



**Books are  
Marketing Tools!**  
by  
Lisa Messenger

**If you want to leapfrog competitors, stand out from the crowd, break through the clutter and increase brand awareness in the market place, having a published book will certainly result in greater visibility, enhanced credibility, greater reach and leverage!**

A book is the ultimate brand calling card! Almost every major business figure has written one (or is in the process), it opens doors, positions you or your company as the guru and gives you something tangible to leverage a media campaign off. Publicity leads to people buying books, attending your speaking gigs, signing up for your conferences and workshops and buying your products or services.

With a book you suddenly have a credible marketing tool which you can use as a premium, incentive or giveaway. As a Christmas, anniversary or holiday gift. To retain existing customers or acquire new ones.

The return on your publishing investment can be substantial from both a financial and branding perspective.

Books can be produced to suit almost any need at any price range in any style, colour or size and can be imprinted with just about any message on any page. Here are just some examples of creative and innovative ways you could use a book to achieve your objectives.

- Drive brand awareness and enhance credibility – distribute through traditional (bookshops) and more lucrative non traditional (corporate, charity, web, speciality stores, media partners, catalogues, schools, universities, conferences) distribution channels
- Create an additional source of revenue – pre-sell customized copies to underwrite costs and form distribution alliances – aim at corporate sponsors or individual contributors for compilation books
- Celebrate a milestone – giveaway to all employees and stakeholders to thank them for their contribution
- Fundraising / cause related marketing – support a charity by partnering with them for mutual benefit
- Incentivise purchase – target potential partners that are aligned with your subject matter to use as a premium with purchase
- Customer retention and acquisition – give away premium books to up-sell clients or acquire new ones
- Business gifts and rewards – reward customer loyalty eg automotive company - leave a book on the car seat after servicing their car.



- Dealer incentives – reward retailers and other dealers for displaying your wares prominently or for selling a significant amount. Whilst most dealer incentives are larger gifts such as trips, books can supplement other promotions
- Sales incentives – to encourage salespeople to better their previous sales. The greater the sales, the bigger the prize – a travel guide book could be offered to any salespeople meeting minimum goal. This could then be tied to a main prize of a trip to New York thus as the sales people read the book they would be inspired to work harder to win the trip.
- Employee incentives – reward employees for being innovative with a copy of my latest book, Cubicle Commando which empowers intrapreneurs (internal entrepreneurs) to work within the confines of a corporation
- Subscription premium – partner with a business magazine to incentivise subscriptions by giving away a business book with a 12 month subscription
- Coupon redemption – Get customers to collect 10 coupons and receive free book
- Educational and product bundling promotion – produce a kids book about chasing colds as a giveaway packaged with a cold care product

Behind the doors that mask the world of publishing there are so many exciting possibilities! In fact you can customise a book pretty much any way you want to. What's really exciting is that you can change the cover to ad company logos, you can custom part of the print run to include case studies, ads, imprint pages from the CEO and a whole range of other exciting benefits.

So, if you are wanting to produce a book for your company or as an individual, but don't know where to start, we have a number of services to steer you in the right direction. Our publishing model is unprecedented in Australia and is based on funding and distribution partners and is a result of our years not in the publishing industry but in the world of marketing, sponsorship and strategic alliances. This model enables corporates and individuals to produce books that can become a credible, lasting extension of your brand, an integral part of your existing marketing mix and an additional source of revenue.

## WANT MORE on LISA?

For further information on consultancy, workshops, mentoring programs and project management visit [www.messengermarketing.com.au](http://www.messengermarketing.com.au) or email [lisa@messengermarketing.com.au](mailto:lisa@messengermarketing.com.au) or call Lisa on 0412 01 4466.

# BRANDNEW

INSPIRATION • INNOVATION • IDEAS



Brooke Alexander

Lisa Messenger

Oksana Koriakova

## Welcome to another edition of BRANDNEW...

We hope you enjoyed our inaugural edition and have begun to implement some of our suggestions.

Understanding and developing your brand takes planning, creativity, passion and commitment. Building a brand takes time. But we are committed to delivering to you all the resources you need to become the leading brand in your market!



Brandnew was initiated as a resource for our clients and friends. We are continually asked "How do you establish a brand?"

In this edition we have outlined for you key strategies and products that you can implement

in your businesses to enhance your brand. Whether it be the compilation of a book with Lisa, creating a successful promotional campaign with Oksana or simply developing your brand strategy with Brooke.

Brandnew is for you. Learn from it, ask us questions and implement our ideas.

Brooke, Lisa and Oksana.



## Cubicle Commando by Lisa Messenger and Zern Liew. RRP \$29.95

Cubicle Commando is the latest book by Lisa. Cubicle Commando arms intrapreneurs (internal entrepreneurs) with remarkable thinking, tips and techniques to help you live and breath innovation within the confines of a corporation.

It ultimately serves the best interests of both the individual intrapreneur who wants more satisfaction and meaning from your work, and those companies who are serious about leapfrogging your competitors through continual innovation.

Inside are concrete concepts to help you creatively and effectively work within the existing structures, systems, resources and realities of a corporation covering attitude, people, teams, ideas, systems, rewards, impact and life. To purchase your copy visit [www.cubiclecommando.com.au](http://www.cubiclecommando.com.au)

**Did you know that promotional campaigns offer a unique opportunity to track your exact income and then compare, historically, the increased results?**

Impero are one of the leading promotional products companies in Australia. And our reknowned for their expertise in bringing your ideas to life. They can custom make ANY product with an 8 - 10 week turn around!



**The Brand IS  
the strategy**  
by  
Brooke Alexander.

**What does your brand strategy say about your business?**

In business around 95% of products and services in competing categories offer the same solutions. If you are CEO'ing a telecommunications services provider, you would strive to put up an advanced technological infrastructure with a promising future, cool end-user phones, other devices and accessories, a great service system, attractive added-value services, and competitive prices.

Well, this is precisely where your competitors put their efforts as well. The 5% (give or take) that you do differently constitutes your strategy.

Doing 'well' what you are supposed to be doing - is a prerequisite for competing. It is definitely not a strategy. Being better - comes with effort, yet it is not a strategy either, especially not in the long run. Categories tend to converge into an equitable level, more or less, of prices/costs, product quality and features, technological sophistication, and service quality.

**How, then, are you supposed to compete?** Strategy.

**So, what really is a strategy?** By definition, a strategy is the way by which you are planning to obtain your goals. In a competitive environment, your goal is that the consumer will prefer you to your competition. That is why the strategy is, in fact, the way by which you plan to achieve an advantage over your rivals - in the eyes of your consumers.

Competitive strategy is always a simultaneous answer to two questions. **The first one is: in which consumer group do you identify a potential for buying your product?** By 'group' I mean that they have in common some factor, enabling you to make them an offer, which will be more attractive to them than the options they already have, or at least a refreshingly new one. **The second question is: what could you offer them that would help you realize that potential?** The competitive strategy is a concept, which answers both questions at the same time.

By the way, a strategy is not a popularity contest. The goal is not to reach a consensus, nor is it to be OK by everyone. **Experience has taught me that the key is to make a specific group of consumers - even a small one - think that you are irreplaceable.** They will act as your success engine, even amongst consumers who are not as definite in their attitudes.

**What has all this to do with branding?** A brand is the consumer's anticipation for a unique and defined experience, or for a certain unique benefit obtainable solely through consuming/owning a specific product/service manufactured/offered by a specific company. Thus, the anticipation from a trip to Paris would be to experience a romantic vacation.

The anticipation from Ikea would be - 'state of the art design at a reasonable price'. It is fair to say that a brand is really a brand only when there exists - among its consumers - such anticipation.

This consumer anticipation is evoked and upheld by the marketer's consistent execution of a business concept providing the consumer with a unique benefit or with a unique/novel way to deliver a benefit.

**This concept IS the brand strategy, its promise and its commitment to its target consumers.**

The concept itself is differentiation - this is the 5% that executives do differently in order to gain an advantage.



This is why the brand IS the strategy.

Or more accurately - the brand strategy is the translation of the competitive strategy - into a language of promises made to the consumer.

This new and strategic role of branding has remolded the concept of branding. Today, brand building no longer constitutes a mere manipulation of the consumer's perceptions and desires, but it is a creation of a system that on the one-hand makes promises and arouses anticipations, while on the other-hand it delivers and realizes the promises that it makes.

If you need assistance developing your brand strategy please consider Brand Therapy.

Brand Therapy is a unique three-step process that diagnoses your current brand structure, prescribes a unique brand formula and implements a revitalized strategy across all communication touch-points.

Brand Therapy provides the intelligence to link your brand with business strategy, the insight to connect with your customers at every opportunity and the platform to deliver your brand promise over time.

**WANT MORE on BROOKE?**

For further information on brand therapy™, workshops, mentoring programs and brand management visit [www.brandtherapy.com.au](http://www.brandtherapy.com.au) or email [brooke@kre8.com.au](mailto:brooke@kre8.com.au) or call Brooke on 0414 546 215.



**How to create a successful promotional campaign with Oksana Koriakova.**

**Planning your program**

When planning your promotion you should;

**1. Determine your objective.**

Spell out what you want to achieve. Is it to rejuvenate sluggish sales? To maintain market share during a competitive product introduction? To reach a new group of consumers? The more specific your objective, the more measurable they will be.

**2. Review your history.**

What promotional products has your company done? What has worked, what didn't and why? What kind of results can you expect? What can you find out about programs your competitors have had?

**3. Determine your budget.**

Your expenditure should be tied to anticipated, incremental sales. Many of our clients set aside a certain percentage of overall sales for promotional spending. On average, the yearly promotional product spend by most companies is up to 30 percent.

**4. Communicate with your promotional product supplier.**

The Impero team work with clients to guide through product selection, logo application, manufacture, source or fulfillment. We are your one-stop shop. Remember, your core business not to manufacture, source or fulfil these products. Save time and money by leasing with our team who can guide you through all process from help with creativity to logistically organize fulfillment.

**5. Identify promotional products that reinforce use of your brand.**

One that appeals to your target audience and has a high perceived value (relative to the cost of your product). Will these products be custom designed or off-the shell? Brand name or generic? Logistically fulfilled internally or outsourced.

**6. Have a game plan.**

Plan your start and finish dates and determine who will be responsible for each step of the program. Every effective

campaign has a specific product for a specific period of time to maintain continued consumer interest.

**7. Determine how you will measure results.**

Make sure you can track those results. Promotional campaign's offer a unique opportunity to track your exact income and then compare, historically, the increased results.

**8. Engage the support of everyone responsible.**

Your program's success will be ensured if you communicate expectations regularly with all parties (employees, managers, promotional product company and customers) Written communication, updated e-news or memos are the most effective. Build a team that shares the same goal and verify how the program will be supported through your sales and/or dealer incentive programs.

**9. Evaluate the results.**

Be objective about the results of your program and how it worked. Keep a record of your results and observations for use in planning other programs.

**Measuring your results**

Increased sales will be the measure of your promotion's success, but other factors should include:

- Increased customer goodwill
- Retail and employee excitement about your product and offer
- Generation of repeat store visit or purchases, and
- Faster sell-through.

**Frequently Asked Questions and Tips!**

1. Impero's turn around time is 7-10 working days
2. You will receive a digital proof before production
3. We deliver Australia wide
4. We offer on line merchant program
5. Impero can warehouse your stock
6. All files are required in EPS format
7. We can custom make ANY product 8-10 weeks turnaround!

**WANT MORE on OKSANA?**

For further information on promotional products call Impero on 02 9337 5051 or visit [www.impero.com.au](http://www.impero.com.au)

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