

August 2010

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Hi

Welcome to the latest edition of the Jena Dyco eNewsletter.

How do you go about marketing to your customers? It's one of the most important questions in business and one that should always remain at the forefront of your mind. In this edition we look at the best ways to effectively market to your customer database and how to establish an effective marketing plan. An effective marketing plan could do wonders in saving you a lot of time, money and effort and help to boost your revenue and customer referrals.

We recently held our Meth Lab Cleanup 2010 Conference, Understanding the Risks Associated with Clan Labs in Melbourne and it was a great success. In attendance were over 100 delegates from the restoration, air quality, insurance, property and local government industries. We are looking forward to holding our Meth Lab Cleanup 2011 Conference in July next year on the Gold Coast.

We look forward to hearing from you again soon.

Jenny Boymal
Director
Jena Dyco International

UPCOMING COURSES

Check out our upcoming courses in your area, [click here](#).

WHAT WE'RE READING RIGHT NOW

[10 must-haves for your marketing plan.](#)

MISSED THE METH LAB CLEANUP CONFERENCE?

[Watch the conference highlights!](#)



WHAT'S IN A MARKETING PLAN?



A carpet cleaner doesn't offer the same services as a beautician, a solicitor or a butcher. This means that their customers will not always respond to the same type of marketing. It's important to find the right method of marketing for your business that will speak to your customers in the most effective way. Remember, you're not marketing for the sake of marketing; you're marketing for the sake of your customer's interests.

It is important that all business establish and follow a marketing plan to best monitor and track how they can achieve increased revenue and customer referrals.

PLAN, PLAN AND PLAN AGAIN

- 1. Set your time period**
This may be three months, six months or a year or longer. Just make sure you have a definite time boundary in which to work your marketing plan.
- 2. Set your goals**
List exactly what you would like to achieve in the time period you defined in step one. Your goals should include things like increased revenue, database growth and increased number of referrals. But remember to be specific with your goals – it will be very difficult to achieve vague objections.
- 3. Set your processes**
Once you have established your goals, establish how you will go about achieving them. List your processes in detail, including the cost, time and manpower it will take to achieve them all. The best way to ensure that you achieve your goals is to detail exactly the process you will follow to make it happen.
- 4. Set your plan in action**
It's all well and good to have the plan written down on a piece of paper, but it's a completely different thing to go about putting it into action. Make sure to take that first step and refer back to your plan on a regular basis to ensure that you're on the right track to achieving the goals you have set yourself.

DEFINE YOUR CUSTOMER BASE

Are your customers home owners? Are they businesses? Are they schools? It is pointless to cling to one method of marketing when it is not effectively spreading your message to the customers you want to attract.

For example, an individual home owner is much more likely to be responsive to Facebook interaction than a company such as a school or a hospital. This means if the majority of your customers are individual home owners, it may be worth investing more time and money in your Facebook campaign.

Spend time each month categorising your database into different types of clients. This will help you to know how to market to each different segment of your database and could save you a lot of time, money and effort.

TRY SOMETHING NEW

A change is as good as a holiday, or so they say, and sometimes it's good to remember this old saying when thinking about our marketing plan.

Don't let yourself get complacent in the idea that your ad that has been running each Wednesday in the local paper is working wonders for your business. If you've never used any different methods of marketing, how do you know if this strategy is working?

Mix up your methods and record the results to see which one works the best. Run a newspaper advertising campaign for two months, then run a campaign on your local radio for six weeks, then try a mail box drop. It's best if you have one method of getting your brand name out there at a time so you can accurately measure how successful each method is. And don't forget to always ask new customers how they heard about you.

GET ONLINE, GET INTERACTIVE



Don't think Social Media is important? Click here to see how far reaching social media's impact is

The world we live in today is a digital one. Think about it – where as ten, maybe even five, years ago we would have posted you this newsletter in print format, today you are reading it off your computer screen. Like it or not, the majority of your customer base is online and if you don't keep up, you're going to be left behind.

With the internet playing such an important part of our lives, establishing an online presence for your business is easy. For some, this could be as simple as creating a Facebook fanpage or Twitter account for the business and linking in with your customers on social media. Social media is a great way to get feedback from your customer base and increase referrals. More advanced online interactions may include developing your

website and using Google Adwords.

CUSTOMER PROFILE

Nathan Harding **Sovereign Carpet** **Cleaning & Restoration** **Services**

Nathan Harding is the owner of Moe based Sovereign Carpet Cleaning & Restoration Services. Sovereign provides a wide range of services, including carpet and upholstery cleaning, tile & grout cleaning & sealing, flood and fire restoration, carpet repairs, vinyl floor maintenance and clandestine drug lab decontamination.



Nathan (right) with Jenny Boymal and Green Clean and Restoration's Hayden Manson at the Jena Dyco Meth Lab Cleanup 2010 Conference.

When it comes to developing a marketing plan to suit the needs of your customers, Nathan says that the most important thing to do is find out what your customers want.

"We look at what influences our customer's choice and we ask people what they think matters to them."

"We know that out of our domestic customers who own their own house, 90 per cent of the time it is a woman who makes the decision to get the carpet cleaned, which tells me we should market to women. And if you think that's difficult to research, just ask your wife!"

Nathan entered the industry in 2008 when he purchased Sovereign Carpet Cleaning & Restoration and has since developed the business into one of Gippsland's leading IICRC certified cleaning and restoration firms.

Nathan knew that training would be involved as soon as he made the decision to purchase the business. After researching different training programs Nathan decided that his best option was to go with Jena Dyco for his training needs.

Nathan has since completed his Certificate III in Asset Maintenance Carpet cleaning and recently completed the Remediation of Clandestine Lab Residues course with Jena Dyco. He is looking forward to attending the Fire and Smoke Damage Restoration course later this month and hopes to complete much more training in the future, including the Certificate IV in Asset Maintenance – Cleaning Management.

Nathan is now reaping the benefits from the investment he put into training himself and his staff.

"I've gained so much from training, meeting other trainees, technicians and owners, learning that everything we clean has processes and reasons for doing so."

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