

Inside ADP Marketing

September has seen the unveiling of ADP Marketing Solutions new website www.adpmarketing.com.au. And the implementation of a business facebook, if you are an avid facebooker please like us for your chance to win 2 gold class tickets including a \$50.00 food and beverage voucher. Our marketing team has been kept very busy with the changes in the everyday retail market with the influx of new product launches and old product relaunches attending the food and wine show in Sydney earlier in the month, the iconic Royal Melbourne Show and Retail Expo.

This month has seen many changes within my team having said goodbye to my very loyal office manager Sara whom had to fly home to England to attend to family. And the welcoming of Rachael who has commenced in the capacity of Staff Co-Ordinator Melbourne. Rachael although still in her youth has had over 12 years experience in the retail sector, commencing in a part time capacity at the age of 15. Moving into client relations as well as continuing to exert her merchandising expertise throughout the retail arena, she has worked for iconic brands such as Johnson & Johnson, Lion Nathan, Proctor and Gamble just to name a few. Throughout her career Rachael has built relationships through the retail channels including Grocery, Pharmacy, Hardware, Department Stores, Liquor outlets and many more. Given that Rachael has worked throughout these channels and partnered many clients with their promotional requirements, the skillset and experience she has gained have put her in good stead to co-ordinate her 200+ team nationally. Welcome on Board Rachael.

ADP Marketing Solutions as a company has also had a change of premises moving from Fitzroy North to Tullamarine since January 2011. The move has allowed us to experience larger premises in which to grow into, as well as the use of a warehouse that enables us to offer an end to end retail solution to our clients including co packing, relabelling, storage and POS management.

To all that have accepted our invitation to the spring carnival this year, I look forward to spending the day with you and sharing some tips.



CUSTOMER SERVICE = GOOD BUSINESS

Well given the current economic climate, you would think that retailers would be rethinking the way they conduct business would be paramount. When I started in the fashion industry as a young lady (many many years ago) the companies I worked for were very strategic in the way they trained and maintained their staff. We had quarterly training nights (entire company) where we were placed in a relaxed setting, guest speakers were invited from big majors to promote their new product range.

Product knowledge and customer service is the key to success. Techniques used were second to none where by the end of the evening you were so excited to get started promoting their product range the next morning. Further more, we were given worthwhile incentives to initiate add on sales.

Customer service skills in the marketplace have been on a downward spiral for many years, it may be that the 21st century has seen changes with the way we interact with people no matter what outlet, no matter what product, if someone steps foot in your store they're mostly looking to purchase.

As promoters of products, we set our budgets every year with anticipation of bigger and better sales, however, if our customers are unsatisfied with the service they have received, you have lost the potential for any repeat business... you know the old adage "if you're a happy customer you'll tell a couple of people, if you are unhappy you will tell a hundred" or with modern technology a million.

A perfect example : Gasp see the full story www.powerretail.com.au

In a social media world, customer service can be what makes you or breaks you. Unless you want a tweet-storm to follow, perhaps you shouldn't call your shoppers "undesirable" time-wasters

Advertising slogans translated...don't lose it in the translation

When Braniff translated a slogan touting its upholstery, "Fly in leather," it came out in Spanish as "Fly naked."

Chicken magnate Frank Perdue's line, "It takes a tough man to make a tender chicken," sounds much more interesting in Spanish: "It takes a sexually stimulated man to make a chicken affectionate."

When Pepsi started marketing its products in China a few years back, they translated their slogan, "Pepsi Brings You Back to Life" pretty literally. The slogan in Chinese really meant, "Pepsi Brings Your Ancestors Back from the Grave."

When Coca-Cola first shipped to China, they named the product something that when pronounced sounded like "Coca-Cola." The only problem was that the characters used meant "Bite the wax tadpole." They later changed to a set of characters that mean "Happiness in the mouth."

A hair products company, Clairol, introduced the "Mist Stick", a curling iron, into Germany only to find out that mist is slang for manure. Not too many people had use for the manure stick.

"It takes a tough man to make a tender chicken"



ADP MARKETING SOLUTIONS

13-15 Melrose Court

TULLAMARINE

Ph: 1300 361 668

Email: info@adpmarketing.com.au

To remove your name from our mailing list, please email Rachael@adpmarketing.com.au