

COMMUNICATIONS SOLUTIONS FOR THE REAL WORLD

Innovations

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SMART RETAILING

HOW PRICELINE SPREADS THE WORD

B2B MARKETING
AN ESSENTIAL BUSINESS TOOL

LOCAL CONTACT
TELSTRA'S REGIONAL SOLUTION


salmat



WELCOME...

Welcome to this issue of *Innovations* magazine.

In this issue, we look at how health and beauty retailer Priceline recruited Salmat to refine its catalogue letterbox distribution program, which reaches 3.2 million households every fortnight. Priceline and Salmat have developed a multimedia approach to marketing by establishing a catalogue presence on Lasoo, Salmat's aggregated retail website, and developing an iPhone app to further meet the needs of Priceline's customers. The iPhone app enables customers to download a Priceline catalogue, or articles or offers of particular interest to them, no matter where they are.

In our second case study we look at how Telstra Country Wide is reaching very specific, targeted audiences in rural and regional Australia using an interactive web application designed to produce localised marketing materials. The solution has streamlined the production of marketing materials and helped reduce marketing costs. More importantly, this solution exhibits the potential to serve a wide range of industries and operations.

From business to consumer marketing (B2C), our special feature examines the new approach to business-to-business marketing (B2B), which once tended to consist of company brochures and occasional appearances at tradeshow, and now is being recognised as a powerful business tool.

Experts in B2B marketing agree that organisations are now acknowledging B2B marketing as an important activity in its own right – rather than simply regarding it as an add-on to B2C marketing. It is not surprising, given that today a business brand is everything and promoting that brand not only to customers but also to partners and suppliers is essential.

Grant Harrod,
Chief Executive Officer

Electronic noses

Is the smell of almonds closer to that of roses or bananas? Weizmann Institute scientists have now answered that question (roses) by showing for the first time that smells can be mapped and the relative distance between various odours determined. Scientists have trained a machine to predict the pleasantness of an odour and it shows that we all perceive smells in the same way.

“Odours are not only in the eye of the beholder, we think there is a common basis to perception of smell to all humans – this is why all people do not like the smell of decay

but love the smell of lilies – this common thing is the molecular structure,” said



neurobiologist

Rafi Haddad

from the

Wiezmman

Institute.

Source: www.cosmosmagazine.com

Lasoo is iPad ready

Salmat's consumer retail website Lasoo.com.au has launched its own retail application for the Apple iPad.

The Lasoo iPad app is designed to enable Australian users to search across hundreds of retail catalogues, products, retailers and brands from thousands of outlets.

“The Lasoo.com.au iPad app will make the device even more invaluable for the market savvy shoppers and the retail marketing community,” according to the head of Lasoo.com.au, Paul Marshall.

Marshall says the application will best suit the larger, multi-category retailers who already use catalogues extensively.

“The key for retailers is whatever device or channel the user chooses to start their shopping research in, their message has to be in that channel,” said Marshall.

“If consumers are on their mobile phone, or iPad, and they want to start browsing products, if a retailer is not there they simply won't be part of that decision.”

The Lasoo app also uses a store locator using of iPad's GPS, also giving consumers retail store contact details and opening hours.



Source: www.current.com.au



Pedestrians: Dumber than ducks

Why don't pedestrians just walk on the left and make life easy for everyone?

A study of pedestrian behaviour in a busy high street has shown that shoppers are inefficient. Unlike more competent species such as ducks and geese, which form streamlined groups to increase their velocity, humans trundle along in a way that cuts their average speed between stores by about a fifth.

We fall into U or V-shaped formations so we can chat with our companions, but this slows both our progress and that of people coming the other way. We are more concerned with chattering than arriving at our destination, according to a Franco-Swiss study.

The findings imply the need for wider pavements and sophisticated urban planning to enable us to keep moving in crowded shopping streets.. Source: www.timesonline.co.uk



Thinking head

Researchers at the MARCS Auditory Laboratory at the University of Western Sydney are developing a computer 'Mr Head'.

"The idea is to try to create a somewhat intelligent agent. In other words if you were to ask a question it would be able to give you an answer," explained one of the thinking head's creators, Stelarc, a visiting fellow at the laboratory.

"If it doesn't know the answer, it has a conversational strategy to respond by asking you a question back or even changing the subject." Source: www.smh.com.au

Source: www.smh.com.au

Online handshake

Hong Kong scientists have developed a robotic hand that allows friends and family to hold hands with their loved ones over the internet. Yes, really.

The cyber-hand plugs into a computer and communicates with an electronic wristband to allow people talking over the internet to experience the sensation of touch.

The hand can grip and shake as well as give the signs for 'OK' and 'V' for victory. It also picks up the strength of the hand movement and is capable of giving a weak or a firm handshake.

"At this moment the function is not perfect and it can't copy exactly, partly because the robot hand is different from the human hand in terms of the degree of freedom of movement it has," says Professor Liu Yunhui, pictured below, who led Chinese University of Hong Kong researchers. Source: <http://sify.com/news>

Source: <http://sify.com/news>



TOUGH T-SHIRTS

A simple cotton T-shirt may one day be converted into tougher, more comfortable body armour for soldiers or police officers.

Researchers at the University of South Carolina, collaborating with others from China and Switzerland, drastically increased the toughness of a T-shirt by combining the carbon in the shirt's cotton with boron – the third hardest material on earth. The result is a lightweight shirt reinforced with boron carbide, the same material used to protect tanks.

"It could even be used to produce lightweight, fuel-efficient cars and aircrafts," Xiaodong Li, from the University of Southern Carolina, wrote

in the *Journal of Advanced Materials*.

The plain white T-shirts are dipped into a boron solution, and then heated in an oven at more than 1000°C, which changes the cotton fibres into carbon fibres.

The carbon fibres react with the boron solution and produce boron carbide – the same material used to make bulletproof plates in armoured vests.

The resulting material was stiffer than the original cotton tee, but still flexible enough to be worn. The T-shirts could also block ultraviolet rays, and life-threatening neutrons emitted from decaying radioactive material. Source: www.heraldsun.com.au

Source: www.heraldsun.com.au

Printing human tissue

New technology could make it possible for doctors to use specialised 3D printers to fabricate new human tissue based on a patient's own cells.

Known as commercial bioprinting, and still in clinical trials, the technology from San Diego start-up Organovo starts with cells from adipose tissue – essentially body fat – or bone marrow, and is intended to use those cells as the basis for making new tissue.

The benefit for humans is still years away, says Organovo CEO Keith Murphy. And if the company's technology hits the market, it will have limited application:

most likely, the technology could be used at first mainly for crafting very small areas of tissue or new blood vessels.

It may allow doctors eventually to have the ability to intervene in cases where, for example, a patient has a blocked or damaged blood vessel, and potentially prevent what might otherwise result in a forced amputation.

Similarly, someone with damaged nerves could have a gap in a nerve bridged using regenerated cells printed by Organovo's machine. However, be warned, that new liver is still a long way off. Source: <http://news.cnet.com>

Source: <http://news.cnet.com>

PRICELINE BROADENS ITS MARKETING APPROACH

Priceline's focus on using an effective mix of marketing channels to engage with customers is bringing dividends for the health and beauty retailer.

Since Priceline first opened for business at Highpoint, Victoria in 1982, the organisation has enjoyed incredible growth. Priceline has a presence in every State and Territory, with its format of mid-priced cosmetics, skincare, hair care, health, wellbeing and pharmacy products finding favour, particularly with a core female target group.

Staying in touch with customers, and ensuring stores meet the changing needs of those customers, is an important element of

Priceline's continued success.

In line with this focus, in 2009 the network decided to refine the letterbox distribution system that sees the Priceline catalogue reaching up to 3.2 million homes across the country every fortnight.

The company commissioned Salmat to enhance its letterbox distribution program. In the past 12 months Priceline has also boosted its marketing activities and customer engagement by establishing a catalogue presence on Lasoo – an

SALMAT PERSPECTIVE

Winning Priceline's business has been a rewarding highlight for Salmat, largely due to the diligence shown by Aron Mercer and Ian Jones, according to John Georgiou, Business Manager Victoria and Tasmania.

"We're glad we've got the opportunity to work with Priceline and I think our accountability tools and distribution models, and our effective service offering, got us there," says Georgiou.

"We began with the letterbox distribution component, which has gone very smoothly and that lead to the other solutions we have now organised for Priceline, such as the letterbox targeting and the Priceline iPhone application.

"We understand the nuts and bolts of how they work with their national campaigns and their local area marketing, and we have built a very proactive

relationship that allows us to work with them and to introduce new products to help the Priceline business."

Silvia Godsmark, Business Development Manager, says the relationship with Priceline has been a rewarding one for Salmat and Priceline.

"It's been an extremely smooth project. They are an innovative retailer and want to stay ahead of the market. The solutions Salmat has presented Priceline with have made life easier and made their investment work harder, and has made Priceline's technology more effective.

"Priceline understands the importance of engaging with customers in a format they want to be engaged in, creating a larger market and in creating strong brand recognition. We see a very positive working relationship continuing," she says.



Karen Stach, Account Manager Targeted Media Solutions Salmat with Amanda Connors, Marketing Director Priceline and John Georgiou, Salmat Business Manager Victoria and Tasmania.

aggregated retail website. This has helped the health and beauty chain reach an additional market, says Amanda Connors, Marketing Director Priceline.

“The services we were looking for initially were really around catalogue distribution. However, what appealed to me about Salmat was their innovation and use of multimedia with that catalogue distribution – particularly Lasoo,” says Connors.

“As predominantly a franchise business and it was really important to us that our key business partners were given the best service possible when it came to getting the catalogues into their own customers’ hands.”

Priceline adopted Salmat’s Dynamic Catalogue technology to upgrade the user-friendliness of the Priceline catalogue available on the Health and Beauty chain’s own website, allowing customers to easily search and use the catalogue. The technology also allows Priceline to obtain accurate and current metrics, for example, what products people are interacting with.

In addition, letterbox distribution has been reviewed and made more effective with Marketfind technology that uses Priceline’s 3.2 million-strong customer Clubcard database to better target catalogue distribution. Marketfind looks at information such as where a specific store’s highest concentration of customers comes from.

“This has enabled us to pick up new growth areas and hot spots we may not have considered,” explains Connors.

“The segmentation tool has allowed us to be a lot smarter with our distribution. We

have worked with Salmat to ensure we are highly targeted and relevant.”

The multimedia approach to marketing Priceline and its products has been developed to resonate with customers, adds Connors.

“We know through research that our customers use multimedia when shopping for health and beauty. They use catalogues, magazines and the internet,” she says.

“The digital space is becoming more relevant to our female customers who use the web to find bargains and information about health.”

Earlier this year, Priceline also unveiled an iPhone application – a free application downloadable from iTunes and created by Salmat.

“We know customers are time poor and have very busy lives and we also know that Australians adopt new technology quickly,” says Connors.

“The benefit of the iPhone application is that it enables women to download our catalogue, or articles or offers of particular interest to them, no matter where they are.

“Salmat has been a very proactive and supportive partner and takes a keen interest in our business. They’re continually providing innovation, thought leadership and research to help us with marketing initiatives – they’re a true business partner,” says Connors. ☞

For more information contact Silvia Godsmark, Business Development Manager on (03) 9265 3628 or silvia.godsmark@salmatds.com or visit www.salmat.com.au.

KEY POINTS

- ☞ Salmat’s relationship with Priceline began in 2009 with catalogue letterbox distribution.
- ☞ Priceline distributes catalogues to around 3.2 million Australian homes every fortnight.
- ☞ Priceline used Salmat’s Marketfind solution to better target customers shopping at specific Priceline stores in specific geographic areas, and who fit key demographics.
- ☞ Priceline launched on Lasoo to quickly reach new potential customers.
- ☞ Salmat’s Dynamic Catalogue increased the user-friendliness of Priceline catalogues and allows Priceline to glean real metrics that can be used to improve marketing and messages.
- ☞ The Priceline iPhone application, created by Salmat, allows digitally savvy consumers to interact with the Priceline catalogue in a convenient format. It also includes a store locator and Google Maps to pinpoint a store’s position.

SMART COMPANIES FOCUS ON B2B MARKETING

Business-to-business (B2B) marketing once consisted of company brochures and occasional appearances at trade shows. Now the power of B2B marketing is recognised as an essential business tool.

In Australia and overseas, businesses of all sizes are fine-tuning their B2B marketing strategies.

Experts in B2B marketing agree that organisations are now acknowledging B2B marketing as an important activity in its own right – rather than simply regarding it as an add-on to business to consumer marketing.

As a result, B2B marketing is becoming increasingly sophisticated.

Dr Marion Steel, Lecturer in the School of Economics, Finance and Marketing at RMIT University, Melbourne, has worked in B2B marketing for the past 30 years. “It used to be that if a company had consumers and business customers they might do a couple of business activities on the side – but there was no coherent B2B marketing strategy,” she says.

“They produced industry-based factual information, went to trade shows and if they wanted to be really sophisticated they advertised in an industry journal.

“But, today, companies are focusing

on integrated B2B campaigns – do the advertising and brochures support the information on their website? Does that information support their e-commerce and trade show presence? And how can they use their trade show presence to highlight corporate social responsibility?

“Companies like Nestle, Qantas, S.C. Johnson & Sons, Colgate-Palmolive and Unilever are commonly thought of as consumer companies – but they also have business customers and are focusing on their B2B marketing, leveraging their brand strength in the business markets as well. Now we are seeing more businesses following their lead.”

INTEGRATION AND IMPORTANCE

Earlier this year DHL launched a global integrated campaign targeting the B2B market. The campaign will be executed across 21 countries in 16 languages, and specifically target business decision-makers.

The aim of the campaign is simple – to ensure DHL becomes ‘the logistics company



for the world’.

The campaign includes television advertisements, print and digital media advertisements, flyers, mail shots, and local advertising. DHL has also set up a 24/7 online support service for business customers.

“This comprehensive approach guarantees a uniform brand presence and at the same time creates synergies between the individual marketing activities on a global scale,” explains Christof Ehrhart, Director of Corporate Communications at Deutsche Post DHL.

The growing focus on B2B marketing by businesses like DHL and within industries as diverse as telecommunications, utilities, car manufacturing, banking and consumer goods has been triggered by the increasing sophistication and expectations of business customers.

The consolidation of industries through mergers and acquisitions has also played a part in the growth of B2B marketing.

“To survive and stand out, companies

have had to look at what they can do differently to their competitors,” says Dr Steel.

“It isn’t enough to compete on price alone or to simply say, ‘We have the best quality’. Companies have had to put together a coherent, sophisticated message across all channels, because in B2B you don’t talk to one person. There are so many links between companies and you are viewed on all your activities and have to market accordingly.”

ORIENTATION AND FUNCTION

Roger James, Chairman of the Australian Marketing Institute, agrees B2B marketing is enjoying a somewhat higher profile after playing ‘poor cousin’ to business to consumer marketing (B2C) for decades.

He says effective B2B marketing impacts everything from employee retention to a company’s profile and profits when it is practiced on a ‘marketing orientation’ approach, rather than a narrower ‘marketing function’ approach.

“There is certainly a marketing function lead by a marketing department - but the marketing thinking can go beyond and involve the whole organisation. Orientation implies the whole organisation thinks about its customers and marketing,” says James.

“Good B2B marketing starts within the business. Employees come to embrace and live the company’s brand because when they feel part of the company, many positives flow from that.”

It also provides opportunities for analysis so businesses can improve their offering. James highlights a major industrial food company in Australia that has improved its B2B marketing proposition by introducing a cutting-edge tracking system that allows it to provide better just-in-time deliveries to its customers.

“The company’s customers, who produce consumer food products, want to hold as little raw material as possible in stock to keep their overheads down. Better tracking of customers’ usage allowed this to happen,” explains James. ▶



“It’s a win-win situation. The supply company can charge a higher price for its product because customers are prepared to pay for the extra service. And customers feel the supplier is responding to their needs. This is what good B2B marketing is all about.”

BUILDING BRIDGES

Similarly, companies using Qantas’ freight service are a core revenue source and Qantas works hard to retain those customers and to attract new business.

In May 2009, Qantas launched and then marketed its iCargo service – described by the company as a ‘next generation, industry specific information technology application’ to its business customers. iCargo has been designed to better service the needs of business customers and is marketed along those lines.

Dr Catherine Sutton-Brady, Senior Lecturer in Marketing at the Faculty of Economics and Business, University of Sydney, says B2B marketing is also a method to build bridges between businesses and suppliers, a key relationship.

“B2B marketing recognises the necessity of building relationships not just with customers, but with suppliers. If companies have a good relationship with their suppliers and their customers, it can save them money,” she explains.

“They don’t have to constantly worry about looking for new suppliers for critical components. At the same time, I think companies are becoming more cautious about who they do business with. If someone is providing you with a product critical to your operation, you want to make

sure they are going to be around for the long-term.

“Ensuring your suppliers survive with you is important to successful companies and they are spending more time using their marketing function to manage those supplier relationships.”

PROMOTING PARTNERSHIPS, TRUST AND OPPORTUNITIES

Dr Sutton-Brady cites Toyota as leading the way in B2B marketing and believes it has been a key component of Toyota’s success. Toyota operates a fleet business in Australia that counts small business, blue chip corporate and Government departments amongst its customers. The company’s website has a dedicated Toyota Fleet area that offers a comprehensive rundown of how it supports customers.

“Compare Toyota to US car manufacturers badly hit by the global financial crisis and you clearly see part of the success for Toyota was having its suppliers on side,” says Dr Sutton-Brady.

“Toyota treats its suppliers as partners. They see them as critically important and as part of their business.”

Dr Sutton-Brady says companies such as Toyota also use B2B marketing to build relationships that emphasise trust and commitment.

“In Western countries, everything is contract based and that can be a lot more inflexible,” she says.

Efficient B2B marketing contributes to the bottom line by paving the way for sales staff to take advantage of new leads and boost sales – with new customers or existing customers. When done well, B2B marketing

engenders trust and respect, ensuring that customers are more receptive to offerings.

“You can also form partnerships for display activities, product development or product launch activities that give customers a greater sense of trust in the reliability and reputation of what has been developed,” says Dr Steel.

“Then potential customers see that your product, service or solution involves multiple companies working together to create relevant solutions. This often happens in the mining, transport, and logistics industries. They form strong alliances to show they understand supply chain mechanisms well.”

Dr Steel points to Syntel telecommunications in Singapore as an efficient B2B marketer. Syntel promises to help clients ‘operate their businesses more efficiently through innovation, technology and wisdom’ and operates on a ‘Customers for Life’ philosophy.

Syntel’s website refers to creating a sense of partnership with clients and uses successful case studies to clearly identify and showcase its capabilities and credentials to potential customers.

MARKETING TO NEW BUSINESS OPPORTUNITIES

Dr Steel says ANZ bank is one company in the finance industry that is developing effective and integrated B2B marketing campaigns.

“Small business often felt their money was not worthwhile when dealing with banks. They felt left out – and then banks like ANZ recognised their potential worth and responded to that by marketing

specifically to attract more small businesses to bank with them," says Dr Steel.

CPA Australia has also recognised the importance of B2B marketing to its members in the accounting and financial planning industry.

"The CPA is recognising that companies that are able to say their accounts are managed and audited by fully qualified staff tend to have a level of reliability – like a stamp of approval," says Dr Steel.

"So CPA members are marketing themselves as solution providers and as a result they are attracting more small to medium businesses that once did their bookkeeping on their own."

The CPA also recently engaged with small business customers by creating a disaster recovery kit for small businesses to ensure they were adequately prepared to deal with the impact of a natural disaster.

The toolkit included tips for businesses looking to develop a disaster recovery plan, a checklist of what would be needed to re-open a business after a natural disaster, tools for analysing the market, and ideas on roles and responsibilities for taking action for recovery.

MARKETING REPUTATION AND THE FUTURE

B2B marketing within an organisation is also largely responsible for creating a positive business reputation and for boosting corporate social responsibility awareness among existing and potential customers.

L'Oreal globally recognises the value of CSR in building strong business relationships. Marketing for its professional products arm has involved more than 1.2

million hairdressers in the Hairdressers Against Aids initiative.

The program educates L'Oreal hairdressing professionals about HIV/Aids so, when the opportunity arises in salons, hairdressers can pass on that knowledge to their customers to help prevent spread of the disease.


L'Oreal also reinforces its relationship with its business customers via a website that provides product information, news updates, styling advice and health and safety information for salon staff.

In another example, Colgate-Palmolive dedicates a section of its website to highlighting the 'core values' that underpin its business strategy.







Developed by the company's marketing function the website also clearly outlines and promotes Colgate-Palmolive's view that 'each of us is responsible for how we are perceived by suppliers and customers. It is essential that we maintain our reputation for honesty and fair dealing with these groups'.

Dr Steel sees the importance of B2B marketing only increasing in the future and she believes Australian companies are well-placed to take advantage of the benefits this type of marketing can bring.

She says Australian businesses have adapted some aspects of the USA's approach to B2B marketing – which goes by the text book – and also the European approach that is more relationship-focused and is about engaging directly with customers and being creative with solutions.

"Australian businesses are good at being both innovative and creative," she says. 

KEY POINTS

-  B2B marketing is gaining greater recognition as an important marketing area in its own right – separate to, or in addition to, business to consumer marketing.
-  Companies are judged on all their activities – from their sales pitch, to their product, quality management, service and delivery – and a coherent marketing approach is needed to stand out from the competition.
-  Companies are looking to build a long-term reputation and brand in B2B.
-  Effective B2B marketing helps sales teams take better advantage of leads, cold calling and sales generation opportunities.
-  B2B is based on using effective targeted channels rather than mass advertising, for example targeted advertising, trade shows, exhibitions, and direct email campaigns to nominated people offering specific information and solutions.
-  B2B marketing is often about making things easier to understand, improving the supply of information and improving information

TAKING IT TO THE STREETS

Telstra Country Wide is reaching specific audiences in rural and regional Australia using an interactive web application designed to produce localised marketing materials.

With competition amongst the major telcos warming up, Telstra Country Wide has made a pre-emptive strike with a customised web application that fine-tunes its marketing to rural and regional Australians.

Telstra Country Wide's Street by Street solution was introduced to enable local marketing staff to better and more swiftly target households with appropriate marketing materials.

The solution has streamlined the production of marketing materials and helped reduce marketing costs.

The direct mail or unaddressed direct mail piece uses current data about targeted audience segments and precise geographical location details. Marketing material is then localised to resonate with target audiences and to drive business into the local Telstra retail store.

"The key aim of this project from Telstra Country Wide's perspective was to make the pieces localised and relevant to people living in that geographical area," says Gary Goldsworthy, Director Local Marketing at Telstra Country Wide.

"Secondly, we wanted to be able to target

very small areas. We can now say 'the best phone for this segment of customers in this geographic area is this phone' and produce localised marketing material that carries that specific information.

"We can target customers in the northern suburbs of Newcastle and identify the best phone for a segment of customers there. We can also look at a segment of customers in Roma in western Queensland, for example, and promote the best phone for them and produce marketing materials that reflect that differing choice."

The Street by Street solution went

SALMAT PERSPECTIVE

David Brunoli, Major Account Director, Salmat Business Process Outsourcing, says the development of the Street by Street solution was a natural progression for Telstra Country Wide and Salmat.

He says the established working relationship and effective review process between the businesses enabled the web form to swiftly become a more efficient interactive web application, popular with Telstra Country Wide's local commercial specialists.

"The application provides more reporting opportunities and more information, and is much easier to use," says Brunoli.

"The local commercial specialists use the solution to target particular postcodes and identify the number of houses and units in those postcode areas.

"If they want to produce 5,000 pieces they can drill down and identify the houses and units they will deliver to in their selected areas."

Diane Eastwood, Account Manager, says

the solution provides information about the penetration of Telstra, product take-up data and information on dominant audience segments in target areas.

"An audience segment might be young professionals and so Telstra can deliver a marketing message that resonates with that segment," says Eastwood.

"And because the materials are pre-approved, marketers can go out to market more quickly and effectively and respond to competitor pressure."



Gary Goldsworthy, Director Local Marketing at Telstra Country Wide with Salmat Account Manager Diane Eastwood.

live in June 2009 as a web form. In late 2009 it became a more user-friendly web application. It is the latest in a series of joint projects between Salmat and Telstra Country Wide aimed at improving the effectiveness of the telco's marketing campaigns.

Telstra Country Wide's local teams can use the web application as needed to produce marketing materials to support their campaign needs.

"They are on the ground and can see competitor pressures or emerging hotspots. They can then go into the Street by Street tool and choose campaigns that suit their area and situation. They can also include details about their local store and drive traffic into that store," says Goldsworthy.

"Marketing is about improving targeting and making it more relevant to customers. If you can do that you increase the return on your investment. We measure all our campaigns on a strict return on investment basis and with Street by Street we are increasing that return."

The web application allows us to deliver multiple versions of the one campaign, delivering a localised solution. Goldsworthy says a challenge initially was being able to run multiple campaigns and ensure "110 per cent" accuracy of the materials,

for instance, ensuring the right materials included the right geographic and store details for the right audience.

"During our first campaign we checked all that detail manually. We've now moved to an efficient automated system," says Goldsworthy.

There are further plans to enhance the web application with more localisation, and Goldsworthy is keen to investigate letterbox drops that allow marketing materials to stand alone, rather than be part of a bundle of materials delivered to homes.

Goldsworthy says the strength of the relationship with Salmat has ensured the success of the Street by Street project.

"We have a good partnership with Salmat. We can have frank, in-depth discussions about the business and bounce ideas off each other," says Goldsworthy.

"The account team at Salmat is on tap for us and there is always a willingness to roll up the sleeves and do the hard yards. Hard work has got us to this level with this project and hard work will take the project to the next level." ☞

For more information contact David Brunoli, Major Account Director, Salmat Business Process Outsourcing, at (07) 3275 4608 or david.brunoli@salmat.com.au or visit www.salmat.com.au.

KEY POINTS

- ☞ The Telstra Country Wide franchise spans the country with stores located across disparate geographic regions.
- ☞ The Street by Street web application is an end-to-end local marketing solution that delivers a consistent brand message and marketing strategy for Telstra Country Wide.
- ☞ The application allows local on the ground teams in Telstra Country Wide to effectively create localised marketing material that incorporates data based on geographic location and audience segmentation.
- ☞ Telstra Country Wide research has found the Street by Street marketing solution has improved its return on investment more profitable relationships with customers with a similar mindset.



DAVID HACKSHALL
GROUP CIO

“The Salmat reach is broad and deep. We are the only organisation I know, outside of government, that can communicate one-to-one with the entire population of Australia. Our technology enables it, our infrastructure makes it happen, and our people deliver it.”

BRANCHES

AUSTRALIA

AUSTRALIAN CAPITAL TERRITORY
NEW SOUTH WALES
NORTHERN TERRITORY
QUEENSLAND
SOUTH AUSTRALIA
TASMANIA
VICTORIA
WESTERN AUSTRALIA

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HONG KONG
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