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Deborah Hammond
& Mark Kofahl

September heralds some exciting new products and some staff movements at Solutions Outsourced. Although newborn Max is doing a great job at the office, extra re-inforcements are necessary and we welcome Ricky Hobbs to the team. Sporting a similar, if not identical surname to his brother Andy, Ricky is a talented designer and photographer. With a few client projects already under his belt, we

look forward to seeing more of what Ricky can do over the coming months. We also wish Zoe Moxon well as she takes leave to travel to the UK, Europe and Thailand. Expect to see a few photos on the website during her travels! We are also pleased to announce the availability of Snapflex - the new Flash Gallery module for Siteflex.

Mark & Deb

NEW Online Newsletter

Would you like more from your article? See this months online Newsletter for extended versions of our articles.
www.solutionsoutsourced.com.au/newsletters

marketing advice
Engaging Relationship Marketing

As we continue to look at relationship marketing, we turn our attention to visual aids to assist the relationship between you and the stakeholders in your organisation. The stakeholders include your staff (and their partners), your suppliers and of course your customers. For some organisations this may also include the wider shareholders. How can the stakeholders obtain a sense of what it is like to participate in the organisation? We believe that photography can go a long way to creating an emotional relationship connection with the organisation. The phrase "a picture tells a thousand words" is as true today as when it was first coined. How do you use photography on your marketing communications, including newsletters, announcements, website and brochures or prospectus? We recommend

investing in good photography that describes your business. This investment may be made with a professional photographer for serious, brand building images, or perhaps by you and your staff for casual, event based images. Should you have a good number of photographic assets, the new Snapflex system for Siteflex may be just the trick to quickly display your photographs in an innovative, professional fashion.



“ ABILITY {
He
is able who
thinks
he is able.
”

{ BUDDHA

quote of the month



business finance tip



St. George has been named "Margin Lender of the Year" by Money magazine for the second consecutive year.

The Margin Lender of the Year category has featured as part of Money magazine Consumer Finance Awards for the past two years and St. George has picked up the top award both years.

"These awards acknowledge institutions that excel across the board, and the awards provide

an invaluable service for those consumers who choose to have a relationship with just one or two institutions," said Andrew Black, General Manager, St. George Margin Lending. The selection of award-winning institutions has been compiled by CANNEX and judged on Money magazine's criteria.



newpaymentoptions

Solutions Outsourced is pleased to announce new payment options are now available to all clients.

Direct Debit

You may now request us to settle from your accounts via direct debit your:

- fixed monthly charges
- variable amount & frequency charges

Credit Card

We are pleased to announce Mastercard, Visa and American Express are now accepted. You now have the opportunity to extend your credit and perhaps even increase those points.

Standing Payment Instructions

We encourage you to provide standing instructions to place new charges directly to the credit card. The benefits include: charges placed at beginning of month, providing you maximum

- credit terms
- no credit card surcharge
- optional electronic billing direct to your INBOX

Casual Payments Instructions

Casual Payments are gladly accepted. Payments will:

- be applied to your card when we receive your payment instructions
- attract a credit card surcharge:
 - o 1.25% for Visa & Mastercard
 - o 2.75% for American Express



Forms available at www.solutionsoutsourced.com.au/payments

case study

Mark Kofahl, Andy Hobbs

Keeping Focus - Getting back to basics

Grinners Catering recently launched one of Sydney's most exciting new venues - **Burnham Grove**. Burnham Grove is a private heritage acreage just outside Camden, and **Grinners Catering** has established a function centre for the wedding and corporate function market, seating variably 70 to 600 guests in magnificent gardens under a Grand Marquee. Needing a cohesive and complete marketing package, Grinners Catering director Mr Les Arnold



selected Solutions Outsourced to create a package that would permit a smooth and multi-dimensional market launch. "Solutions Outsourced recommended a website, tri-fold A4 brochure and advertising placement," remarked Les, "and we agreed that a multi-dimensional approach was justified". Critical to the launch would be confidence creating design, as well as inspiring written copy to spark interest and imagination. "Solutions Outsourced suggested professional

copywriting be commissioned for both the website and brochures," Les added, "and we were delighted with the variations produced by Shane, the journalist and copywriter working on the project". Following creation of design themes, the website was created rapidly utilising Siteflex technology and launched in August 2007. The tri-fold brochure was also simultaneously produced using the same design themes, and the advertising submitted to the publishers in time for the Annual "Weddings in Macarthur" magazine. The use of the same base-designs and base-copywriting proved both time and money saving, yet with excellent outcomes. The website was launched on time and the tri-fold brochures were delivered promptly to Point-of-Sale counters within related businesses. Finally, adding the website to the Google Webmaster Tools helped quickly index the site in Google and enquiries started arriving within the first week. "An outstanding result - we're delighted" Les concluded. For more information, visit www.burnhamgrove.com.au



siteflex solves

Brett Daniels

Uploading Multiple Files - At last!

In this day in age I think it is not an unreasonable request to want to upload multiple files using simple interface methods that have existed since time began. Okay, perhaps the cavemen didn't have shift+click but the point stands.

That's why the latest iteration of Siteflex introduces a great new Flash-based Upload tool for the Siteflex Media Manager.

Uploading multiple files has never been more simple - select the directory you want to upload to, select your files and upload!



One of the great attractions of this new tool is uploading a large batch of digital photos (for use in a Snapflex gallery or just for your website). Automatically resize each of the photos down from your 7.1 megapixels to a more web-friendly size, and quickly assign thumbnail sizes that you'd like created for each photo. This feature available now for Siteflex v2 subscribers!

See the demo video - www.siteflex.com.au/media-manager

Prestigious Award for Prestige Entertainment

Congratulations to long-standing customers and friends Danny Elliott and Shama Le Grand of **Prestige Entertainment**. As one of Australia's premier live musical entertainment companies, Prestige Entertainment was nominated into a number of categories at the recent 31st Annual Mo Awards held in Sydney. One of the most prestigious awards conferred each year is the "Peter Allen Variety Performer of the Year" and we are pleased to announce that Prestige Entertainment's Danny Elliott was named as the winner of this highest accolade. Check out more of Danny Elliott at www.prestigeentertainment.com.au and check out some of the live performances in the video section.



Peter Allen Variety Performer of the Year Danny Elliott

*All advice contained within this newsletter is of a general nature and does not constitute advice of a specific nature to any particular business.