



TLS MARKETING
MARKETING MADE EASY



BUSINESS AWARENESS CAMPAIGN

From an unknown business entity to what's become a highly-successful and awarded franchise, TLS Marketing helped bring Telstra Business Centre Gold Coast to the foreground as a leader in business telecommunications support and a trusted locally-run business.

The Target

Owners of local small- and medium-sized businesses

The Background

- Telstra Business Centre Gold Coast is a locally owned and operated business
- Started by providing telecommunications technology and services to local small- and medium-sized businesses
- Telstra Business Centres were a new concept nationally

The Challenge

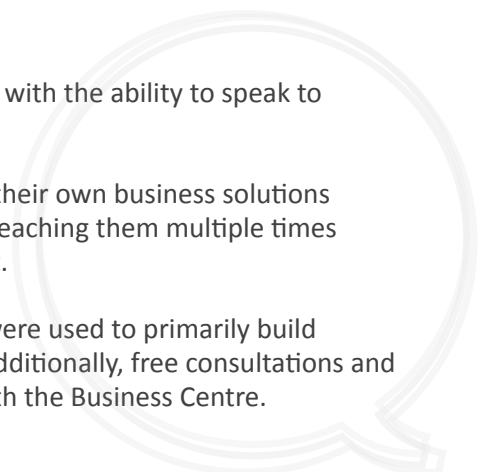
- Potential customers weren't aware that they now had a local Telstra contact with exclusive business products and services plus ongoing support
- Location of the centre meant that there was minimal passing foot traffic
- Their target market are typically extremely busy people, so we needed to develop a communication solution to connect with them
- Telstra Business Centres are locally owned but this was not widely known by local businesses

The Strategy

A fully-integrated campaign in the form of a 90-day action plan was developed, with the ability to speak to business owners frequently throughout their day via various touch points.

Understanding that business owners may not have time to consider reviewing their own business solutions while they were actually at work, we had to ensure that our key message was reaching them multiple times throughout the day, especially in locations where they'd be most receptive to it.

Adopting succinct, solution-orientated messaging, the below media channels were used to primarily build awareness of the Business Centre's offering before introducing key products. Additionally, free consultations and demonstrations were made available to further entice customer interaction with the Business Centre.





The Strategy Continued...

- TV commercials with 30-second introduction/value proposition messages and 15-second strategic product features to help educate the target market during their downtime
- Radio commercials to connect with the target travelling to and from their workplace
- Truck advertising, bringing attention to a moving target in traffic
- Unaddressed direct mail from one local business owner to another
- Business publication press advertising, focusing on key publications read by business influencers
- Sponsorship of regional business awards to help support the local business community
- Sales collateral, both generic and product-based, including 'Platinum' versions for high-valued customers as a post-sale add on
- Branded business collateral for use in-centre for a unified brand presence



Telstra Gold Coast TV Commercial



Truck Advertising



Press Advertisement



Platinum Pack Folder

The Result

The campaign resulted in a 30:1 return in sales to investment, a huge boost to incoming enquiries and to this day, this Business Centre is a leader in best-practice principles.



ROI of 30:1 (over \$1m in sales*)



371% uplift in key product sales



Needed 2 extra front-of-house employees due to increased walk-in traffic



Up 1100 calls from the previous quarter



Increase in qualified leads walking into centre



Continued use of TV, radio & press advertising due to initial success

For more information on how TLS Marketing could help your business, contact John today.

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