



Stratigi.

CREATIVE MARKET EXPOSURE

KIM'S COLUMN

Ho, ho, ho! Yes, the rainy weather and cloudy skies bring a festive feel to the air. It's mid-winter Christmas season again – and there's no time like the present to give your business the gift it's been waiting for. *Stratigi!*

When it comes to gifts that last – Stratigi beats Santa hands down. We deliver crisp, original and effective business solutions with an extensive shelf-life and flow-on benefits. Stratigi works with your business at any time throughout the year to tailor customised solutions, meet your short and long-term goals, increase your market share and profitability. Stratigi is truly the gift that keeps on giving.

Whether you're naughty or nice, Stratigi is available all year round to deliver business consultancy and a host of speciality services directly to your business.

GIVE YOUR BUSINESS A BIT OF MID-WINTER CHRISTMAS CHEER – GET STRATIGI ON BOARD!

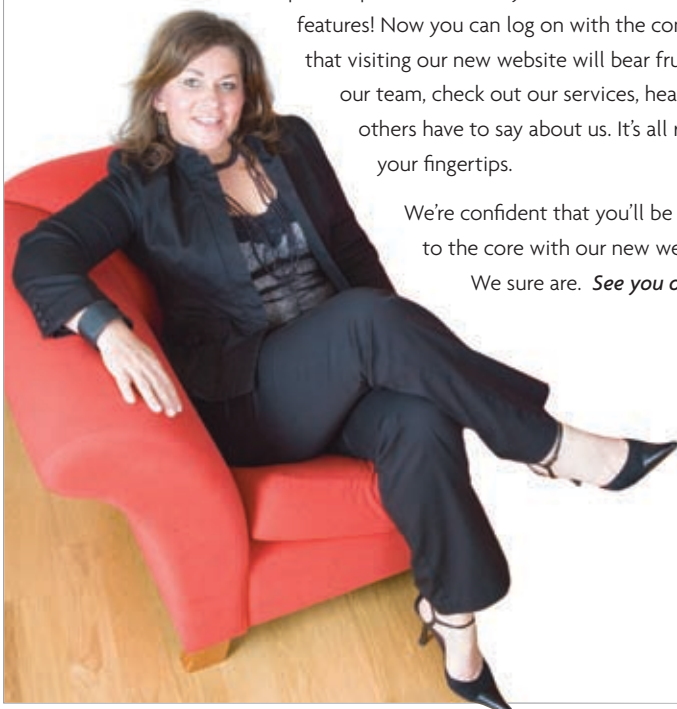
It's crunch time! Why have an apple when you can have the whole tree! Stratigi's branches are laden with fruitful solutions for your business. Now a crisp click of your mouse will direct you straight to us – welcome www.stratigi.com!



We've been working behind the scenes to polish up our accessibility, resources and web features! Now you can log on with the confidence that visiting our new website will bear fruit. Meet our team, check out our services, hear what others have to say about us. It's all right at your fingertips.

We're confident that you'll be thrilled to the core with our new website.

We sure are. *See you on-line!*



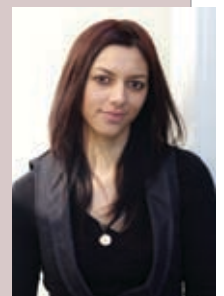
STRATIGI SCOOPS PRINT AWARDS!

Stratigi has stepped up again – this time scooping up two of the prestigious *Pride in Print* awards. Fastprint entered Stratigi's company profile into these awards and the little beauty claimed the *Print Buyer Award* for digital printing smaller than A2 plus the Ultimate Client and Ultimate Design Award for the design completed by Stratigi in conjunction with Paul Herbet, graphic designer.

If you haven't already got a copy of Stratigi's profile, make sure you grab yourself one soon – it's a winner.

NEW FACE AT STRATIGI

What better time to welcome someone bright and new than in mid-winter Christmas season. Stratigi is thrilled to announce the appointment of Rewatu (Ree) Carr as Personal Assistant to Kim Hill.



Ree is an administrator extraordinaire and her arrival means even greater efficiency in keeping Stratigi's office in order. Ree will be working part-time with Stratigi while completing her Bachelor of Communications Studies majoring in Public Relations and Media Studies at the University of Waikato. So if you call Stratigi and find Ree on the other end, make sure you introduce yourself and say hello. You'll be glad you did.



CREATE FANFARE!

YOU DON'T NEED MORE CUSTOMERS
– YOU NEED MORE FANS!

Customers share one-off transactions with your business but fans come back for more. Fans want to repeat the experience they have of your business and they are one of your most powerful marketing tools.

Who else becomes a passionate advocate for your brand, actively spreads the word about your business and creates a multiplier effect for your marketing budget – all while paying you for your services?

Word-of-mouth (WOM) is one of the most influential forms of marketing and fans are great at this.

Another plus – fans are loyal! Point out to any Mac fan the lower price and superior performance of a comparative PC and you'll be met with an uncomprehending silence. They don't care – Mac's are just the better dude!

If you want to create a fan, follow our five smart steps for transforming fickle customers into screaming fans:

SERVICE: Service the hell out of your customer! It's cheaper in the long-run to spend on a customer that you have than on one you don't.

MEASUREMENT: Monitor how your service and delivery is being received by your customer. You can use these measurements to heighten your performance and deliver constantly improving service.

AESTHETIC: Looks really do count. Your brand delivery, product design and all marketing/promotional collateral must be pleasing to the eye to create instant attraction on the part of your customer.

REWARD: Thank your customers! Their loyalty is what makes your business tick, so reward them for this and you will retain your loyal fans.

TRUST: You expect them to have faith in you so return the favour! Have faith that your customers will represent you positively and constructively in the marketplace.

IN PROFILE:

Anyone can promise that they will deliver stellar service and results for your business, but it's the proof that matters. Who better to give this proof on behalf of Stratigi than our clients.



This edition, Aroha Wikotu from *Shikoba Clothing* shares her experiences of working with Stratigi.



“Working with Stratigi is such a refreshingly different experience as it feels as though I am working with a team that's as committed to *Shikoba's* success as I am. From the outset, I felt comfortable and excited about the possibilities Stratigi saw for *Shikoba* and these have been quickly

turned into tangible returns for my business. Stratigi thinks 'outside the square' and applies unique solutions to gain unparalleled results. Kim's mentorship has been the nerve centre in *Shikoba's* early stages of entrepreneurship. Through Stratigi I have gained business benefits such as networks, market profile, promotional exposure and strategic direction as well as personal benefits such as increased confidence, articulation and presentation skills – all of which form a platform for *Shikoba's* continued success and market penetration.”

Aroha, *Shikoba Clothing*
www.shikobaclothing.co.nz

“WE'RE NOT UNIQUE IN WHAT WE DO,
BUT WE ARE UNIQUE IN HOW WE DO IT”

KIM HILL | MARKETING & COMMUNICATION SPECIALIST

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