

Keep Your CUSTOMERS FOR LIFE.



Vivid Sydney, May 25 - June 16
Photo by Nigel Howe

Presented by the experts in Customer Relationship Products, Collecting Money Quickly, Label Printing and General Printing.
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A Word From Ian Renton



Last month I did take an interest in the wedding of Prince Harry and Meghan Markle. My family did stay in on Saturday night to watch it and yes, we enjoyed the whole service. We also stayed in seven years ago to watch Prince William and Kate

Middleton tie the knot. I am also old enough to remember when Prince Charles and Lady Diana got married. I still think that was the biggest royal wedding since the days of live television.

I am sure that part of the popularity of Prince William and Prince Harry is that they are Princess Diana's sons. As part of the Royal Family, the princes will never be short of money. However, I am sure they would give up their wealth to have their mother at their weddings. It is not often that I am moved by the death of a public figure but I was sad when I heard of Princess Diana's death in 1997.

The commentators noted that there will not be another big royal wedding for many years. My three-year-old daughter, Sarah, is hoping the next big royal wedding will feature her and Prince George. The television coverage indicated she will have a lot of competition from local toddlers.

Even though my ancestors are Scottish and Norwegian, I really have a soft spot for England. It was the destination of my first stop on my first overseas holiday as a 25-year-old. However, that had a lot to do with the presence of test cricket in London and tennis at Wimbledon. I can recall one of the best days of that holiday was to walk around London and see Big Ben, Buckingham Palace, Westminster Abbey, Trafalgar Square and the Tower of London.

The city of London and the Royal Family are such an important part of the history of the world. As a regular participant at trivia nights, I know that questions about the royal family and its history are common. We are

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fortunate that Ian, the English gentleman on our team, is yet to get a royal question wrong in the last 15 years.



Big Ben in London. Photo by Bjørn Erik Pedersen.

The cold weather finally arrived in Sydney in May but on the whole it was a sunny month so I enjoyed a couple of games of tennis. The cricket season is seemingly neverending. We had our presentation dinner last month. This month is the Annual General Meeting. I always attend as we print the annual reports for the club. It is a big season coming up for Baulkham Hills Cricket Club next summer. It is our centenary season. I will definitely be involved but am yet to decide if I will play as a reserve or as a full-time player. ■

The Importance Of Repetition – Part 2

Last month, I explained that many of us are exposed to over 3,000 marketing messages on a daily basis. This means your marketing should be clever, original and in the right medium to be effective. You must also use repetition.

Have you ever heard someone say, I tried that and it did not work? When it comes to marketing, more often than not it is the implementation rather than the strategy itself which is flawed. If you are not hiring marketing experts, then you need to become a student of marketing yourself. You need a compelling reason for your clients to buy your products and services.

Next, you need a great headline and a great offer and ideally, social proof in the form of testimonials and positive reviews. Then, you may want to answer objections about your offer. If you do everything right from a marketing standpoint, then your advertising can still fail if you omit one factor. That is repetition.

The best examples of repetition I see are radio and television. The ads would be quickly forgotten if they were not repeated. The other advantage is that the cost per ad reduces as you do more ads. Radio and television are quite expensive and there is a lot of waste as the ads are not always targeted towards your ideal client.

A great example of successful repetition is signage. If you drive the same route on a daily basis, then you will be exposed to signage on cars, on billboards and on buildings. The problem with signage is that it is hard to measure the effect of them, especially if you are doing other marketing as you should be.

I am a member of a BNI business referral group and we meet most Fridays. My business is exposed to several business owners but as with most members, I only get to see the benefit of my membership after a few months. This is because it takes time for repetition to work.

One secret I will reveal now that has contributed greatly to my success and is highly recommended is repetition using different media. Most business owners won't do this because it takes a lot of effort and considerable organisation. This means repeating your marketing message to clients and prospects in different media. For example, let's suppose you have a newsletter, sales letter, postcard or direct mail

piece. Once you have mailed it, what is next?

Well, several things can be done. You can mail the offer again and slightly modify the details. That will bring in more sales. You could email your client once or more often. You can also telephone the client. You can also engage in social media, something that is important with the younger generation. Multiple contacts using multiple media are important as it can take seven or more contacts to get a sale today.

You may have heard the saying, the money is in the followup. That is so true, today. It also means following up on leads often and in different ways. Use different media and different approaches. Don't always be selling. Use other communication such as free information and when you get a new client, express your appreciation in different ways. ■

Famous Quotes

“Great things are done by a series of small things brought together.”

Vincent van Gogh

“Don't bunt. Aim out of the ball park. Aim for the company of immortals.”

David Ogilvy

Referral Rewards

We always welcome referrals and we all should appreciate them when they come our way. It is an easy way to increase the sales of your business. It also reduces your advertising costs. When you bring us referrals, you are actually helping us as we have acquired a new customer without having to spend any money.

Hence, if you refer a new client to us, please let us know so we can **reward you with gifts, cash or a discount off your next order**. We can reward you straight after we invoice your referral.

Also, your clients can call us on 1800 226 202 for any quote or advice in relation to printing, label printing or greeting cards.

Customer Profile

Michelle Crain of Ozi Magic

This newsletter goes out every month to about 1,000 businesses in Australia and New Zealand. If you would like to be featured as a customer profile in our newsletter, please get in touch with me by email at ian@rentonsprinting.com.au.



Michelle Crain of Ozi Magic

There is no charge for this publicity for your business. This month's profile features Michelle Crain from Ozi Magic in Lithgow, about 150 kilometres west of Sydney.

Ian: Good morning, Michelle. Thanks for participating in our newsletter. What does Ozi Magic do?

Michelle: We manufacture a range of liquid fertilisers.

Ian: What makes your business special, i.e. what sets you apart?

Michelle: We have been manufacturing our fertilisers on the same property, using the same natural mountain spring water, and our unique extract has been supplied by the same supplier for over 26 years. This dictates that our products cannot be replicated. Many have tried and failed.



Ian: That's great that you have such a unique product. Who is else is involved in your business?

Michelle: We are a family business, and our daughter has just taken over the day to day running of the operation.

Ian: What is your role in the business?

Michelle: Being a family business you do whatever needs to be done, I have labelled bottles, I've prepared the BAS statements, so our roles are many and varied.

Ian: What do you do to market to your customers and

keep your customers for life?

Michelle: Service, service and more service. Many of our customers from 26 years ago are still with us.

Ian: That is great that you have such loyal customers. What products do you get from Renton's Labels?

Michelle: All our packaging labels, and promotional materials for our Hemp, Health & Innovation Expo.

Ian: Why do you buy from Renton's Labels?

Michelle: The quality is great, as is the service.

Ian: Thanks, Michelle. What do you like to do away from your work?

Michelle: Eat good food, relax at our south coast property and travel.

Ian: Thanks for your time, Michelle. If you would like to contact Michelle, you can email her at michellecrain@bigpond.com.au or visit www.ozimagic.com.au or call her on 0400 379 509.

Interesting Facts - Chocolate



Chocolate is the world's most popular sweet delight, with people all over the world (though primarily in the United States and Europe) consuming as much as over three million tons of cocoa beans per annum, the World Cocoa Foundation has revealed.

Chocolate comes from the fruit of a tropical tree known as the Theobroma cacao, the name of which translates to "food of the Gods" in Greek.

Cacao beans contain a large amount of phytonutrients, which behave as antioxidants and also offer other benefits to heart health and are also a rich source of iron, magnesium, copper, and zinc.

Chocolate may also be healthy for the brain, with a number of studies indicating chocolate improves cognitive function.

Welcome To New Customers

We are delighted to welcome the following new customers to the Renton Group of companies over recent months. These customers purchased a mixture of label printing, greeting cards and accounts stickers and come from various states of Australia.

Saab Partners

JT Elements

Travel Managers

Elphinstone Group (Aust) Pty Ltd

River City Seafood

Sydney Trains

Avnoormal

Mermaid Grocer

Adhoc Admin

Keolis Downer Hunter

Medicines Australia

Kintyre Building Services

Faladons Chartered Accountant

WGC Business Advisors Pty Ltd

Make A Financial Difference

Clearview Medical Imaging

Kennedy Chiropractic Centre

Biggie Smalls

Here Is Everything We Do

www.austchristmascards.com.au – Christmas cards, birthday cards, thank you cards, calendars, custom cards and fridge magnets.

www.austcredit.com.au – accounts stickers, thank you stickers, Christmas stickers, sign here labels, and more.

www.rentonslabels.com.au – product labels, cosmetic labels, bottle labels, and all of your label printing needs. Get an Instant Quote and upload your artwork online.

www.rentonsprinting.com.au – all of your printing needs including business cards, brochures, invoice books, catalogues, letterheads, with compliments slips, presentation folders, NCR books, note pads and more.



Birthday Cards



Thank You Cards



Product Labels



Business Cards



Fridge Magnets

Monthly Humour

During the celebration of his 100th birthday, a man was asked about the secret of his longevity.

"I never smoked, drank, or ate fried foods," replied the man, "and I exercised every day for 30 minutes."

"Well, a lot of people observe those same practices but don't live to be 100," someone in the crowd observed. "Why do you think that is?"

The old man said, "My guess would be they didn't keep at it long enough."

"What can I get for you today?" asked the waiter.

"I'll take the meatloaf dinner and a bit of good advice," said the man seated in the booth.

Minutes later, the waiter returned with a hot plate of food. "Here you go."

"Hey, what about the good advice I asked for?"

The waiter leaned down and whispered, "Don't eat the meatloaf."

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