

EMERGING MARKETERS WA NEWSLETTER

The Australian Marketing Institute's Emerging Marketers network is an active student and young marketer group. The Emerging Marketers group caters specifically for the needs of marketing students, recent marketing graduates and young marketers with less than five years experience. The Emerging Marketers provides networking opportunities, professional development, career advice, industry contacts, news, employment opportunities and a mentoring program.

2011 Launch Event

The 2011 event calendar kicked off at The Windsor Hotel in South Perth on Thursday 3 March.

Attendees networked with like minded marketers exchanging stories about their profession in a fun and social setting.

Key-note speaker Ron Gibson, Managing Director of Go Networking shared his insights into business networking offering proven techniques and approaches one could use to network effectively and socialise successfully in any situation. These tips will certainly assist those who attended offering maximum effect in cultivating new contacts into profitable, long term business partnerships.

Ron is established as a leading authority in the field and subject of business networking – the art and skill of forming and cultivating those all-important business connections.

The old saying "it's not what you know, it's who you know" is as true today as ever before. The contacts you make and the connections you establish in working life help to maintain an active flow of business information as well as provide a base of colleagues who can help you (as you help them) in times of need.

Whether you are growing a business or managing a career, it's those professional alliances you are able to develop that will ultimately determine the level of success you achieve.



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The real tools of a veteran internet marketer

Marketing is a highly competitive industry. To be successful you need to know how to get a superior advantage over your competitors otherwise be prepared to miss out!

Know thy enemy: Keep tabs on what your competitors are doing to know when you can repeat or reuse tactics. You'll also come to learn how their mind works in terms of speed of marketing and the level of activity they engage in.

Know thy customer: David Jones is a perfect example of this. CEO Michael Kiely can confidently identify who would shop at the retail giant over someone else purely by observing them. The CEO and entire management team of David Jones were able to obtain this knowledge through manning their cash registers and meeting their customers. Through this, they learned every detail about their customers and tailored everything to them.

Research the market: The question is never if there is a gap in the market—instead, if there is a market in the gap. Always try new niches and new websites online to find the new trends and new opportunities. It's how you stay ahead, and how you research your market.

Top online tools and their use

What are you customer searching for?

The reason it's important to gain this information is so you can target people who are searching for those keywords.

Google keyword tools: Who doesn't use Google? This is the flat head screwdriver of the internet marketer.

Google suggestions: An easy what to find out what customers are searching for through these drop down suggestions. It gives you other ideas of what customers are thinking.

Optimising your site for search engines.

These tools are the ones you want to use when you are making your website more friendly to a search engine and a search visitor.

Title and meta description optimisation: You want to maximise the number of characters Google displays in its results for your listing. You want precisely 70 characters in your title tag.

Finding links to rank higher in the search engines.

Use the following tools in combination to find links for your website.

SEOBook's Toolbar: This is a Firefox plug-in that essentially allows you to see a whole lot of statistics about a website.

Find your competitor in the top 100

Find out which websites are active in your niche. Also re-search the top 100 websites for a particular set of different search keywords in Google. Look for commonalities between different keywords identifying similar domains between them.

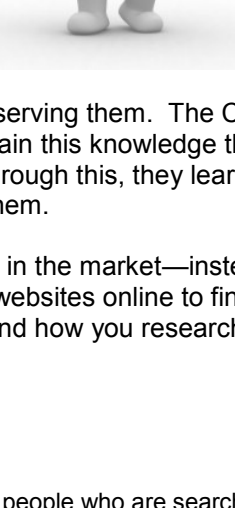
What are you customers doing on your website? Use the following tools to help improve your conversion rate – helping you spy on what customers are doing!

Where do people click? Try Crazyegg.com which tells you where every click on a particular page is being made. It also tells you where users are clicking even when there are no links or buttons there!

Spy on your customers: Userfly.com and clicktale.com are two superb programs that essentially let you record a users session on your website.

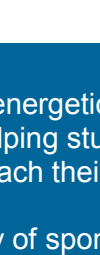
Ask them what they want: Use survey tools like campyle.com that are short and sharp and allow you to ask customers what they want in order to give it to them.

(Source www.smartcompany.com.au)



Emerging Marketers log-on to Facebook and Twitter

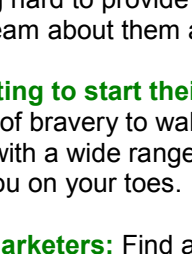
Emerging Marketers members can keep up-to-date with all the latest news, photos and discussion topics via Facebook and Twitter. Emerging Marketers encourage all members to not only join the page but leave any feedback and comments on past experiences you have had with Emerging Marketers.



Is email dead as a marketing tool?

Email is dead for:

1. People who receive huge amounts of email (high profile CEOs, entrepreneurs, journalists, etc). Note the recent trend to email bankruptcy.
2. For many people under the age of 25. One word – Facebook. Email inbox is just a spam holder.
3. Any company who thinks sending out text-heavy, dense, irrelevant news updates is a good way to connect with people. The email inbox is a high-stress environment. People are trying to get in and out in the fastest time possible. Only urgent/important messages cut through in this environment.
4. Any company sending unsolicited offers, such as '10% of our latest range!'



Email is alive for:

1. Short, meaningful interpersonal communication from trusted senders.
2. High value, well curated, industry-specific news, links and information. E.g. Jason Hirschorn's Media Redefined (apparently, a daily must-read for Rupert Murdoch).
3. Opt-in services that don't overly fill their communications with advertiser messages.

Possibly over the next two to three years, email will become increasingly clogged and people will be looking for new solutions.

Google Wave anticipated that trend, but didn't hit the right product notes. Expect a lot of innovation and investment to be focused in this area.

Source: Neil Crocker—Startupsmart.com.au Friday 1 March 2011



Become an AMI Student Member

Memberships start at \$33 for a 12 month package, with even cheaper rates available for 2-4 year memberships. Benefits of membership include:

Subscription to Professional Marketing magazine, the AMI's official publication

Access to B&T online - marketing, advertising and media articles from industry professionals

Online delivery of the AMI newsletter, Marketing Update

&

Discounted AMI and Emerging Marketers events.

Visit

www.ami.org.au/Membership/Categories/student_membership.asp?src=top
to kick-start your marketing career today!



Looking to sponsor a young and energetic organisation that is focused on helping students and young professionals reach their goals?

Emerging Marketers offer a variety of sponsorship options to suit any organisation.

To find out more about the different opportunities WA AMI Emerging Marketers offer, contact h.walton@ami.org.au or call Holly Walton on 0401 226 434.

Marketer Profile: Lucy Henry—Marketing Umbrella

Position: Director, Marketing Umbrella

Qualifications: Diploma of Applied Science, Graduate Diploma in Health Promotion, Masters of Business Administration (in progress).

Career Highlight: Coordinating the Build Better Relationships project - a 3 year health promotion program funded by Healthway and run by Relationships Australia. It was a good number of years ago. It was the first project of its kind in Australia and a very different program for the organisation. It was challenging, very busy, and all new, but a lot of fun and truly satisfying to bring it to life. We won a few awards along the way which, while not the main game, is also very gratifying.

Career lowlight: I'm definitely not sharing that!

The best part of my job is: I work with a diverse range of organisations from huge corporates, to educational institutions, and not-for-profits. I learn valuable insights from each of them by observing how they go about their work and achieve their business objectives.

I'm known for: Extolling the virtues of a good brief. The discipline of clarifying the who, when, why, what, and how really helps to set your program on the path to success. Somehow they never get easier to write though.

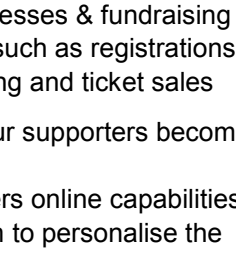
When in doubt I: Listen to people - everyone's view is enlightening in some way.

You'll see me: Working hard to provide the services of best value to my clients. Sadly, I even dream about them at night.

Advice for people wanting to start their own consultancy: Wait until you're ready. It takes a degree of bravery to walk away from a regular pay check but the opportunity to work with a wide range of organisations and people is really stimulating and keeps you on your toes.

Advice for emerging marketers: Find a mentor, someone you can relate to and admire. Keep in touch and ask them for honest feedback. The support and guidance you receive from a good mentor can be fantastic. Oh, and of course, be a member of the AMI.

The seven secrets to your online fundraising success



1. Move. Continue what you do, but do it online. Move existing processes & fundraising campaigns online such as registrations, donations, receipting and ticket sales
2. Empower. Let your supporters become your ambassadors. Give your supporters online capabilities and empower them to personalise the fundraising experience.
3. Shout! Communicate the opportunity to your supporters. Include prominent links to your campaigns and online tools on your homepage, sections of your website also in emails and newsletters
4. Connect. Make the ultimate connection through Social Fundraising. Peer-to-peer fundraising is the key—make it easy for your supporters to be effective fundraisers by integrating campaigns with social networks.
5. Target. Don't promote everything to everyone all of the time! Segment your database not only on campaigns but also based on your supporters interests, location and demographics.
6. Recognise. A 'thank you' goes a long way. Give online recognition also inspiring others to follow their lead.
7. Experiment. Your little idea could become the next big thing! An online campaign is the lowest-risk and most cost-effective way to fundraise.

Source: Fundraising Philanthropy Issue 29

Emerging Marketers Committee

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Emerging Marketers is always on the lookout for committed and proactive members to join the committee. Please contact emwa@ami.org.au to register your interest.

UPCOMING WA EVENTS

For all event inquiries contact wa@ami.org.au or 1300 737 445

28 April	Foundation workshop	Principles of Digital Marketing
10-11 May	Foundation workshop	Business and Public Relations Writing
9-10 June	Foundation workshop	Principles of Marketing
23-24 June	National-level conference	Two-day conference. Venue: Pan Pacific Hotel, Perth
5 August	Workshop	Fun Financial Facts for Marketers, 2-6pm, Duxton Hotel, Perth
7-8 September	Foundation workshop	Social Media Applications for Business
29 September	Awards cocktails	'The sky is not the limit', presentation of the state winners in the AMI Awards for Marketing Excellence
9 December	Breakfast seminar	7.30-9.30am, Pan Pacific Hotel, Perth

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Want to join the mailing list for the WA Emerging Marketers to stay up to date with the latest news and information?

It's FREE, just email emwa@ami.org.au



SAVE THE DATE

Thursday 26 May



Media Tour Series: The Brand Agency
Stay tuned for further details