



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.

Media Tour Series: The Brand Agency Tour

The 26th of May saw Emerging Marketer's host the next exciting venture in the Media Tour Series. With a printing and mailing house in 2009, and a newspaper in 2010, 2011 initiated a tour of seminal advertising agency The Brand Agency.

The Brand Agency is one of Australia's leading creative agencies with offices in Perth, Melbourne, Sydney and Auckland.

The tour was led by Senior Account Manager Taryn Payne. Taryn had a lot to offer from her personal history, from copywriting ambitions to account management experiences.

Taryn discussed the thought-making processes behind the agency's strategic decision making. Many inquisitive questions were raised from the audience!

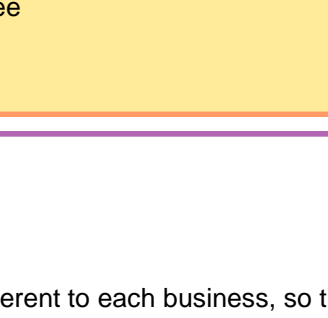
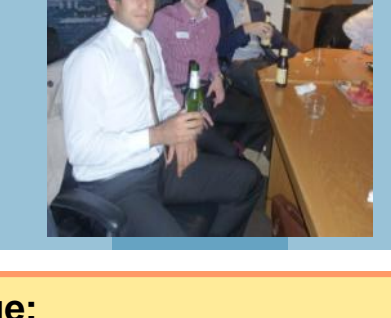
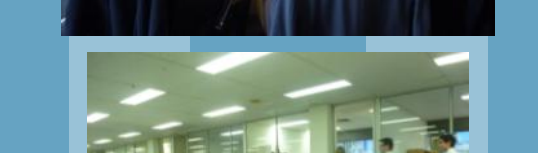
The tour group was then led on an interactive tour through the agency, observing specific departments where "live" campaigns were being worked on.

Gene Bratty and Tim Seddon from the Digital Team Department led a discussion on "Creativity in a Digital Age". They emphasised the increasingly important and evolutionary role of marketing on digital platforms.

The tour was followed by networking and nibbles with agency staff.

Those who went on the tour had their eyes opened to the structure of an agency and the work opportunities available.

Whether you work or aspire to work in the advertising industry or not, it is vital for any marketer to understand the role and philosophy of a creative agency.

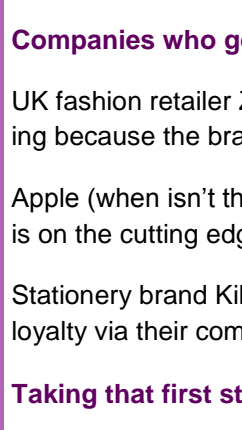


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Customer loyalty:



What is loyalty?

Loyalty can mean something different to each business, so the first step is to understand what it means to you and how it applies to your business.

Loyalty could be defined as your customers spending more money with your business, or it could mean wanting them to spend more frequently. It could also mean you want your customers to refer others to your business.

Companies who get it right

UK fashion retailer Zara, which has just landed on Australian shores, has a loyal following because the brand delivers what it promises: top fashion without the big price tag.

Apple (when isn't this brand mentioned!) is another brand with a cult following because it is on the cutting edge of technology and has created a unique in-store experience.

Stationery brand Kikki.k and skincare brand L'Occitane also work hard to engender loyalty via their communications.

Taking that first step

Businesses looking for ways to win the loyalty of consumers should first ascertain what aspects of their business works well, and what doesn't.

Randomly selecting customers and questioning them on their thoughts of your business could be a good start. Organising a mystery shopper or an exit survey is also proactive.

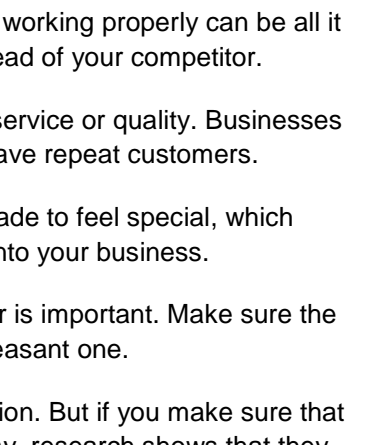
Next, conduct some of your own research by looking at how businesses within your sector approach the issue of loyalty.

But be careful...

Businesses need to keep in mind that once they have committed to a loyalty campaign, it is difficult to remove it from their business strategy.

7 Approaches to Customer Loyalty

- 1. Trust:** Customers that feel they can trust a business are more likely to show their loyalty. It might be worth looking at your marketing to see what messages you are putting out into the marketplace.
- 2. Value-adding:** Value-adding to your offering in some way has often been shown to work. Perhaps you could offer a discount to those who purchase from you regularly, or offer free delivery.
- 3. Customer service:** Businesses that offer outstanding service are rewarded with a loyal following. A follow-up call to make sure everything is working properly can be all it takes to make sure that customer comes back to you instead of your competitor.
- 4. Consistency:** There's nothing worse than inconsistent service or quality. Businesses that remain consistent in their offering are more likely to have repeat customers.
- 5. Get to know your customers:** Customers like to be made to feel special, which could be as simple as using their name when they come into your business.
- 6. Experience:** A good in-store or online buying encounter is important. Make sure the actual experience of interacting with your business is a pleasant one.
- 7. Unique:** Your business probably has plenty of competition. But if you make sure that the experience your customers have is unique in some way, research shows that they will reward you with their loyalty.

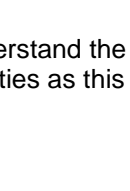
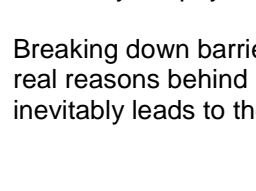


Source: (www.smartcompany.com.au)

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!



Marketers not business savvy

Marketers: drop the buzzwords, drop the obsession with social trends, and start thinking like a businessman!

According to The Fournaise marketing group, a firm that tracks marketing effectiveness in relation to Return on Investments (ROI), if corporate CEOs could get together and send a message out to marketers, the above advice would be it.

Research found that the majority of CEOs do not feel that their marketers are business-savvy enough, or have a strong ROI and sales-revenues focus.

- 77% of CEOs feel that despite marketers talk about brand, brand values, brand equity and other similar parameters, top management has difficulties linking it back to results that really matter: revenues, sales and even market valuation.
- 74% feel that marketers focus too much on the latest marketing trends such as social media, because they believe they represent the new marketing frontiers – but can rarely demonstrate how these trends will help them generate more business for the company.
- 72% also think that marketers are always asking for more money, but can rarely explain how much incremental business this money will generate.

It's important that marketers see and train themselves to be ROI marketers, to be marketers that can talk business and incremental. They need to look at where the results are coming from and bring the money there.

Source: (www.marketingmag.com.au)

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 emwa@ami.org.au or call Holly Walton on 0401 226 434.



Marketer Profile: Ralph McManis— Capebrand

Position: CEO Capebrand (Strategic Planning & Marketing Services).

Qualifications: Management Diploma.

I'm known for: Brand Strategies and founding of The Brand Agency.

Typical day: 5.30am: Swim coaching. 8.00am: Personal swimming. 9.30am: Breakfast/emails. 11.30am: Meeting re: 2013 WARRL Bid for a National Rugby League team in Perth. 2pm: Research meeting community project. 3.30pm: Report writing. 4pm: Swim coaching till 7pm.

Career Highlight: Success of the Brand Agency winning agency of the year for the first time in 1997. Working with SOCOG at 2000 Sydney Olympics.

Career Challenge: Starting my own agency with just one partner and one client, no money and convincing most people to give us 30 days to pay our first bills.

What motivates you: Breaking down barriers and getting to understand the real reasons behind problems or opportunities as this inevitably leads to the right solutions.

Why did you enter the industry: The chance to make more money than doing sales ambulances and sitting in dusty old court rooms as a journalist. Plus, later on the chance to make a difference to people's lives.

Best advice someone gave you: If an idea doesn't scare you then think again as it's probably not such a good idea.

Best advice for emerging marketers: Take the time to listen and do your homework.



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:

Event Coordinator: Integrated Group

Marketing Coordinator: Woods Bagot

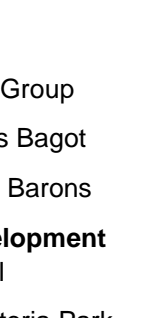
Marketing Coordinator: Liquor Barons

Marketing and Business Development Assistant: ToyBox International

Marketing Officer: Town of Victoria Park

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/>

MarketingMag: <http://www.marketingmag.com.au/>

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

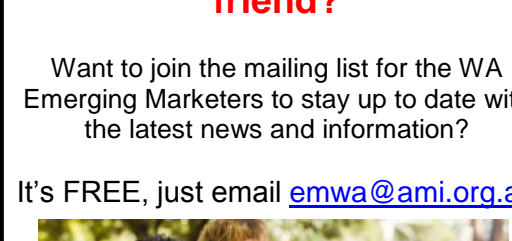
Ad News <http://www.adnews.com.au>

Australian CREATIVE: <http://www.australiancreative.com.au/>

Ask the EM's:

We're encouraging all our members to email us your marketing-related questions. Noteworthy questions will be posted and answered in the next edition of the Emerging Marketers Newsletter.

Send your questions to emwa@ami.org.au



Emerging Marketers Committee

Chairperson: Holly Walton holly.walton82@gmail.com

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

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

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Edith Cowan University: Claire Debligny clairouz28@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.

Please contact emwa@ami.org.au to register your interest.

UPCOMING WA EVENTS

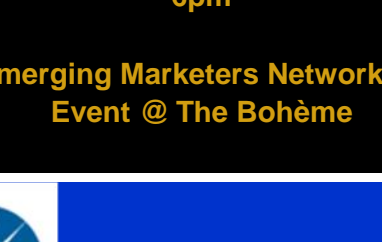
For all event inquiries contact wa@ami.org.au or 1300 737 445

7 July	Networking Event	6pm Venue: The Bohème
22 July	Marketing Toolkit Series Day Two	Full day of development sessions with key-note lunch Venue: Pan Pacific Hotel, Perth
5 August	Workshop	Fun Financial Facts for Marketers, 2-6pm Venue: Duxton Hotel, Perth
7-8 September	Foundation workshop	Social Media Applications for Business Venue: Cliftons, Perth
29 September	Awards cocktails	'The sky is not the limit', presentation of the state winners in the AMI Awards for Marketing Excellence
25-26 October	Workshop	Principles of Marketing Venue: Cliftons, Perth
9 December	Breakfast seminar	7.30-9.30am Venue: Pan Pacific Hotel, Perth

Received this email from a friend?

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 7 July
6pm

Emerging Marketers Networking Event @ The Bohème

