



Sefton Marketing News

**Spring
2005**

SEFTON MARKETING SERVICES

12 Montagu Road,
Freshfield,
Formby,
Merseyside
L37 1LA



Sheba, the black labrador is the third member of Sefton Marketing Services team with a special security role. She's very loyal, but always hungry!

Remember that part of every fee paid to SMS goes to help feed her!



Digital Photography-

You can love it or hate it, but you can't ignore it. SMS runs a *Fuji* digital SLR system that shares lenses with trusty conventional *Nikons*— **the best of both worlds?**

Now available for North West Tourism - bespoke expertise for the right services contacts and suppliers! With proven results. Chris Vere explains :



I took my early retirement from Chester Zoo two years ago. I'd been the Marketing Manager for over 15 years.

My last tasks were to smooth things over for my successor and her new team. But now that I've done this, and filed over 50,000 of my negatives and slides, **there is a great deal that I can offer regional tourism.**

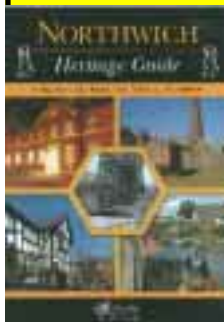
Skills you can buy into - as and when - you need

- * Guide books
- * Leaflets
- * Advertising copywriting & design
- * Your own magazines or newspapers
- * PR management
- * Promotions
- * Special offers
- * Photography
- * Displays
- * Award citations
- * Videos and TV Commercials



*I've been there, got the T shirt, had some great fun, know the key players and can get you superb value for money! **Tourism is very like a baby elephant—you need a lot of expertise to keep it healthy!***

The results prove my case...



An exciting Heritage Guide for Northwich is one of our current projects for Vale Royal BC.



The Zoo has received HM **The Queen's Award for Enterprise in the Sustainable Development** category. The award is considered to be the equivalent of a corporate knighthood.

FAVOURITE DAYS OUT IN CHESHIRE CONSORTIUM RECEIVED A RURAL RECOVERY GRANT TO COVER AN EXPANDED SERIES OF SHOWS AND EXHIBITIONS IN 2004.

- Some results
- A. Visitor gain of 18.7%
- B. Visitor gain of 17.6%
- C. Five fold gain in Voucher redemptions!

Let me tell you more

'So what's the big deal then, Chris?'



The Formby woods and dunes on the coast line close to our home base in Freshfield, are home to rare sand lizards and natterjack toads.

Red squirrels play in our trees—we are in one of their last UK habitats

I am happy to come to visit you on a totally *no obligation* basis for a morning or an afternoon or longer if necessary. I expect you to be able to tell me in broad terms what you want -

Like *X% more visitors, or visitors who stay longer or a greater awareness or the successful launch of a new service*. It might be a *new leaflet or guide book*, or starting to get organised with *Gift Aid*. It might be that you would like an independent look

at your advertising or PR operations, or that you need a *promotional video* or *CD ROM*. You may wish to start a *newsletter* or a *magazine*. How much do you know about your visitors?

Have you ever had mystery shopper checks on staff performance?

Listening

After listening to you (that is *the* most important thing, you know) and asking what I think are the relevant

questions (like how much you want to spend), I'll prepare a brief action plan. If you like this -or parts of it-or if it starts you towards further discussions that are actionable, then we'll talk about getting it started and what it will cost.

It's as simple as that.



No bullshit

If I can't do what you want within the resources available, I'll tell you. Equally, you must give me straight answers too.

'The most asked-for publication that we have ever had on our shelves'

Widnes Tourist Information Centre

Go where the fish are biting



One of the most successful promotions for the Zoo has been the distribution of an A4 consumer magazine, *Chester Zoo News*.

Coupons inside worth well over £100 gave retention.

Distribution at high traffic sites like the M 56 Hapsford Service area brought it to potential customers who were looking for places to visit.



A specially negotiated poster site was a giant reminder at the Service area door.

Ellesmere Port & Neston Tourism Forum needed help with an ad. funded leaflet.. 'No problem', we said, and sold the space, so it being proofed now.

The extra sales we generated will boost print run by a third!



Jaguars could go to the Royal Horticultural Society Flower Show at Tatton or the St Helens Show - even aboard the Noah's Ark!

The big cat

But in their place, a giant sized soft toy raised huge interest and attention—and helped us sell over £4,000 of raffle tickets for the *Rain Forest* appeal. Thus the Zoo sold its conservation work and had a handsome cheque to hand to the appeal organisers.



FAQs



Q. Hey Chris—I know that you are brilliant—but you can't deliver this all by yourself?

A. Correct—the key to all of this is that I know the right suppliers to do the necessary work once we have agreed the plans. Such as the best value outfit around for producing a cost effective annual report that looks the business without being 'over the top'. The TV producer that I recommend means that you get the latest techniques and the top editing kit in Manchester, but only for the time that's needed, and without day after day Manchester overheads!

My research contacts have worked with members of the Association of Leading Visitor Attractions—the million plus tourist organisation.

Design is by Elegy in Ellesmere Port. I have worked with them on most Zoo projects. Print - whether it's web offset for the lowest cost on long runs, or economical sheet fed; tabloid newspaper, or quarterfold magazine on newsprint, or as few as a 100 copies on A 3, I know where to go.

I'm equally happy to work with your own preferred suppliers.

Q. So I pay a mark up on everything you handle?

A. No there is no mark up at all—in fact—you get the invoice direct from the suppliers -so that what

you have agreed to pay is what you do pay. It also means that if there is VAT involved, then you can get it into your books.

Sefton make sure you get good value and you agree the costs before the work starts.

Q. So what's in it for you?

A. A pre-agreed fee to cover my time, work done in-house and modest costs. Work done in-house is likely to include the planning, costing, press releases, supervision and the copywriting, and probably most of the photography.

Do you really know how your staff treat kids?

It is a truism, but tomorrow's decision makers and spenders are today's kids. Today's kids are far sharper and more observant than many realise. We don't always know what influences them—or recognise the things that they reject at once.

Mystery shopping—and also having a good look at competition—is a first class way to assess how good you are. You get an idea of what needs to be improved, what is not understood or what is not really up to the mark.

With our clients, we always have a site visit, with youngsters with us where it is appropriate, so that you are getting a real feel from the customer viewpoint when we talk to you.

All part of Sefton service

The staff in the shop just did not want to know. They ignored us first of all, and were so rude when we asked for some film that was not on the rack' 14 year old visitor

The value of having a good press...

Good PR. Some organisations seem to do it without effort—whereas in others, the journalist is viewed with suspicion. There is often that dreadful 'no one was

available to comment' line that leaves teeth on edge.

Good PR is much more than press releases or having a Henry Kelly-like turn of phrase when talking—it is something that permeates an

organisation. We can help with getting effective media links, good promotions and with vital customer care training.

Remember—you never win an argument with a customer.



Look after the youngsters

Sir Richard Branson claims that you'll tell 17 people about a bad tourism experience, but only four for a good one!

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**Sefton Marketing
News**



It's always 'sit', 'stay', 'heel', never 'think', 'innovate' or 'be yourself'

Case history...



Talk to us
about
VAQAS
accreditation
-it's good for
business



Lively ideas for press cover for *Favourite Days Out in Cheshire Consortium* members—see the website www.cheshiredaysout.co.uk

Client List
includes

**Favourite Days
Out Consortium,
Ellesmere Port
& Neston Tourism
Forum, North
West Reserve
Forces & Cadets
Association
Vale Royal BC.**

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MARKETING
SERVICES
2005

Zoo Poo – the higher the price, the more we sold.....

There had always been a modest sale of elephant manure to keen gardeners, and although it took some organising, we eventually got a scheme running whereby the elephant keeping staff, would fill black bin liners (doubled) and get them to the staff entrance. £2 per bag for about 30 lbs. Then came a request for a souvenir gift pack. One

turd would usually fit inside a empty ice cream catering tub, but these were not always available and the lids were rather loose. Eventually we found a plastics manufacturer in St Helens who made 2.5 kilo tubs, with a carrying handle, that were used for catering packs of coleslaw. A cunningly worded card label was slipped into the disk of the lid—and *voilà*—*Zoo Poo* - £2 per tub, secure,

and easy to handle! Then *The Sunday Times* featured it in the section for gifts for the man who had everything. Demand outstripped supply—and we found that we could charge £15 per tub, through the post!

Rather like *Chanel No. 5*. who would buy it at £2 per bottle ?

PS. Sadly *Zoo Poo* is no longer on sale after certain veterinary concerns were expressed....



**To get your slice of the action,
simply give us a call on 01704 870025
or e mail chris@sefton-marketing.co.uk**

No obligation, no bullshit (or elephant shit either)!