



ON TARGET

The newsletter of AME Marketing
in association with The McAlpine Partnership

Issue 4/2003

STARS IN YOUR EYES

Finding new ways to grab customer attention can sometimes feel like a tough task, with more than a fair share of obstacles in the way. Nevertheless it doesn't need to be difficult or expensive. In fact, the costs involved can be as little as nothing at all!

Think about companies such as Sainsbury's, Vodafone and Walkers, which all use celebrities in their advertising campaigns. TV chef Jamie Oliver is as equally famous for his Sainsbury's endorsements, while much of the success of Walkers Crisps has been attributed to the appearance of Gary Lineker. David Beckham is the current king of celebrity endorsements, promoting everything from sportswear to mobile telephones.

Small firms usually don't have the huge budget necessary for these large scale ad campaigns and many have to fine an alternative route that will lead to lower cost, more appropriately scaled exposure. Need a celebrity endorsement? Why not use a celebrity look-alike? There are hundreds of agencies that can provide you with the "star" you want at only a fraction of the cost!

If even a look-alike is beyond your budget, aim to secure a little free publicity anyway. Look back at Issue 1 of 'On Target' for tips on how to write a perfect press release and keep your eyes peeled for future issues when we'll get into more detail about low cost methods that will help raise your profile. Calling the local TV news may also be a good idea if you have news of particular significance.

There are many other inexpensive, effective ways to get noticed and all it takes is some time and as much imagination as you can muster!

CHERYL HILLAN - MARKETING ASSISTANT

IIP CASE STUDY

#1: Stevenston Cross Dental Practice



This issue sees the beginning of a series of case studies showing businesses which have benefited from following the Investors In People programme. The series aims to illustrate the real business benefits achievable by working towards and maintaining the standard.

Located in Fullarton Place, Stevenston, the Stevenston Cross Dental Practice prides itself on providing exceptional levels of emergency cover and a full range of NHS and private dentistry services.

They joined the growing ranks of organisations in the UK to have achieved IIP in January 2001, 18 months after deciding to commit to the IIP process. In March 2003, the practice were reviewed against the IIP standard, and were successful in maintaining their IIP accreditation.

Rosa Gilmour, Practice Manager said, "Going

through the process involved in IIP was an extremely positive experience for the practice. It helped to increase the levels of communication between staff and confirmed that the procedures we already had in place were appropriate and valuable."

"Every member of our team, of which there are eight, has benefited as a result of IIP which provided us all with an increased focus on the aims of the practice and our roles within it."

"Using the framework of IIP enabled us to achieve this without having to implement any long winded and time consuming paperwork systems."

For more information on how to become involved in IIP, please contact Lynn Kelly at AME Marketing on 01292 670163.

Lynn Kelly - MARKETING MANAGER

STEP BY STEP

#3: Marketing Plans

In our series of Step by Step Guides we have looked at Market Research and how to Audit Marketing Efficiency. Now we explain how to approach creating your own Marketing Plan.

Step 1 – Where are we now?

The review analyses your business and marketing environment, examining what you have achieved and where you now are. This forms the foundation of the plan and considers:

- Background
- Skills analysis and company structure
- Markets
- Environmental influences
- Resources
- Competition
- SWOT analysis of your firm's specific Strengths, Weaknesses, Opportunities and Threats covering:
 - ✓ external and internal factors affecting your business
 - ✓ current and potential markets
 - ✓ identification and description of competitors

Step 2 – Where do we want to go?

Now your short and long-term marketing objectives should be agreed. They should be clearly set out, and be both valid and realistic. A handy rule of thumb is the SMART acronym (Covered in Issue 1) to ensure that objectives & goals are:

- Specific
- Measurable
- Achievable
- Realistic
- Time-scaled

Step 3 – How shall we get there?

In future issues we will show you some brainstorming techniques to help you to produce creative solutions and develop marketing ideas.

At this stage the strategy is determined through use of the Marketing Mix, including:

- Product / Service
- Price
- Promotion
- Place (Distribution)
- People
- Process
- Physical Evidence

You can now set the required activities down in your Marketing Action Plan!

Step 4 – Let's go!

There is no point in having a marketing plan and not using it! So make sure that you allocate time, staff, budgets and authority to achieve your marketing plan.

Step 5 – Are we there yet?

It is vitally important to monitor how marketing projects are performing. Control and evaluation procedures help to ensure that activity is conducted as planned and provides insight to its effectiveness, so that future activity can be modified and enhanced.

Lynn Kelly - MARKETING MANAGER

JUST TRY IT OUT!

#4: BRAINSTORMING

We think that everyone has lots of good ideas just waiting to come out! The following DIY brainstorming tips should help even the most conservative among us produce some really useful ideas for our businesses!

A Storm and a Teacup!

Brainstorming sessions are meant to be stimulating and, above all, FUN. Try it over a cup of invigorating tea or coffee. Get hyped up and stay hyped up. If required, add more caffeine!

Get Started!

Begin by choosing a facilitator who will monitor proceedings, motivate participants and make sure the ideas generated are focused on the specific problems/issues at hand. Work on a topic guide and stick to it!

Get Organised!

Bounce some idea around and build on each other's suggestions enthusiastically. We will show you specific ways to do this in the next issue. If you can't wait until then, please email me!

Get Loony!

Leave all inhibitions at the door and make it known that even the most wacky ideas are welcome. In fact, reward those that come up with the most bizarre suggestions – even if these do not seem feasible, they may spark off a more productive train of thought!



Suspend Disbelief!

Don't judge ideas straight away and never criticise. A slight modification to an idea that initially seemed impractical can sometimes produce enormous benefits. Besides, it's often easier to adapt someone else's idea than invent a completely new one!

Avoid the Brain Drain!

Don't let your hard work go down the drain – take the ideas and proactively work with them. Objectively analyse each idea, removing any duplicates and sorting out the functional from the unrealistic.

Even if your first brainstorming session didn't quite yield the revolutionary results you were hoping for, don't be dissuaded from holding another. You never know what the next session might produce, so keep trying!

Graham Stevenson - CLIENT MANAGER

Who We Are and What We Are Doing...

AME Marketing is an independent full service marketing consultancy firm based in Prestwick, Ayrshire. We work with a diverse client base throughout the West of Scotland.

ASKING MAITLAND'S EQUIVALENTS

John Maitland & Sons of Trabboch are embarking on an exciting benchmarking project with us to share best practice and new marketing ideas. Maitland is the sole Daewoo Avia distributor in Ayrshire and is rolling out plans to become well established in the field. The project involves close communication with several other successful Daewoo Avia dealers across the UK, and identifying fresh opportunities for the whole chain.



ANALYSING & MONITORING EXPERIENCES

As part of our own ongoing drive of continual improvement, we have reviewed our client feedback process and will be embarking on a strong new initiative to ensure that we find out our clients' experiences of working with us. Plans are in place to do away with the old system of hard copy questionnaires and implement a new approach. Watch this space!

Marketing Myths Debunked

THE MYTH:

Marketing services are too expensive!

THE REALITY:

The phrase "you get what you pay for" applies here! Day rates for marketing services are normally equivalent to that of other professions – and consultants with fewer overheads will be able to offer rates of exceptional value.

Any consultant will be able to provide a service that is appropriate for your desired budget, but expect to pay more for a better quality or a more time-consuming methodology. Remember that spending a little bit extra in the short term is likely to bring about greater returns in the long term!

AME Marketing is delighted to introduce PhotoLatitude.com - a landmark business venture brought to you by the creative minds at The McAlpine Partnership and the talents of well established and emerging photographers. This affiliation brings artistry and technology to a common focus; working together to harness the power of the Internet; providing you with the opportunity to purchase stunning large format photography with a simple click, click, click.



A visit to the site will discover exclusive photography of some of the most marvellous scenery the British Isles has to offer: PhotoLatitude.com currently features over 100 images you can buy from five photographers, all displayed in six themed galleries:

Seascape - angry crashing waves sit side-by-side glorious sunsets over tranquil beaches, showcasing the conflicting moods of the seas, all colliding together in a frenzy of unforgettable imagery.

Landscape - capturing the unspoilt in all its glory, from rolling hills and fresh fields to tranquil lakes and roaring waterfalls, resulting in images that are both striking and inspiring.

Architectural - contrasting images of breathtaking architecture old and new, from the masterpiece that is Culzean castle to the modern but equally grand spectacle that is Canary Wharf.

Nature - quite simply, every image encapsulating a place... a moment... a mood...

Townscape - reaffirming the beauty that can be found even in the hearts of our busiest towns and cities, from the hustle and bustle of the street to the unearthly splendour of the night sky.

Abstract - bringing you unusual photographs that ask more questions than they answer. Images that command equal amounts of attention and reflection.

"Our target markets include consumers who fall into one of two broad categories," said Managing Partner Gary McAlpine, "there is those wishing to purchase high quality images for their home and also the corporate customer, looking for exceptional photography to enhance office reception areas, board rooms, hospital corridors and waiting areas. We use Kodak professional paper which has been proven to last for over 100 years without fading, so business and personal buyers can be sure of a professional image that lasts for more than a lifetime."

As well as being a fully functional web site with E-commerce capabilities, PhotoLatitude.com is also designed to be a virtual showcase of the British Isles, positively promoting Scotland and the rest of the UK to the world. The intention is that these images will inspire people the world over to come and experience for themselves the culture and countryside captured in the pictures. So visit PhotoLatitude.com to marvel at some of Britain's most breathtaking scenery and ponder what better way there is to capture a memorable vision than a beautiful, large format photograph to transform your home or office walls.

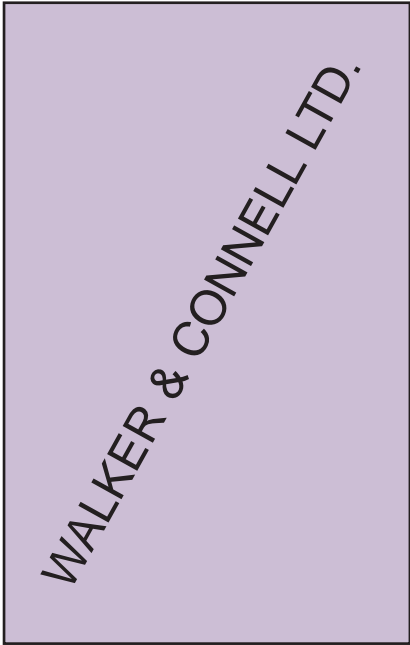
Fraser Cowden - MARKETING ASSISTANT



PhotoLatitude.com are offering On Target readers 20% discount on all prints ordered during October and November 2003.

Simply email code reference ONT/AME to ontarget@photolatitude.com
 If paying by cheque we will issue a discounted pro-forma invoice.
 If paying by credit/charge card please contact us. Tel. 01292 318028

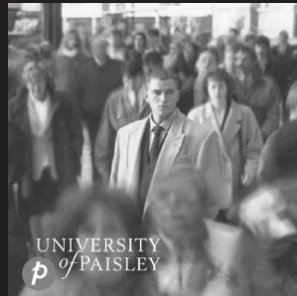
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Self-Development -	12th-15th January, 2004
Diagnosis -	1st-4th March, 2004
Design -	26th-28th April, 2004
Delivery -	14th-17th June, 2004
Evaluation -	6th-9th September, 2004
Project Presentation -	1 day to be arranged



McDERMOTT
— TRAINING —

McDermott Training has been training trainers for nearly a quarter of a century. As well as the above, short in-house train-the-trainer courses are available – and trainer SVQs. Call McDermott Training's Lorna Meiklejohn on 0870 77 031 77 or email info@mcdermott.co.uk (Grants may be available).

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AME Marketing provide advice, planning, implementation, monitoring and evaluation in:
Market Research, Advertising & Promotion, Marketing Plans, Direct Marketing, Event Management and Marketing Training.
ISO9001, Investors In People, Members of Chartered Institute of Marketing & Market Research Society.

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