



client
acquisition
retention
engagement

*marketing strategies, systems and
resources for long term business success*



"The difference between a client and a friend of your business is your ability to create a personal bond and communication strategy to strengthen and secure that relationship" - Deena Janes

welcome

When you join your **client** matters our marketing team will work closely with you to identify where your business can best benefit from our services. We will guide you through the solutions that will not only make sense for your business but improve your marketing outcomes and return on investment. We will help you to implement marketing systems and a client communication strategy that will endure the changes of your industry, the economy, your client demographics, government incentives, changes and new directions.

Our biggest role is to ensure that **together** we are accountable for **your marketing results**.

We make this experience an exciting one for you by professionally managing your marketing activities to reduce your time and worry throughout the marketing process.

When you understand our marketing philosophy, our research process and knowledge of your client base, we are sure you will have the confidence to select us as your outsourced marketing team.

Because, after all.....**your client matters**.

Deena Janes

managing director of your **client** matters



our marketing philosophy

We believe that a single marketing approach is no longer an effective and long term strategy for any business wanting to retain and continue business growth. Our research and results show that a planned, multi-layered communication strategy is the best form of marketing to, and engaging with, your clients for long term business success.

your**client**matters' marketing strategies, resources and programs are designed to assist with client acquisition, retention and most importantly client engagement.

acquisition

[ak-wuh-zish-uhn]
noun

1. the act of acquiring or gaining possession.

All businesses need to generate new leads for long term sustainability.

your**client**matters' marketing program includes a range of professional lead generation strategies and resources to ensure those leads become long term clients of your business and excellent referrers.

retention

[ri-ten-shuhn]
noun

1. the continued possession, use, or control of something.

You work hard to obtain new clients. With the right communication plan and marketing strategies we help you turn your once off transactions into clients for life.

Your communication program will ensure you are their preferred specialist when they need to do business again.

engagement

[en-geyj-muhnt]
noun

1. to occupy the attention or efforts of.

Education is the key to your marketing program and your successful engagement strategy.

All resources are created with real engagement strategies for client initiated contact.

multi-layered/ trigger point marketing

As time passes our lives change and evolve. We experience different events. These events can trigger different opportunities.

your**client**matters' marketing program is designed to target these events to trigger a response through timely delivered marketing that will generate enquiries from new and existing clients.

Your clients are unique. They will respond and engage in different ways. Your multi-layered program will encompass different mediums allowing you to communicate with your clients via their preferred method of communication whether it be print, electronic, internet/website, sms or social media.

We find this combined strategy delivers excellent results.





how we grow your business

When you partner with your **client**matters' marketing team you have a fully serviced marketing provider with years of experience in helping business owners grow and retain their customer base and improve their profitability.

As we believe that no one form of communication and single marketing approach is an effective and long term strategy for business, we provide a range of products and services to ensure your marketing success. We take your investment with us seriously and only suggest tools and resources we believe will improve your business results.

Our range of products and services is of the highest quality and delivered for you in the most cost effective way.

magazine

Stay in touch with your clients and prospects by using this educational and professional resource.

- print magazine
- electronic magazine

marketing campaigns

Marketing strategies to assist in the growth of your business.

- monthly marketing campaigns
- industry announcements
- competitions
- local area marketing

websites & social media

Increase your company's profile and provide informative content to generate enquiries.

- custom designed websites
- content
- business tools
- downloadable pdf's

education & coaching

Education and training allows the optimal use of your marketing program.

- workshops
- webinars
- marketing coaching

corporate branding

Present a professional image always.

- company logos
- company stationery
- e-stationery
- corporate brochures
- information booklets and factsheets

resource library

An endless supply of marketing collateral designed specifically for your industry to assist in generating ideas to promote your business.

- article library
- educational videos
- faqs
- how do I... ?

our commitment to you

We understand this may not be your first investment in marketing, however it is our goal to ensure we become an essential ingredient to your business success.

Planning your future marketing strategies and other marketing requirements starts with your very first consultation with us.

We invest in you with a regular call cycle to ensure you are maximising your marketing program and your investment with us. We check that your database is growing through our database monitoring program and review your magazine and campaign results through our tracking technology. We monitor how your competition is increasing your pipeline through your competition entries. We also offer workshops and webinars to improve your understanding and interaction of our products and services, marketing and business systems.

We always offer our best marketing suggestions and strategies for your business. We offer value for money with all our marketing products and services and act with integrity and professionalism at all times.

As your database increases, the amount of time you have to spend with each client decreases. By using our marketing program wisely and planning for the future we can ensure that your client interactions are professional, educational and profitable.

your ycm marketing team

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