

# Stratigi.



## Welcome to Extreme Makeover: Business Edition

A show in which the trusty Stratigi team give a total facelift to a lucky business who will never look or be the same again once the team's gone to work. Good news! That lucky business could be yours.

Imagine moving into a new home. How many of us order a bulldozer to demolish the place then engage architects and builders to begin planning and building a whole new abode? As I thought - not many of us. Your home is a workable structure with many great functions - it's not exactly as you want it but with some renovations and additions it can be that dream home without you having to start from scratch. It's the same in business, you don't have to make a brand new start to get a brand new result - all you need is an extreme makeover and Stratigi is the team to do it!

Stratigi can act as your business architect, taking practical ideas from your existing business structure to design and build a better functioning, more profitable business with greater return. Remember though, in business you can do whatever you want but you can't do everything for everybody. You need a clearly targeted blueprint, streamlined action plans, strong resolve and the right team to bring your 'dream business' into being. When you work with Stratigi, you don't just get results - you get the best results.

Stratigi will help you master marketing and business development (essential tools of the trade) while delivering strategies that ensure any 'nips and tucks' made to your business are fresh and valuable.

Burst onto the 2006 business stage with a brand new look for your business. Extreme Makeover: Business edition is only a phone call away. All you need is a great Stratigi.

*Kim Hill*



## New Zealand *Revealed!*

New Zealand sits poised upon a unique and ground-breaking identity. Maori culture is a precious taonga which can advance Maori heritage while building a one-of-a-kind identity for Aoteroa, New Zealand.

New Zealand's Tourism Strategy 2010 calls for Maori culture to become more infused with New Zealand's international marketing activities.

Maori are now penetrating a far greater variety of mediums to showcase, celebrate and progress their culture. Literature, theatre, dance, art, movies - so many Maori influences are gaining greater profile, nationally and overseas.

A new sophistication and diversity, far advanced to the traditional cultural concert and hangi, is being presented through contemporary Maori tourism and overseas marketing.

Modern Maori entertainers such as Anika Moa and Scribe hit the music charts with popular music while staying true to and sharing their unique heritage.

As Maori gain greater interface with so many different audiences, the profile, understanding and appreciation of Maori culture and New Zealand's unique heritage is fostered.

Potential is an amazing phenomenon - realised potential is even better. Everybody can contribute to this exciting journey of identity - all aboard!

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## Who needs MARKETING anyway?

Marketing. It has the power to influence customers, give a brand greatness and build valuable relationships and resources. Marketing is also one of the most overlooked and misunderstood forces in today's marketplace.

The modern workplace is characterised by rapid changes and shifts. Organisations seeking to slim down and flatten out often target marketing as a nice but non-essential element which is easily dispensed with in tight times. But why?

Many professionals acknowledge marketing but cannot express what they need from marketing. Thus, they may either receive marketing that does not align with their objectives or they may simply choose to avoid marketing altogether.

Also, marketing is often not included in the specialist fields of many professionals. Many professionals have their fields of expertise in finance, accounting or education (to name but a few) but are wholly unfamiliar with the purpose, functions and value of marketing.

Many professionals and organisations, then, do not comprehend the value marketing generates and simply deem it unnecessary.

If you believe that marketing and its associates such as communication, advertising and promotions are the first things you can save money on - STOP. These ingredients are powerful and important to your business. In fact, they may be the very tools that can pull your business out of a slump and get it gaining improved profile and return.

Great marketing, however, doesn't happen without a strategy!

Don't be reactive. Your business depends on carefully-staged and budgeted plans - marketing is no different. Create a marketing strategy for your business and make sure all staff are informed and committed to this.

Be clear about what your business, customer groups and products are. Monitor response so you can build on and improve your marketing strategy to keep it relevant, attractive and cutting-edge - just like you want your business to be.

Engage an expert to help formulate and execute your marketing strategy. For marketing to deliver the results you want, the strategy (Stratigi) is the foundation stone from which you will achieve this.

Why would you axe a potentially lucrative limb of your business? Tap into the powerful source of marketing to express your vision, extend your profile and excite your customers.

## Follow Up... as soon as you hang up

After an initial conversation with a prospect, don't wait to start your follow up. While it's still fresh in their mind, send an e-mail in which you:

1. Thank him/her for his/her interest in your service.
2. Express your understanding of the challenge he/she faces. (Use as many of the words he/she used as you can.)
3. Refer to an experience or project in your background that supports your claim that you are the right person to help him/her.
4. Provide a link to your website that he/she can click on to learn more about you and your service.
5. Make the next move. ("I will call you Thursday morning to make sure I have answered all your questions...")

## How productive are you? *Really?*

Are you as productive as you think you are? Keep a log of what you are doing, and check at the end of the day whether the time you are spending on money-making activities is significantly more than you are spending on the little jobs that have to be done but which don't put any bread on the table. It's too easy to get busy but not productive!

## STRATIGI A focus on RESULTS...

Our focus is on achieving results.  
Not ours YOURS!

For real results call Kim on  
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