



CLIENT JOURNEY

AT&M INTEGRATED MARKETING

Launceston TAS 7250

Background

In 2006, David and Julie Peck, the owners of a Launceston based printing company, set about transforming their business model in order to expand their customer base and succeed in the increasingly competitive sector within which they operate. Today, AT&M Integrated Marketing offers marketing, communications and advertising services, while retaining its printing capabilities, managed under strict environmental management systems.

In 2009, despite successfully revamping their business model, David and Julie were not satisfied with the return on investment in regard to conversion to sales growth. They knew there was more work to be done, but were not quite sure where to start. It was at this time that they commenced a Business Review with Enterprise Connect.

Since this time, the company has positioned its creative services at the front end of the business. With the assistance of an Enterprise Connect Business Adviser, the Pecks have implemented a strategic marketing plan, which is successfully expanding the business both inside and outside Tasmania.

“The Enterprise Connect Business Review was not so much about telling us what we didn’t already know – it was a fantastic enabler to validate our aspirations and give us the confidence to move forward.”

David Peck, AT&M Integrated Marketing



Print production at AT&M Integrated Marketing

Outcome

The Business Review revealed a need to develop a marketing strategy to enable the company’s goal for local and interstate growth. Such a strategy also needed to address the issue of training within the organisation to ensure the necessary skills to deliver David and Julie’s vision.

After the Business Review, AT&M secured funding through the Enterprise Connect Tailored Advisory Service to develop a strategic marketing plan. Marketing consulting firm, Shirlaw, assisted them through this process.

“Results to date have been outstanding, and we are seeing our strategy deliver results. We have recruited a Melbourne based sales and distribution director and, with a motivated team, we now have the confidence to successfully bid for major national tenders,” said David.

“We understand we were one of the first Tasmanian companies to get involved with Enterprise Connect through their national Creative Industries Innovation Centre. We would strongly recommend that other local businesses operating in the creative sector take advantage of the program.”

Further Information

Visit www.enterpriseconnect.gov.au or call the hotline 131 791