



EMERGING MARKETERS WA NEWSLETTER

The Australian Marketing Institute's Emerging Marketers network is an active student and young marketer group.

Emerging Marketers 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.

Email emwa@ami.org.au to join the Emerging Marketers mailing list.

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Notre Dame Open Day

On Sunday the 21st of July, Notre Dame hosted their 'O Day' - a chance for prospective students to look at their study options.

An AMI stall was setup and volunteers from the Emerging Marketers committee networked with new students, as well as attracting existing marketing students and marketing professionals.

EM Networking Event

On Thursday the 7th of July, the Emerging Marketers held a networking event at Boheme - a great new venue in Perth and hot spot for Thursday nights.

The networking event was a great opportunity for budding and existing marketers to catch up, share their experiences and have a drink together. The EM committee will be organising networking events bi-annually. This is a great opportunity to hear about marketing activities from other industries and meet others in similar roles.

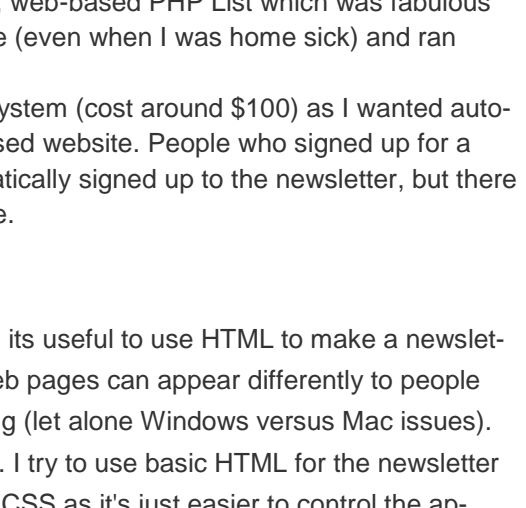
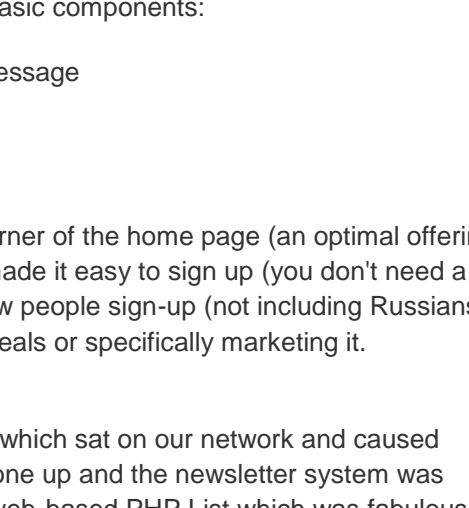
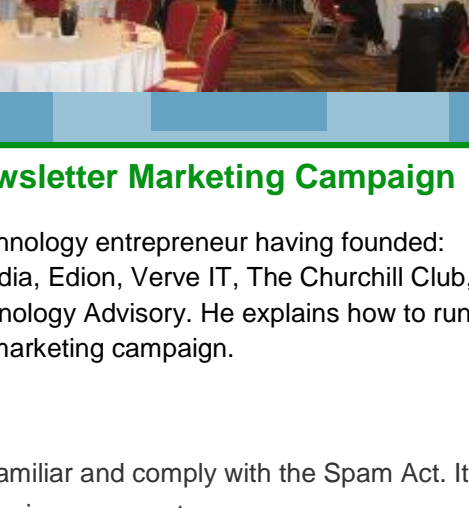
Details surrounding the next event will be announced soon.

AMI - Marketing Toolkit Series

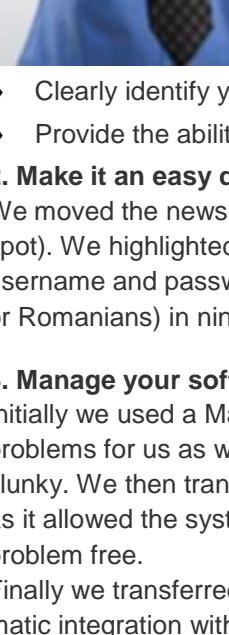
On Friday the 22nd of July, AMI held the 'Sharpen Your Marketing Tools' development seminars at the Pan Pacific Hotel.

A broad range of topics such as media trends, intellectual property essentials, market research updates and financial aspects of marketing were facilitated by experienced and influential Managers and Directors.

The event provided attendees with practical information that they could take away and apply directly to their workplace.



How to Run a Successful Email Newsletter Marketing Campaign



Brendan Lewis is a serial technology entrepreneur having founded: Ideas Lighting, Carradale Media, Edion, Verve IT, The Churchill Club, Flinders Pacific and L2i Technology Advisory. He explains how to run a successful email newsletter marketing campaign.

1. Comply with Spam laws

First and foremost, become familiar and comply with the Spam Act. It is not that hard and has three basic components:

- ◆ Get consent to send a message
- ◆ Clearly identify yourself
- ◆ Provide the ability to unsubscribe.

2. Make it an easy decision to sign up

We moved the newsletter sign-up to the top left corner of the home page (an optimal offering spot). We highlighted the fact it was free and we made it easy to sign up (you don't need a username and password). We've had over 600 new people sign-up (not including Russians or Romanians) in nine months without doing any deals or specifically marketing it.

3. Manage your software

Initially we used a Maximiser CRM based system, which sat on our network and caused problems for us as we had to manually sign everyone up and the newsletter system was clunky. We then transferred it all over to the free, web-based PHP List which was fabulous as it allowed the system to be run from anywhere (even when I was home sick) and ran problem free.

Finally we transferred it over to the ACAJOOM system (cost around \$100) as I wanted automatic integration with the Club's new Joomla-based website. People who signed up for a Club Event or Club Membership are now automatically signed up to the newsletter, but there is still a manual sign-up option on the home page.

4. Email Construction

One of the early things I found was that although its useful to use HTML to make a newsletter pretty, don't get too carried away. Just like web pages can appear differently to people depending on what web browser people are using (let alone Windows versus Mac issues).

Email clients also make things appear differently. I try to use basic HTML for the newsletter and not more cutting edge technologies such as CSS as it's just easier to control the appearance.

I also found out the hard way not to embed images into the email, instead have the images sourced from your website and linked to from the email. Images embedded inside an email dramatically increase the size of your mail out (plus slow it down) and increase the chance that things will go wrong.

On an almost daily basis I log in and delete anyone who hasn't a) confirmed their subscription, b) has a Yahoo, Hotmail or GMail account and c) has a dumb name such as

"GanjaBoy60 < p57o48k.@gmail.com This e-mail address is being protected from spambots. You need JavaScript enabled to view it >".

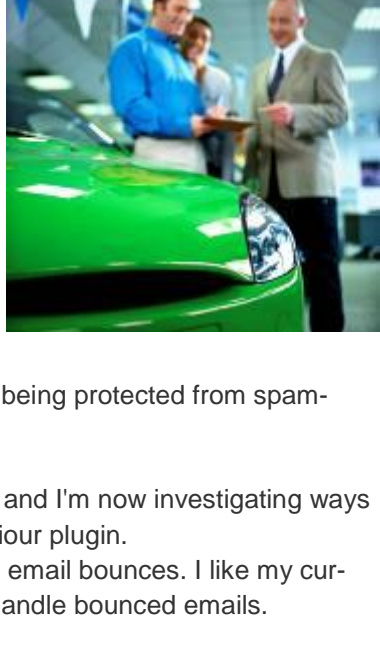
Actually this problem has now become worse in recent times and I'm now investigating ways to automate things using a CAPTCHA solution or Bad Behaviour plugin.

I also make sure I delete any subscribers immediately whose email bounces. I like my current 925 to be a real 925 and I don't want to have to double handle bounced emails.

5. Make it regular

Initially I used to send out newsletters just when I had something to say. After awhile I found this adhoc proposition didn't really cut it.

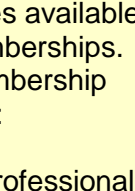
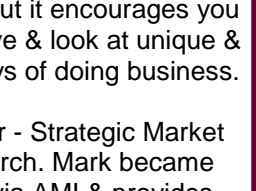
Most people need to see a marketing message nine times before they recognise what they are seeing (I believe the TV rule of thumb is nine times before awareness starts). I now send newsletters out every week regardless. Tuesday is the day, just after lunch. I like Tuesday's as it gives breathing space before a Thursday night event (occurring roughly every other week), plus I feel that you are more likely to get read on Tuesday, Wednesday or Thursday. Note I haven't validated this yet by moving the email around and tracking stats on how many people open it (but I could!) - **Source: (www.smartcompany.com)**



Join our Facebook, Twitter and LinkedIn Pages!

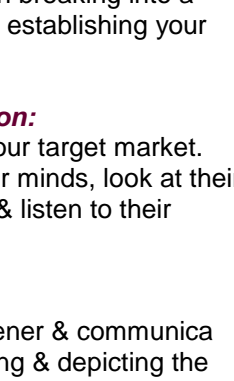
Emerging Marketers members can keep up-to-date with all the latest news, photos and discussion topics via our social media channels.

Emerging Marketers encourage all members to not only join the page but leave any comments on past events, upcoming events and anything marketing-related!



Emerging Marketer Profile:

Renee Manno



Position: Marketing Consultant

Qualifications: Diploma of Marketing (currently studying), Certificates IV in Web Design, E-Business & IT.

Why Marketing? Marketing is versatile. You not only research, analyse & problem solve, but it encourages you to be creative & look at unique & practical ways of doing business.

Marketing Mentor: Mark Perger - Strategic Marketing + Research. Mark became my mentor via AMI & provides me with insights into a different industry & the challenges associated with breaking into a marketing & establishing your self.

Most Valuable Marketing Lesson: Research your target market. Get into their minds, look at their behaviours & listen to their needs.

What Makes a Great Marketer: A great listener & communicator. Listening & depicting the needs of your audience & being able to clearly articulate the message you are trying to convey is vital in effectively capturing & sustaining your market.

Influences: Seth Godin, Gihan Perera & social media.

Favourite quote: "We must become the change we want to see."

Hobbies: Dancing, Theatre, Gigs, Travel & spending time with family & friends.



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!

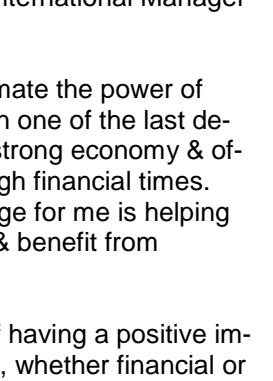
Looking to sponsor a young and energetic organisation that is focused on helping students and young professionals reach their goals?

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

To find out more about the different opportunities offer, contact emwa@ami.org.au or call Holly Walton on 0401 226 434.

Senior Marketer Profile:

Mark Perger— Strategic Marketing + Research



Position: Managing Director

Qualifications: B Bus (Agric)(Hons), MBA, AMAMI CPM.

I'm known for: Providing thoughtful analysis of marketing issues & developing strategies to address those issues.

Typical day: My day usually consists of telephone calls & meetings with various clients, discussions with & review of work completed by my staff, some individual work & a networking event squeezed in at breakfast time or late afternoon.

Career Highlight: The highlight of my career to-date would be winning the Premier's Award for Excellence at the WA Industry & Export Awards 2009, while I was International Manager for Solahart Industries Pty Ltd.

Career Challenge: I think businesses often underestimate the power of smart marketing. Marketing is often one of the last department budgets to be lifted in a strong economy & often the first budget to be cut in tough financial times. Therefore, I'd say a career challenge for me is helping clients to understand the value of & benefit from the application of smart marketing.

What motivates you: I am motivated by the possibility of having a positive impact on a business or organisation, whether financial or performance-based, through the application of smart marketing.

Why did you enter the industry: I really enjoy working in Marketing as it gives you the opportunity to be directly involved in formulating the strategy that will lead to the success of a product line or business. The strategy development is always an interesting yet challenging task & then seeing a successful strategy being implemented is very rewarding.

Best advice someone gave you: Think about it from the customer's point-of-view.

Best advice for emerging marketers: Understanding your target market is essential to successful marketing.

Employment Opportunities

Internships:

Social Media Assistant: Socialite Media



Visit their Note on their Facebook page for more details.

Remember that gaining work experience is vital. You accrue practical experience, build networks and perhaps even land that first job.

Jobs:

Marketing Officer-Retail Liaison: City of Perth

Marketing & Sales Coordinator: Duxton Hotel

Marketing Coordinator: Barbagallo Communications & Marketing Officer: City of Gosnells

Marketing Coordinator: KPIMG

More jobs and more details can be found on www.seek.com.au

Contact emwa@ami.org.au if you have a marketing job to display.

Useful Marketing Websites:

B&T: <http://www.bandt.com.au/>

mUmBrella: <http://mumbrella.com.au/>

Marketing Mag: <http://www.marketingmag.com.au/>

Campaign Brief WA: <http://www.campaignbrief.com/wa>

Ad News <http://www.adnews.com.au>

Emerging Marketers Committee

Chairperson: Holly Walton holly.walton82@gmail.com

Vice-Chair: Chris Marris chrismarris@westnet.com.au

Emerging Marketers: Leonie Moore leonie@waspaintball.com.au

Hang Nguyen thuonghang114@gmail.com

Rhonda Chapman rhonda.chapman@kominike.com.au

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Student Representatives: Curtin University: Stefan Schoombee stefan.h.bee@gmail.com

Edith Cowan University: Claire Debliqy clairroz28@live.fr

Murdoch University: Beverley Ng b.ng@murdoch.edu.au

TAFE: Renee Manno renee.manno@modal.com.au

University of Notre Dame: Sandra De Witt Hemala sandra.dewithemala1-@nd.edu.au

University of WA: Nacha Kirilak Nacha.kirilak@gmail.com

Emerging Marketers is always on the lookout for committed and proactive members to join the committee. We are currently looking for a student rep from ECU and TAFE.

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

7-8 September	Foundation workshop	Social Media Applications for Business Venue: Cliftons, Perth
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29 September	Awards cocktails	'The sky is not the limit', presentation of the state winners in the AMI Awards for Marketing Excellence
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4 October	Not-for-profit Event/Workshop	Royal Life Saving WA (see below for details) Venue: Royal Life Saving Society of WA, McGillivray Road, Mt Claremont
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25-26 October	Workshop	Principles of Marketing Venue: Cliftons, Perth
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9 December	Breakfast seminar	7.30-9.30am Venue: Pan Pacific Hotel, Perth
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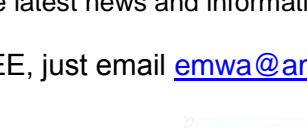
SAVE THE DATE!



Tuesday 4th October
6:00 - 8:00pm

Come along to the next Emerging Marketers event to network & experience a real life marketing brief on an opportunity/issue facing Royal Life Saving. Work with fellow EM and Senior Marketers in working together to, sharing ideas and helping solve a real life problem. More details will be released shortly.

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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

