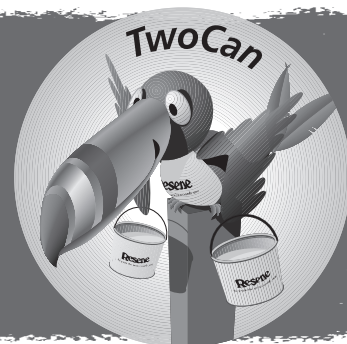


“ For many winter can be a good time to sort things out ready for a busy spring and summer. If you are finding you have some spare time, clean out your storage area, sort out your files and get your marketing plan in place. Getting rid of the clutter will make it easy for you to store and find things in the future, and you may just find some hidden gems during the clean up. Having your marketing plan sorted means you will have a clearer idea of what you are trying to do with your business and will make it easier to stay on track when you're busy painting... ”



## What's in a marketing plan?

Are you wondering how to take your business to the next level? While your day-to-day business dealings are important to keep your everyday clients pleased, it's important not to lose sight of your business' wider goals in the short and long term.

Developing a marketing plan takes some time, and you may want to consult with someone who understands business strategy and effective communication techniques – particularly in your industry.

Doing so can pay off. Making sure your business has a competitive edge to stand out from other trade businesses is essential to keep your bottom line looking good and your clients happy.

### A two-step approach

Within your marketing plan (or marketing strategy) there are two key parts.

First of all, your strategy should lay out your product, price, place and promotional tools. You'll consider a range of factors to come up with an effective marketing strategy to both retain existing clients and grow your business.

Secondly, you'll want a dedicated section that looks at communication methods. There's no point taking an ad hoc approach and choosing the cheapest or easiest communication tools for those reasons alone. Instead, you need to think long and hard about the best way to reach your customers.

A cohesive marketing plan will deal with both strategy and communications. Both elements are interrelated so it's important not to think of either of them in isolation.

### A great strategy

When it comes to writing a great marketing strategy, you need to be aware of what's going on around you.

Have you suffered a drop in business lately? This could be due to a number of factors. It could be the level of service you're providing or it could be a case of competitors in the same sector encroaching on your client base.

In order to develop a clear strategy, you need to have a firm understanding not just of your own business but also that of your competitors. Knowing what other tradespeople are doing in your area and what kind of service they're offering can help you stand out. In order to make your own business shine, you need to be better than the rest, but you can't do this without having a comprehensive understanding of your competitors' activities.

When it comes to writing a great marketing strategy, you first want to consider your business proposition. To do this, you'll need to consider your service, price, promotional tools and area of business.

You'll need to lay out your competitive advantage, your unique selling proposition, your position in the market compared to other trade businesses, and your goals in the short, medium and long term.

Your positioning is a crucial factor to consider. You can do this by thinking of two key factors and drawing an X and Y axis with an intersection point in the middle.

For instance, on one axis you could have 'cheap' to 'expensive'. On the other axis, you might have 'specific services' to 'full service business'. You'll then need to decide where on this cross-sectional graph your business is currently positioned and where your competitors sit.

If you want to change your positioning (for instance, take on more expensive jobs but focus on a particular type of job), you'll need to consider the second part of your strategy: communication.

### Clear communication channels

From email newsletters to letterbox flyers and social media, it's essential to establish what communication channels you are going to use to promote your business.

You'll need to consider the reach (how many people will receive your message), the impact (what people take from your message), and how cost effective it is. Be prepared to try different things and see what works best for you.

## in style

It seems no matter how many inspirational homes and projects we feature, there is always demand for more inspiration and more tips and tricks so that homeowners can transform their homes. The Resene Style Guide series created with designer LeeAnn Yare and photographer Larnie Nicolson shows how to achieve popular decorating looks with inspirational photos, great advice and paint colour suggestions. Each guide is themed so it's a quick and easy way to get ideas on recreating a look. The series is ongoing and guides are being added every few months.



View at [www.resene.com/styleguide](http://www.resene.com/styleguide). Copies of the Style Guide are also available at Resene ColorShops and resellers when they are released, while stocks last.

## Be wary the weather forecast

You get up, listen to the weather forecast and plan your day accordingly. Works well most of the time, but when it doesn't you end up with 'nature's art' as Winsome tells us...

"Nature's Art aka Do NOT trust the weather forecast!

We were painting the handrails and fences at a community hall. The timber handrails were bolted to steel posts on a low concrete wall and concrete entry bridge to the hall. The fences were just around asphalted carparking area.

The colour was a lovely bright red as you would expect with community halls. Mid afternoon and the weather was cloudy but the forecast was for NO rain. It was a lovely red when all done. Should be touch dry in 20 mins. Packed away and ready to leave and one drop, two drops and it started spitting!

AaaarrgggGGHH! Bl\*#%y forecast!!

No can do anything, eh! Drove away and turned on the wipers!

Came back the next morning and it was an amazing sight. Red streaks down the rails onto steel, random red lines down concrete walls and wavy puddle

patterns either side of the bridge. Nature had designed a soft, organic themed bridge to walk on. Asphalt with red streaks flowing like a stream, lots of streams."



Check out new Resene Umbrella Additive – it might just save you from suffering a case of nature's artwork on your projects!

## Inspecting paint surfaces

Thanks to the Master Painters for sharing their fact sheet 5 with us...

### Inspecting Surfaces from a Normal Viewing Position

AS/NZS 2311:2009

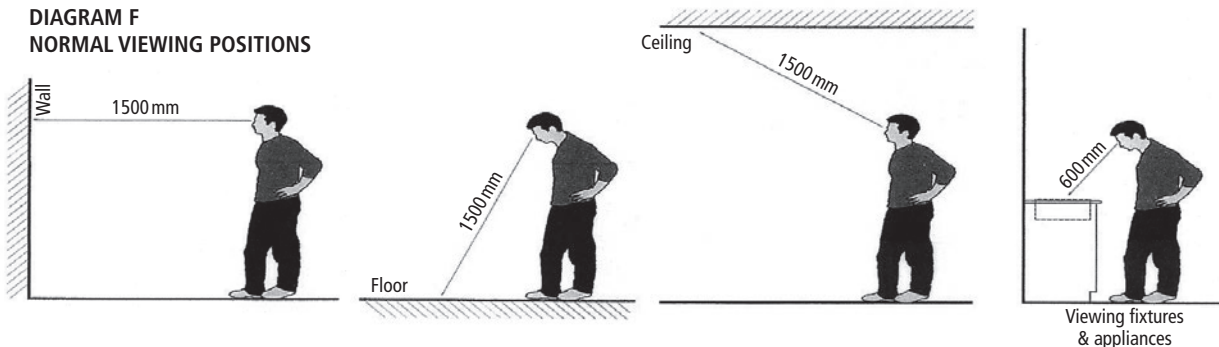


Generally, variations in the surface colour, texture and finish of walls, ceilings, floors and roofs, and variations in glass and similar transparent materials are to be viewed where possible from a normal

viewing position. A normal viewing position is looking at a distance of 1.5 – 2.0 metres (600mm for appliances and fixtures) with the surface or material being illuminated by "non-critical" light. "Non-critical light"

means the light that strikes the surface is diffused and is not glancing or parallel to that surface. Slight variations in colour and finish or materials do not always constitute a paint defect.

#### DIAGRAM F NORMAL VIEWING POSITIONS



Master Painters NZ Association – Fact Sheet 005

## Reddest reds

Red, red, red, it's a perennial favourite for feature accents with colours like Resene Pohutukawa, Jalapeno and Red Berry popular year in and year out for everything from front doors to splashbacks, lounge walls to commercial features.

Our clear skies and harsh environment are relentless on exterior paint finishes. To optimise the performance of red, Resene is splitting the existing Red tone into two new tones – Resene Intense Red and Resene Rich Red. The two new tones will enable Resene to focus each red tone on specific types of reds for improved exterior durability.

You can also choose to apply Resene Clearcoat UVS, a clear finish with UV inhibitors to provide extra protection to strong colours.

Paints with existing red tones will be moved to the new Rich Red and Intense Red. Keep an eye out for them at your Resene ColorShop and selected resellers over the coming months.



Catch you next month!

TwoCan, Editor.

