



# Cariss Printing The**PRINT**Shop

Profitable Printing Solutions For Your Business

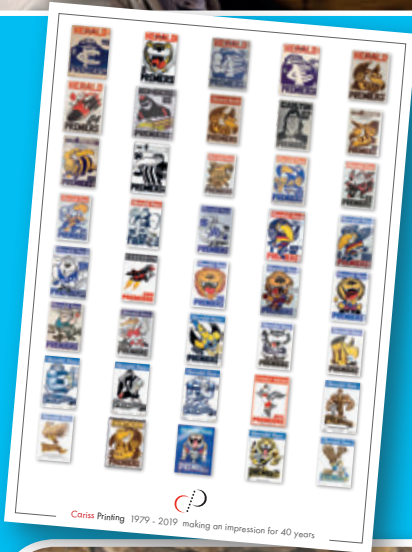
**June 2019 News**



## IN THIS ISSUE

- This humble newsletter just turned 7 after Cariss Printing turned 40
- How to achieve your goals
- Lessons from the big end of town that we can use in our marketing
- A penny for your thoughts

# 1979 to 2019



40 years in business, 7 years of newsletters. Happy Birthday to us, again.

We celebrated 40 years during May with the Cariss Printing team.

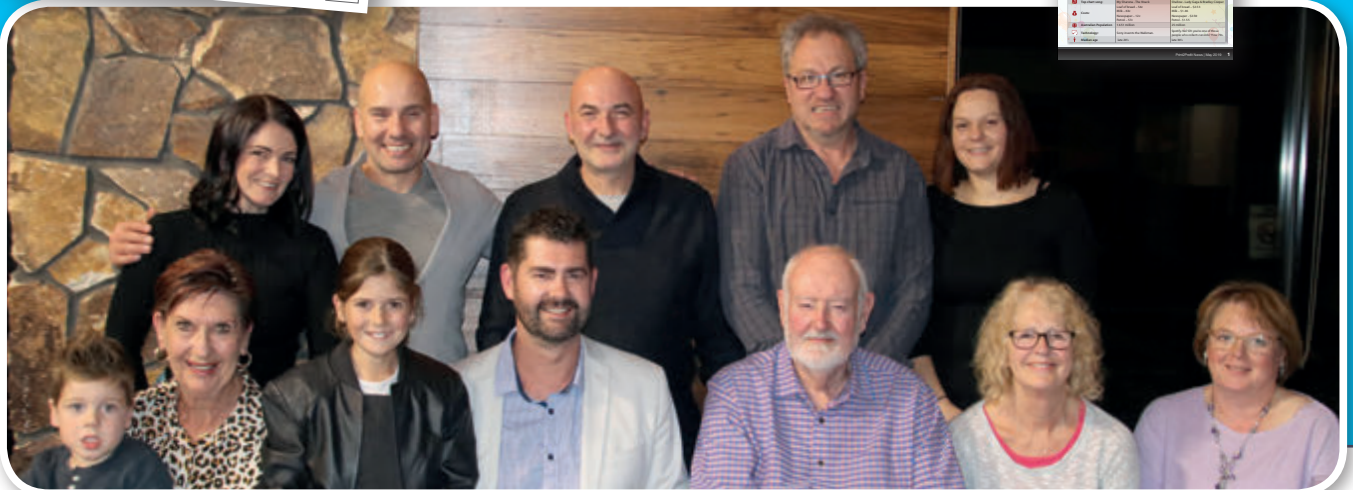
Thanks to Mike for the fabulous 40 years of AFL premierships posters, representing each of our 40 years in business.

Thanks to Zac from Newsletter Marketing Systems for his gentle nudging each month to ensure this gets out on time and into your letterbox. For 7 years straight.

That's a lot of newsletters!

"But Print2Profit has had its last print run and it's time for a revamp. Introducing, DRUMROLL... The PRINT Shop. New name, new format and new monthly product features. What do you think? Would love to get your feedback. Email: [simone@carissprinting.com.au](mailto:simone@carissprinting.com.au) ENJOY!" 

## 7 Years of Print2Profit News



## CAN I ASK A FAVOUR?


I have a small favour to ask if you have 2 minutes to spare?

We are working on building up our online presence and an area we are lacking in is that we have no google reviews. None. Perhaps it is because we have never asked?

We publish some of the glowing feedback we get in this newsletter, but it hasn't translated to google reviews and apparently they are important! We hope you might get on and give us a bit of love (if we deserve it of course!).

You need to have a google account, then google Cariss Printing and click on reviews or enter this link:

**[http:// bit.ly/CarissprintingReview](http://bit.ly/CarissprintingReview)** and write a (hopefully 5 star) review. It doesn't have to be long, but a brief comment about how you find working with us. We would really appreciate it.

If there's anything you think we can do better please don't hesitate to give us that feedback too 

# LET'S TAKE A LOOK AT THE 'BIG BOYS' MARKETING AND HOW WE CAN ADAPT THAT FOR YOUR BUSINESS

There are some very telling marketing lessons out there if you take what is working for the most successful companies in any market and adapting their strategies to work for you. There is also value in looking at what the largest business in Australia or even the world are doing to promote their brand.

The obvious thing that the major players do, is they use TV. While you may not be able to afford metro free-to-air TV advertising, you may be able to get on to either regional TV networks or Pay TV which is more affordable and reach a segment of your market.

There is always online video and YouTube ads which are a fraction of the costs any TV advertising but allow you to do the same advertising.

## **eCommerce Companies Do Offline Marketing Too.**

Despite their tireless work to have us believe that people magically show up and give them money from nowhere, both Google and Amazon have worked tirelessly offline to help their businesses succeed.

Google has relentlessly promoted Adwords and its allied offerings to new customers using trade shows and direct mail, amongst other things. Amazon has used its fair share of direct mail and TV advertising promoting its services to new and existing customers.

Many that claim to be purely ecommerce companies are actually working in the real world to drive their customers' online using offline marketing. Something you can easily adapt to your business.

## **Banks Work Their Own Customers Hard.**

There seem to be few who do database marketing better than the big banks. They work out which customers need to be sold which of their services and they call, they mail and they repeat until that customer buys.

It's relentless and exhausting. Even my credit card statements have offers for other products and services in them. This is something we could all adapt better to our own marketing – work out which of your existing clients needs more of our products and services and promote


those products and services to them and them only.

## **Take A Look In Your Letterbox.**

Woolies and Westfarmers' brands have catalogues that find their way into your mailbox each week or each month without fail. When did a week go by and you weren't fishing out a catalogue for groceries from your post box and possibly as a free standing insert in your community newspaper. I'll be honest, I like looking through the Aldi catalogue. I always want to know what weird thing I never knew I needed on sale in their centre isle this week.

Joke aside, have you ever put together a marketing program and executed with similar relentlessness?

Take your target market, and come hell or high water, get an offer in front of them every week or every month?

That idea could even be modified in the form of a printed newsletter, the way Cariss Printing have done all these years. It has been one of the secrets behind our success 

**We are here to help with all  
of your offline marketing, if  
you need flyers or brochures,  
signage, direct mail or more if  
you have an upcoming project  
then give me a call on**

**1300 85 77 85**

**or shoot me an email at  
[blair@carissprinting.com.au](mailto:blair@carissprinting.com.au)  
and we can organise a quote  
based on your specific project.**



# WELCOME ABOARD!

A big thank you to our new clients who all placed their first order with us last month

- Miden Medical
- Ampro Australia
- Bluey Technologies
- IBM Australia
- RDM - Resource Data Management
- Simon Fruzer - Courtney Media



Welcome to the Cariss Printing family, thank you to all our loyal customers who ordered from us last month as well.



## WISH I HAD SAID THAT!

A good decision is based on knowledge, and not on numbers.

—Plato

Even though your time on the job is temporary, if you do a good enough job, your work there will last forever.

—Idowu Koyenikan

Numbers constitute the only universal language.

—Nathanael West

Calm mind brings inner strength and self-confidence, so that's very important for good health.

—Dalai Lama

The job is not the work.

—Seth Godin

But the real secret to lifelong good health is actually the opposite: Let your body take care of you.

—Deepak Chopra

The fishermen know that the sea is dangerous and the storm terrible, but they have never found these dangers sufficient reason for remaining ashore.

—Vincent Van Gogh

Twenty years from now, you will be more disappointed by the things you didn't do than those you did. So throw off the bowlines. Sail away from safe harbor. Catch the wind in your sails. Explore. Dream. Discover.

—Mark Twain

If your experiment needs statistics, you ought to have done a better experiment.

—Ernest Rutherford

## WE LOVE FEEDBACK - ESPECIALLY WHEN IT'S LIKE THIS!

We recently got this note from a client.  
*"Fantastic!!!!!!"*



Thanks for your work over this campaign period, I'm only as good as my suppliers and I think they are pretty happy with the efforts!!! I really appreciate the support from Cariss, feel free to take the rest of the day off."

Corey Taylor  
Managing Director



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