



Cariss Printing

# The **PRINT**Shop

Profitable Printing Solutions For Your Business

**July 2019 News**



*Lest We Forget*



## **COVER FEATURE: BIG GAME NEEDS A BIG BANNER**

*Our Client* : Essendon Football Club

*Artwork* : Supplied in reduced format

*Print* : 15meters long x 6 meters high (4 panels x 1.5)

*Finishing* : Put together by the E.F.C. cheer squad for the big day

### **IN THIS ISSUE**

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- Our cover
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# Footy Fanatics

Winter in the Cariss family means Football. Cold, wet, getting dirty grass roots footy.

Asha is playing in the under 11 girls. Blair is the runner. Simone co-ordinates the youth girls program which has grown to 5 teams now and is on the junior football club committee.

Baxter has started Auskick and he's loving that he finally gets off the bench.

And then we are still die-hard Bombers fans and get along to most games in Melbourne.

What's your favourite thing about winter? Must admit often it is the hot shower when you get home that is the best thing some days!!



## OUR COVER

The ANZAC day game is often considered the biggest match of the AFL season outside of the finals and it is great to be a part of the big day.

The co-ordinated effort of the Essendon football club, cheer squad and Cariss Printing made a fantastic scene before the teams ran out.

Here are few footy facts about ANZAC day football you may want to know.

First meeting: 25 April 1995

Meetings total: 25

Next meeting: 25 April 2020

Largest victory: Collingwood – 73 points (25 April 2008)

Latest meeting: 25 April 2019;

Collingwood 10.13 (73) def.

Essendon 10.9 (69)





# SUCCESSFUL MARKETING FOR SERVICE BASED BUSINESSES.

When you run a service based business even the quickest scan of the marketing advice boils down to a handful of key goals. Stay in touch with your customers, network and generate referrals. While these goals are important in product based businesses as well, for a service based business they are your life blood.

Most service businesses rely on repeat purchases from their customers. Their customers often know others who need your service as well which makes referrals important and finally, networking is a great way to help expand your referral base and find customers that you would never have found otherwise.

So much of the marketing advice is this day and age is about being online. By only following this advice many business owners end up leaving money on the table by neglecting their offline marketing too.

Here's how a service based business might consider expanding offline.

## STAY IN TOUCH WITH YOUR CUSTOMERS.

The best "stay in touch" marketing tool you can get is a printed newsletter. It shows up every month and says G'day for the

fraction of the cost of a phone call from a sales rep. You can use a newsletter to build your client relationships for you and showcase cool and interesting work you've done. A newsletter can explain how your other services can help your clients, acknowledge good client behaviour like purchasing and referrals.

Nobody we know has come close to matching the results we've gotten with a printed newsletter by doing an e-zine. Don't cut corners on this.

## NETWORKING.

Most people don't network online, do they? They get in the car and they drive to a networking meeting and they press the flesh. What does everyone ask at networking meetings? "Do you have a business card?"


Make sure you invest the money in getting a really high quality business card design. Have your printer do a good job. When you have cheap business cards you are judged as a cheap operator. 'If they cut corners here, where else will they cut corners?'

Saving a few bucks on business cards might end up costing you a LOT of money in sales you missed out on.

## GENERATING REFERRALS.

Let's say it. Nothing beats a referral because it seems like you are getting new business for free. Referrals are generated when a customer of yours is talking to someone who needs your service and they think they should mention you.


You can stimulate referrals by staying in touch with your customers and giving them a good reason to refer. Better if you have a referral program flyer or postcard printed up and you give it to customers and prospects.

Service based business can really leverage offline and printed marketing to boost their results. Any business owner should be able to leverage this advice for their business too 

**If you need help or even a quote with any upcoming printing projects, then call on 1300 85 77 85 or drop me line at [blair@carissprinting.com.au](mailto:blair@carissprinting.com.au) and we can organise a quote based on your specific project.**

# WINTER REFERRAL PROGRAM

For the rest of winter we are mixing up our referral program a bit!

EVERY referral that turns into a job, earns the referrer an awesome Entertainment Book that can save you a truck load of money on dining, accommodation and entertainment. We've purchased one for the past 5 or more years and it's totally excellent 

## WHO ARE YOU GOING TO REFER?



Here is what Michelle from The Good Guys had to say:

"Started using Blair and the Cariss Printing team mid 2018 and have been very happy. Communication and turnaround times are excellent. Printing quality is great. Highly recommend!"

★★★★★

## RAVING GOOGLE REVIEWS

### Thank-you, thank-you!

We have some google reviews now and you've all been so totally generous with your 5 star ratings.

If you haven't given us 5 stars yet (wink, wink), please google Cariss Printing and leave us a review.



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