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From the President Welcome

By Vanessa Cox



Vanessa Cox
"AMI Council is pleased to introduce the Smart Marketer Series of events."

Welcome to the first Australian Marketing Institute (AMI) Tasmania newsletter.

As President of the AMI in Tasmania I am proud of the 2011 program of events outlined in this newsletter, including our professional development workshops, member-meet-member events and continued commitment throughout the year to the development of our next generation of marketing professional, our emerging marketers.

I am proud to say we have significantly grown our membership of students, graduates and junior marketers over the last 18 months as our younger marketers embrace the opportunities of the AMI to advance their career.

The 2011 program is due to the dedication and commitment of the AMI Council in Tasmania and I would like to take this

opportunity to sincerely thank them for their teamwork and tremendous enthusiasm.

The AMI Council is pleased to introduce the Smart Marketer Series of events which will commence this month. The program is designed to develop and grow of a strong, intelligent and smart marketing community within Tasmania. We have secured exceptional speakers both nationally and locally and I urge you all to attend.

I hope you enjoy the newsletter, learn something you didn't know before and are inspired by our feature on Peter Choraziak to enter the 2011 AMI Awards for Marketing Excellence which close 31st May 2011.

Any comment or feedback is most definitely welcome by our new State Manager Jessie Philp who can be contacted at: tas@ami.org.au

What's coming up?

19th May Part 1: Smart Marketers know how to get into your shoes

This kicks off the start of the AMI Smart Marketer Series, a highly targeted and advanced series getting right into the specifics of the session topics to strengthen your knowledge of marketing essentials.

Part 1 is an insightful presentation on why it is crucial to know who your target market, of this series will be taken by Professor Aron O'Cass, one of Australia's most well known and celebrated market researchers with a colourful background in political marketing and a real passion for strengthening the capacity of Australian

Marketers through smart, actionable consumer behaviour knowledge.

Smart Marketer is a 4 part series, book for all 4 sessions and save 30%! [Click here](#) for more information or to book for this event

24th-25th May Foundation Workshop; Business and PR Writing

This two-day intensive workshop aims to equip participants with a variety of writing techniques and skills for business and public relations purposes, in particular the areas of media release writing, corporate profiles, and producing copy for websites and newsletters. [Click here](#) for more information or to register for this workshop

2nd June Part 2: Smart Marketers know how to make you listen

Guy Taylor has over 20 years experience in brand strategy and research into decision making. In this time Guy has contributed to some of Australia's most successful brands.

Guy's presentation will focus on the smart tactics that cause disruption and action in the market. Getting your brand noticed and creating messages that matter to your target consumers.

A Glass of Wine with... Vanessa Jacometti

By Jess Philp

Vanessa Jacometti is the Brand Manager of thriving Tasmanian business Rock Property. Launched in January 2010, Rock Property has grown to 35 staff in just under 18 months and Vanessa has been there right from the start. Here Vanessa gives us a bit of an insight into what the ride has been like so far, and where Rock Property aims to be in the future.

Tell us about Rock Property

Rock Property developed from the passion that our Managing Director Kent Medwin has for property investment. As an investor himself, Kent saw a real opportunity; he was regularly meeting with people who

wanted to start or grow their own property portfolio, but they found the investment process to be very complicated and time consuming. He realised that when you're starting out in property investing, it's really important to have someone who has a some experience to help you through the process - and that's what Rock Property does.

We see that there are three main reasons clients come to us: while they have the willingness and means to begin investing in property, they generally lack either the courage, time or expertise to take the plunge. Our role as property advisors is to help them on their investment journey and ensure that, for all our clients, their first or next investment isn't their last.

What sets Rock Property apart?

Most of our staff are investors themselves - we walk the walk. It is really important to us that we can look our clients in the eye and identify with their property experiences.

We have a really strong emphasis on encouraging and enabling all of our staff to be investors - there's great integrity in being able to walk a mile in the client's shoes.

What do you do at Rock Property?

I would describe my role as Brand Manager - I oversee all of the brand's usage, voice, and collateral development. That includes anything from high level strategy, right down to the email signatures that we use. Working at Rock Property has opened

my eyes to just what it takes to have a strong and effective brand - and all the different components that go into that.

Why is Rock Property a great place to work?

It's exciting! The holistic service that we offer truly is a brand new concept, which means we're constantly thinking outside the square. As a company, it's also really important to us that we contribute to the city, and world, that we live in.

We're involved with a number of organisations who make a difference, right from locally based youth services, to infant health clinics in Ethiopia. Being part of a company that takes such a purposeful and active view of improving the lives of others is inspiring.

What does the future hold?

As a company we'll be continuing to innovate in the investment space, and finding more and more ways to improve, and communicate, what we do. Personally, I'm looking forward to being part of Rock as it continues to grow, and all the new opportunities that brings!

A glass of wine with.. is proudly sponsored by:



Vanessa Jacometti

"We walk the walk, live our core values and practice what we preach."

Recent Events Big Ideas That Work

By Trenz Pruca

To kick off the AMI 2011 year in Tassie we invited Clemenger BBDO's Eason Pritchard down from Melbourne for an event called Big Ideas that work small,

as expected from one of the world's most creative minds Eason was spot on with his presentation.

The brief for the event was to talk about the world's greatest and most inspiring ideas but to really make this relevant to a Tasmanian market and with some awesome examples and

gems of advice Eason not only had the audience captivated for his entire presentation but also gained a number of supporters and new fans in the Tasmanian market while he was here.

In summing up his top 3 points of inspiration I am leaving out another equally fantastic 20 or so, I highly

recommend you all take a look at his blog www.eaonpritchard.blogspot.com to pick up some awesome marketing tips and crazy thinking.

Flip it.

Social tech empowers people to talk about what they want - not what you want them to. Don't ask "how can we build a community around a brand?" - ask instead "how can we build a brand around a community?"

Pick a fight. Have a purpose.

Tell a story.

Social media isn't about Facebook, Twitter and iPhone apps. Without a big idea that moves your customers, you've basically got nothing.

Ditch broken ideas.

Marketing theory: just because it's been round for decades, doesn't mean it's right.

Once again a huge thanks to Clemenger in Tasmania for all of their support and sponsorship of this event



"Whatever you do in marketing has to work for the two man backyard business or it won't work for the multi-million dollar marketing agency,"
Eaon Pritchard



My career.. John Birkett

My marketing career started..

One day in Sydney where I was attending a training course when, at the closing function, the company marketing director (who was generally regarded as being God) was attending. He sidled up to me (good grief, what do I say to His Eminence?) and casually asked, "Have you ever thought about leaving Hobart to work in Sydney?"

In those days it was like a royal command and without a thought about my new family (and its impending expansion) and our new house in Hobart, what else could I say? "No, but it sounds most inviting. Please tell me more?"

Two months later I was installed and starting my (incomplete) lifelong education in marketing.

The most exciting part of my career was..

Learning about brands and brand management way back in the early 1970s. The company was at the pointy end of marketing development and, with help from a couple of mentors, they were exciting years where we made some significant changes to the way in which the company operated.

Those basics still stand tall today, even though some of the tools we now used have changed colour. Many companies are still to learn those lessons.

My proudest moment was..

There are four or five occasions over the past 40 years when recognition of my efforts by people for whom I had

great respect caused my ego to swell; it's difficult to choose between them.

By a short half head I'll choose the occasion when I was asked to be a leader at an international marketing conference at the company's headquarters in southern England. That effort was recognised by the international chairman both at, and post, the conference. A feel-good experience.

My inspiration comes from..

Marketing thinkers who find genuinely better ways of identifying and solving customer problems and turning this into success at more than a superficial level.

I was lucky enough to work for two such mentors when I first moved to Sydney. They're both long gone, but their basic advice is still relevant and lives on in today's very different world.

My biggest piece of advice is..

Let me be greedy here; I have three pieces of advice.

Get back to basics. I see so many celebrated campaigns that are not based on consumer need; not based on well constructed research; not based on solving customer problems; that do not have clearly defined measurable objectives and are not properly evaluated and are "sold" by various forms of poorly constructed marketing communication. No wonder the failure rate is so high.

Watch brand for decline. The value of brands is in decline in some categories and is being usurped by price promotion and by the actions of large buyers such as Coles and Woolworths.

We've spent about twenty years teaching our customers to buy on price and devoting our scarce marketing resources to the majors; and now the chickens are coming home to roost.

Digital marketing is wonderful, but it is not in itself a replacement for other means of communication; it is simply another tool for the toolbox. It has many benefits, and some dangers. On the other hand, some business models are out of date as more shoppers look to the Net. Make sure your model is still relevant to those who want to buy from you.

Career timeline

- 1965: Joined WD & HO Wills in Hobart as a sales representative
- 1971: Transferred to Sydney as an Assistant Brand Manager; became marketing manager in 1977
- 1980: Returned to the state I love; took the role of marketing manager with the Cascade Group (including Boags at that time)
- 1988: Started my own business in strategic brand management and marketing research
- 2010: Retired, but not from life and not from an interest in marketing

2010 Marketer of the Year

Peter Choraziak Director, Red Jelly

Peter is the co-founder of Red Jelly and currently works as an executive creative director and strategist.

Established on 01-01-01, Red Jelly is an independent, Australian advertising and marketing consultancy comprising 40 multi-skilled individuals - all trained within traditional and new media environments.

Approximately half of Red Jelly's revenue comes from outside of Tasmania. Clients include blue chips such as: Woolworths; Dan Murphy's, Aurora Energy; MyState Limited, UTAS, Tasmanian Government and more.

The Red Jelly philosophy is wrapped up in two words: No boundaries.

What was the most rewarding part about winning the AMI 2010 Marketer of the Year award?

Initially surprise then a deep sense of satisfaction that a person who is fundamentally a practitioner can be acknowledged as being a solid marketing contributor.

What has been the best thing that has happened to you because of winning the AMI award?

Marketing Spotlight Is Search Engine Optimisation "Snake Oil" or part of your marketing strategy?

By Richard Gerathy

Reprinted from the Enterprise Magazine
For hundreds of years businesses have used ever more sophisticated advertising techniques to connect with customers. The internet has given us a fantastic new medium to promote, research and purchase goods and services. The catch is that the internet is unbelievably crowded, it's indeed a very large village.

Knowing the foundations of Search Engine Optimisation (SEO) is critical for helping prospective customers find you online, SEO has been around for years and is an integral step in developing and implementing any website, still SEO tends to be an area put in the "too hard basket" when a few simple steps can seriously improve your ranking in search.

Shift Branding, marketing and SEO specialist, Adam Luttrell, said he is often asked by businesses to improve their site ranking, as they have low or no presence in search engines such as Google or Yahoo.

I have never sought accolades so to me it is validation. There is comfort in knowing that those crazy ideas you have been coming up with are being valued. It builds confidence and spurs you on to go further. I also welcome the opportunity through this award to take a mentoring role with emerging marketers.

What lies ahead for you?

There is so still so much to do. It has taken many attempts to finally win the Road Safety account - and I very much look forward to helping to change the way we look at Road Safety in this State. There are also many other brands and businesses on my 'bucket list' that haven't come to fruition yet. These are personal challenges to me because I believe we can make a difference.

In many respects I despair at the lack of progress regarding Tasmania's prosperity. Marketing can achieve great outcomes for Tasmania. It is up to us as the marketing community to believe in that and demonstrate our worth through brave, intelligent marketing strategies.

What is the best piece of advice you have ever been given?

Former Ogilvy & Mather Australia Chairman Renny Cunnack said "keep your nose clean, and always be humble." By that he meant that it's no

use getting upset if a decision doesn't go your way, or you believe you have been dealt an injustice. Always have good manners...it's a small world...and you never know when you may get a second opportunity.



Peter Choraziak

"keep your nose clean, and always be humble."

"More often than not businesses have invested large sums of money in the development phase of the website to get it just right, they have launched the site and everyone is excited about it and then they wait, and wait to see if the site will 'do something'.

"Search Engine Optimisation (SEO) should be part of the marketing planning and site development process, not something you do after the site has been launched.

"Knowing the foundations of SEO is especially important considering it can take up to six months in some instances for websites to be included in search results once a new website has gone live." Adam said.

So, what are some of the things you can do to ensure your site is ranking well on search?

The following list is a good starting point:

- Your link strategy - how many relevant sites are pointing towards yours? A tip: URL's ending in .gov or .edu are highly regarded by search engine crawlers.
- Your keyword density - is your site being found based on the 'right' keywords?

- Your page titles, are these reflective of the content on that page?
- How quickly does your site load?
- Do you have dead pages in your site?
- Are your images correctly titled with alt text?
- Are you adding new content regularly?
- Can you manage your site through a Content Management System (CMS)? And if not, WHY not?

If all this sounds foreign or your business doesn't have the resources it needs to implement a strategy then consider using an expert to help lift your site rank.

So is SEO an art, science or plain old snake oil? Well its really none of them. It's actually simple common sense, and should be common practice in the marketing planning process.

GERATHY & MADISON
STRATEGIC COMMUNICATION