

News From RENTON'S PRINTING

Your General & Label Printing Experts

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As a printing company, we do a lot of digital marketing. Our four websites are updated regularly and we have two Google Adwords campaigns in place. However, this is not the only thing we do to increase sales. I am also a member of my local BNI chapter. This is a place where I give and receive referrals so this is a way of increasing sales by meeting with people in person.

to read from the headline. The feature article on the back page addresses that rarely discussed topic - headlines. It is important for all of your marketing.

Finally, customer retention should be a vital part of your marketing mix. By all means email your clients, but Christmas cards, calendars and fridge magnets are more likely to be appreciated and remembered. You can visit www.austchristmascards.com.au for ideas.

An over reliance on digital marketing is risky because the rules and costs are changing rapidly. None of us have time to read all of the information that we see. We discern what



Blue Baubles & Present
C482, Silver Foil

Introduction

OUT NOW



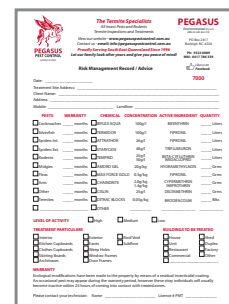
Printing Highlights From Last Quarter



Holroyd Musical Society
Show Programmes



Alison Hansen Doula
SRA3 Posters



Pegasus Pest Control
NCR Books

5 Reasons To Choose Renton's Printing

- 1. Fast Turnaround Times** for quoting, printing and delivery.
- 2. Flat Delivery Fee Of Just \$7.**
- 3. Artwork & Design** services and free design advice available from our skilled in-house team. There is no charge to receive your artwork or make minor changes.
- 4. Experts in Print Marketing.** Ask us for help with headlines, layout, design and copywriting.
- 5. 120% Money Back Guarantee.** We guarantee the quality of all of our printing. In the unlikely event that you're not absolutely delighted with your order we will provide a refund to the value of 120% of your purchase price. This guarantee is subject to our terms & conditions at <https://www.rentonslabels.com.au/our-terms-and-conditions/>. You risk nothing when you order from Renton's Printing.

Use Powerful Headlines To Get Better Results From Your Print Marketing

I recommend you have something in print for marketing purposes other than a business card. As a minimum, you should have a double sided A4 brochure. In May, I listed ten things to include on your ten page brochure. They are:

1. Headline
2. Aggravate the problem
3. Story
4. Unique Selling Proposition
5. Testimonials
6. Guarantee
7. Images and Photos
8. Offer
9. Call to Action
10. Business Name and Contact Details

The headline is the most important part of your brochure. Without a good headline, your brochure just won't get read. To get some ideas for headlines, one place to start is the magazine section of your local newsagent or supermarket.

The headline is on the front cover of Woman's Day from October 21:

National magazines can at least stimulate ideas for headlines. Below are seven simple templates:

a) Flag your target market. E.g. Attention Home Buyers. Readers will be attracted to your message if it is written for them.

b) Attack a common enemy. E.g. Beat the banks At Their Own Game By A common enemy creates empathy with your reader.

c) How to: E.g. How to Lose 10 kgs in 10 Weeks Without Heavy Exercise. We read to get knowledge and you can then steer that person to your product or service

d) Ask a concerning question – "Is Your Website Converting Traffic Into Paying Clients?". Such a headline can confront your prospect, aggravate the problem and encourage a purchase of your product to solve a problem.

e) Comparisons – Why Strong Customer Relationships Is More Important Than New Clients

f) Mistakes To Avoid – Seven Mistakes To Avoid When Buying A Business

g) Lists – 49 Ways To Grow Your Business

Many years ago, I began collecting headlines and here are a few you can use.

i) Attention Renters: Here's your chance to break FREE from the rent trap and move straight into your own home. How to beat the banks, sack your landlord and say goodbye to the uncertainty of renting. Here's the quickest and easiest way to own your own home now.

ii) Don't Hide Away This Summer. Lose 5 Kg In 5 Weeks Guaranteed.

iii) How a simple device called Snorban saved my marriage and my sanity...and stopped my husband's snoring once and for all.

iv) Amazing secret discovered by one-legged golfer adds 50 yards to your drives, eliminates hooks and slices...and can slash up to ten strokes off your game overnight.

v) They laughed when I sat down at the piano ... but when I started to play!

Testimonials

They Take Great Pride In My Labels

"I'm a sucker for good customer service and I feel that Renton's Labels have always gone above and beyond with customer service and attention to detail. They take great pride in my labels rather than just seeing them as another job. But by far the BIGGEST reason is because they communicate with me. Pretty simple really, but very few businesses do this very well. Responding to emails, answering phone calls, sending me proofs of the label before printing, addressing any problems that may arise, etc. It gives me great confidence that the job will be done well."

Andrew Down, Seaview Grove Olives, Goolwa SA

You Never Fail To Impress Us With The Quality You Offer

"Just a quick note to thank you and your team for providing such great service to us for many years now. You never fail to impress us with the quality you offer, even offering the ability to provide us with the gold foil our branding requires on our business cards and calendars.

We're really happy with all the printing you supply to our office. We have recommended Renton's Printing in the past and wouldn't hesitate to recommend you again."

Kathy Covell, Century 21 John Ross Combined Real Estate, Seven Hills NSW



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