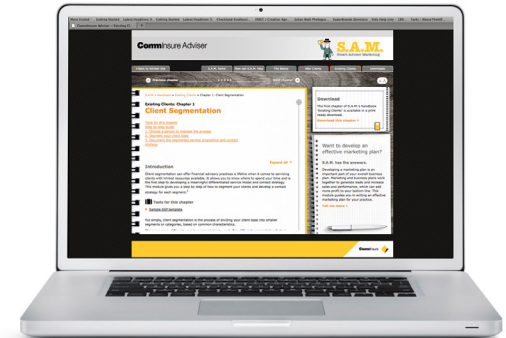




## Smart Adviser Marketing – Comminsure

Branding, print design, website design, character design and illustration



### S.A.M.'s website

S.A.M. is an online tool that you can access at [adviser.comminsure.com.au/sam](http://adviser.comminsure.com.au/sam). It's an easy step-by-step guide that walks through the basics of effective marketing, but it doesn't stop there.

Your search for the right marketing information is over. Because with over 60 tools ready for you to download right now, you'll find a thorough, detailed and complete marketing adviser site.

S.A.M. is broken up into three sections that each contain a number of modules:

| The Basics                                                                                                                                                                      | New Clients                                                                                                                                                                                                                        | Existing Clients                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Developing a marketing plan<br>Building your brand<br>Client decision making process<br>Marketing objectives<br>Building a website<br>Marketing systems on marketing (leadtime) | How to get referrals<br>Creating centres of influence<br>Generating leads with email campaigns<br>How to run seminars and client events<br>Advertising & PR<br>Creating value from partnerships<br>Marketing to different segments | Client segmentation<br>Guide to more effective sales<br>How to run seminars and client events<br>Advertising to different segments<br>Marketing to different segments<br>Client feedback |

### Referrals

Referrals are a fantastic way to generate business and S.A.M. has put together a detailed guide that takes you through each step of the process and provides you with tools to use straight away. In the referrals section you will find all these tools:

- Client Thank you letter (1)
- Client Thank you letter (2)
- Letter to Referral (or referral card)
- Letter to Referral (or referral card)
- Seminar Event letter (1)
- Seminar Event booking form
- Letter to Client (or client event booking)
- Letter to client guest
- Referral follow up script (Referrals have not responded)
- Referral checklist
- Referral 1 sheet
- Referral 2 sheet
- Telephone script 1
- Telephone script 2
- Referral card

To get a feel for S.A.M. and the quality and content the website offers, turn the page for a sneak peak.





**catholic mission**  
Reach out. Give life.

\* For further information about the tax deductibility of your gift go to [catholicmission.org.au/60](http://catholicmission.org.au/60)  
 \* Please go to [catholicmission.org.au/61](http://catholicmission.org.au/61) for our terms and conditions for credit card donations.  
 \*\* For regular donations only. An authorisation form will be sent to you.

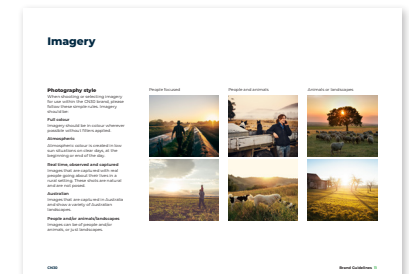
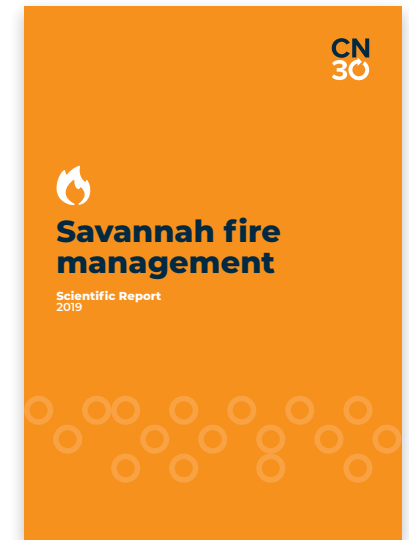
**Thank you**





## Carbon Neutral 2030 – Meat and Livestock Australia

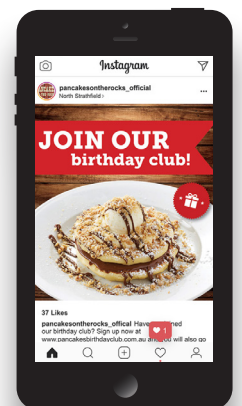
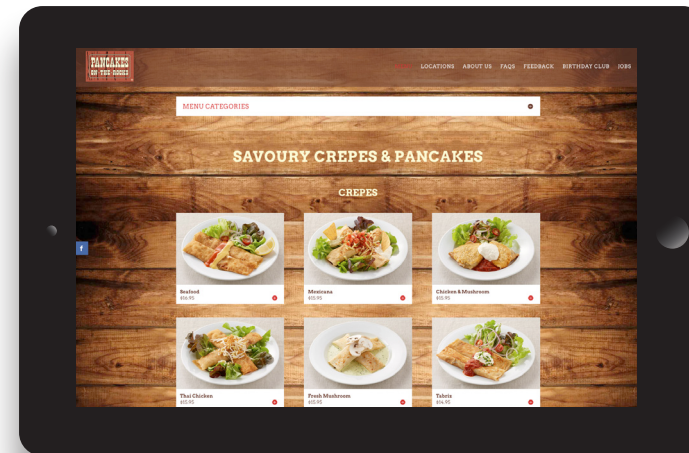
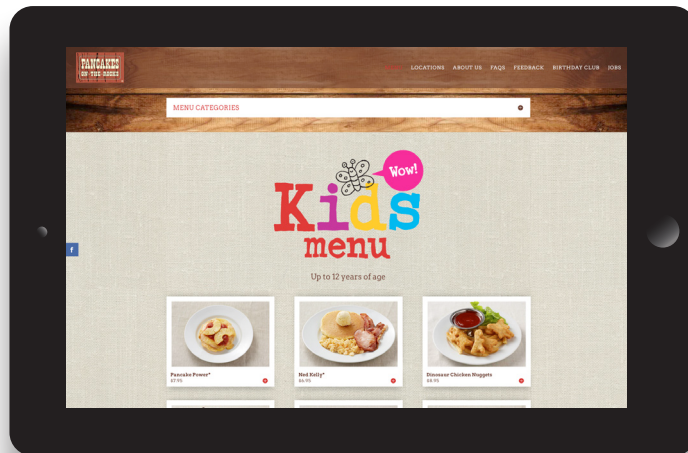
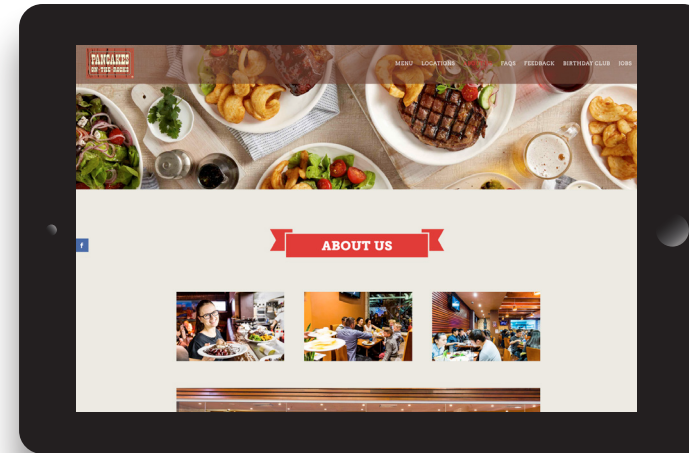
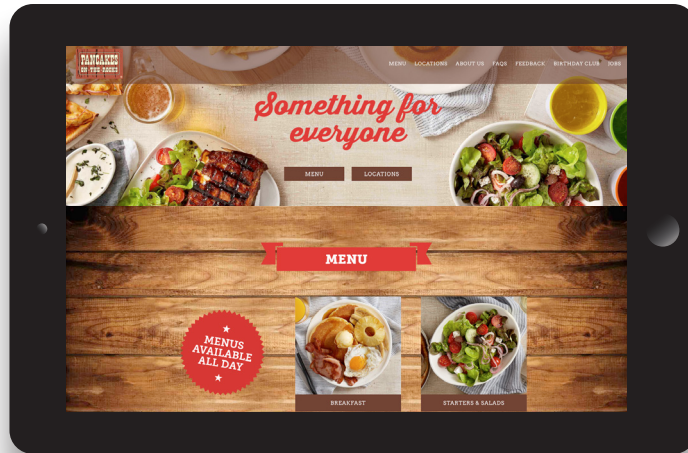
Brand guidelines, stationery, print design, infographics, website design





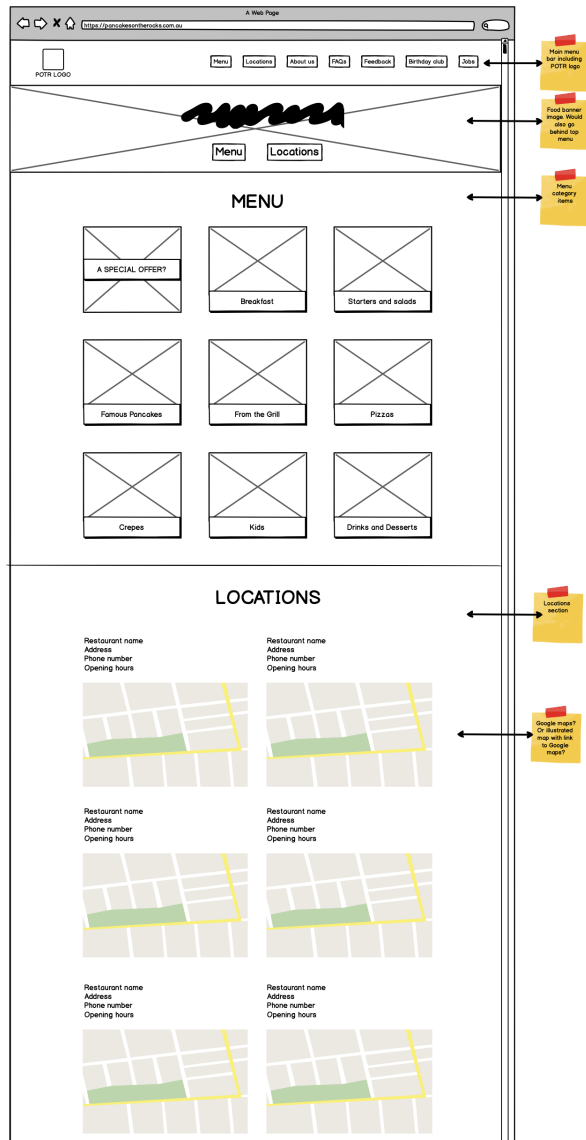
## Pancakes On The Rocks

Responsive website design and build, social media integration

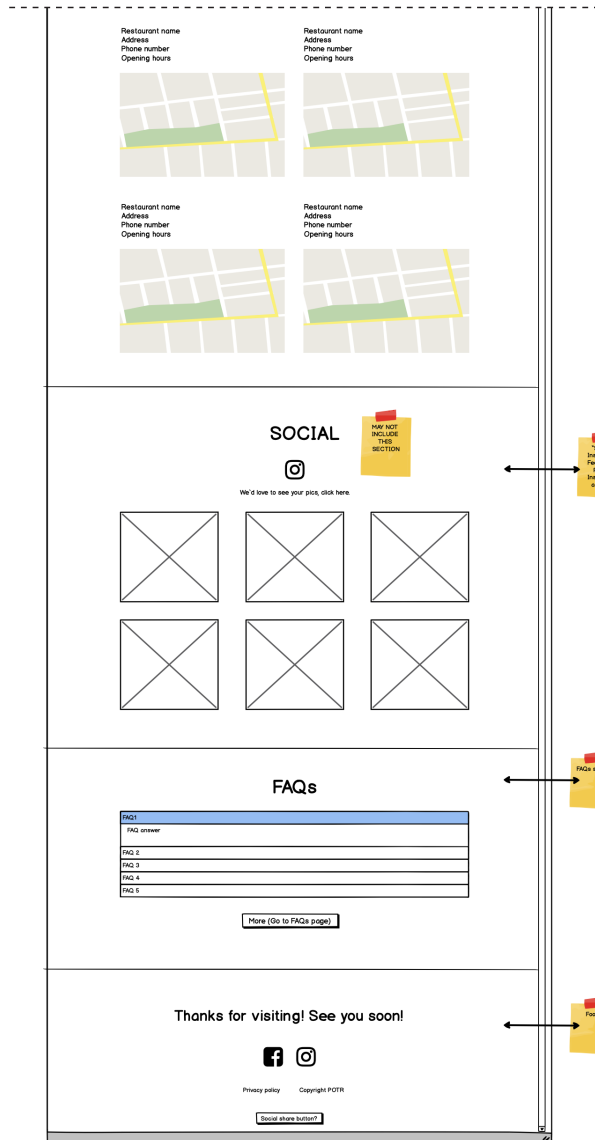




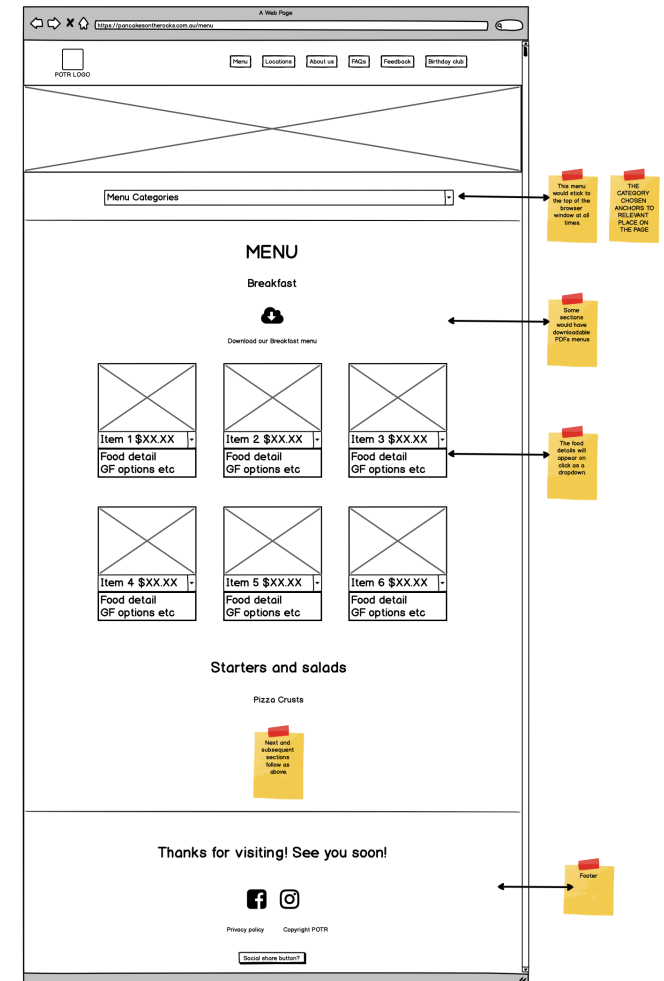
## Home page



## Home page – continued



## Menu page





## Pancakes On The Rocks

Print design, illustration, advertising

