stevenson are the Managers of the business, with Cheryl Hillan acting as Marketing Assistant during her sandwich year for her Marketing Degree. Viv Montgomery completes the team, providing Secretarial / Administration support. Stewart McKay is our Chairman, working for the business part time. Visit our website at [www.amemarketing.co.uk](http://www.amemarketing.co.uk) to find out more about us all!

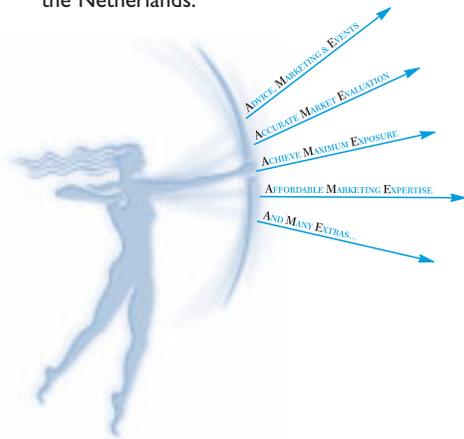
## ASSESSING MODERN EDUCATION →

Since the last newsletter, we have been carrying out some research for Ayr College, including street interviews with locals in Girvan and Cumnock. We are helping the college investigate what new courses will be popular in their Cumnock and Girvan

annexes, so that they can plan an exciting new prospectus for 2003/04. Watch out for it!

## ADVENTUROUS MARKET EXPLORERS →

AME Marketing is helping the Ayrshire Export Partnership to promote its programme of Market Explorers this year. The partnership guide and advise companies wishing to export, and are organising fact finding trips to Sweden, Norway, Ireland, Belgium, Spain and the Netherlands.



## AMENDING MAILING LIST ENTRIES

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Please post free of charge to AME Marketing, **FREEPOST**, Freeport, Shawfarm Road, Prestwick, KA9 2BR, or see back page for our contact details.



# DESIGNCASE

the **McAlpine** partnership - graphic design consultants

Good design gets you noticed first, gets you recognised next and might even help YOU get photographed on your “big day”, if Karen Grier Photography’s ‘DesignCase’ is anything to go by!

karen grier  photography



Karen Grier, professionally qualified photographer, first approached AME Marketing for advice on the re-design and print of the firm’s price list, which had previously been produced in-house. Recognising the need for a fresh but professional approach to producing a new corporate image, AME Marketing contacted The McAlpine Partnership and immediately put them on the ‘DesignCase’ to take the project forward and create something remarkable and unique.

Karen quickly agreed that, whilst the new design should not abandon the firm’s core wedding photography business, a slight departure from the norm was in order. The goal was to communicate what is a modern and progressive business, moving away from traditional themes but striving towards a more contemporary design style. Several options were explored and the ‘KG camera’ icon was enthusiastically selected as the preferred option – a simple, clean, yet ingenious design that immediately



and effectively communicates photography. In other words, everything "clicked"!

The brochure and business stationery were designed and printed in black and silver featuring a blind embossed logo motif, which reinforces the quality of the sensory package.

"My logo is so individual and the public is in no doubt as to what I do when they see it," Karen told us. "The image of my business has greatly improved, and I have had very positive comments regarding the literature from those who have received it. I am also beginning to be recognised out with Ayr. I am delighted with everything The McAlpine Partnership has done. It's the best investment I have made in my business."

The McAlpine Partnership have also designed adverts for local press features and phase 1 of Karen's web site ([www.kgphoto.co.uk](http://www.kgphoto.co.uk)), which is set to be fully developed shortly.

*Graham Stevenson - CLIENT MANAGER*

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The McAlpine Partnership - Graphic Design Consultants  
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# BUSINESS GRANTS & LOANS

For details of project funding available to businesses in South Ayrshire contact:

**Tel 01292 612967**

Or email: [busdev@south-ayrshire.gov.uk](mailto:busdev@south-ayrshire.gov.uk)

Tourism & Economic Development Section  
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