

MARKETING | Interface with consumers

Tool of modern life

ACOMMON misconception is that marketers manipulate people into buying products or services they do not need or initially want by creating unnecessary demand.

In reality, marketing has helped deliver new products or services that have eased or enriched people's lives. Examples are the dishwasher or computer. Can you imagine life without them?

Marketing can improve existing products and services by facilitating feedback through research and deliver-



**BARRY
SALTER**
Marketing Institute (SA) president

ing continuous improvement.

Marketing can create and sustain jobs by successfully promoting the purchase of goods and services that contribute to a dynamic economy.

Effective marketing also can enable organisations to be profitable and deliver returns to stakeholders.

Marketing can be defined as:

"The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organisational objectives. It creates value for customers, shareholders and society as a whole by creating an alignment between what consumers value and what organisations offer."

Marketing offers techniques that help firms better understand the needs, preferences and perceptions of their customers, and ways of using that

to focus the value-creating and communicating activities of the firm into areas where they will be most effective.

Companies and organisations have devoted considerable resources into building their brands and establishing brand equity.

Difficult times provide excellent opportunities for clever marketing initiatives.

Join the charge to a marketing-led recovery, attend Marketing Week next month. □ Barry Salter is president of the Australian Marketing Institute (SA).

Big gains for news website

ADELAIDENOW has confirmed its place as the city's online news leader with a significant jump in traffic growth figures for the past financial year.

The Advertiser's website had 47 per cent year-on-year growth in unique browsers at 11 million to June 30, compared to 772,034 at the end of June, 2008.

The site recorded 20.3 million page impressions, up 60 per cent from 12.7 million a year ago.

AdelaideNow's Australian-based gains were even larger, with 884,897 domestic unique browsers recorded in June - a 55 per cent leap on the previous year.

AdelaideNow editor Steele Tallon said the traffic figures reflected the site's increased focus on owning the local news environment.

"We set ourselves the goal of being the first with the news in Adelaide - whether breaking news, sport or our own exclusive reports - and we are achieving that goal," Mr Tallon said.



UPGRADE: NAB head of environment Trevor Moore, Colliers state CEO James Young and Shane Quinn.

Green touch for NAB building

SARAH MARTIN

MWQ Properties, owners of 22 King William St, will spend \$25 million on a major green refurbishment of the building beginning later this year.

The 12-storey building, which was last week covered in astro turf to promote the refurbishment, was bought by MWQ last November and is the state headquarters of NAB.

MWQ director Shane Quinn said the refurbishment would cut the building's energy use by as much as 50 per cent, achiev-

ing a NABERS energy rating of 4.5 stars. NABERS is an energy-consumption rating system for existing buildings, with five stars being the most efficient. "Our industry is one of the major polluters in the country with the greenhouse gas emissions from our sector accounting for 9 per cent of Australia's carbon emissions," he said.

"If we can try to reduce that down to 5 per cent across the board that would be fantastic." Mr Quinn said he hoped other commercial property owners

would take advantage of the Government's Green Building Fund which had allocated \$500,000 to 22 King William St.

"We want other landlords and developers out there to support going green, as the more people that get behind it, the easier it is going to be to green these buildings up," he said.

The refurbishment will include upgrades to lobbies, common areas and kitchens. Colliers International SA research analyst Katy Dean said the upgrade would help attract tenants.

BUSINESS DIARY

TODAY

■ PIRSA deputy chief executive Paul Hethersey to address South Australian Resources Chinese Investment Congress 2009, Department of Primary Industries & Resources South Australia and Australia-China Business Council, Hilton Adelaide, city (ends tomorrow).

■ Meeting: TZ Ltd.

TOMORROW

■ Water Security Commissioner Robyn McLeod to address special forum on sustaining the River Murray, University of Adelaide, Napier Building, the University of Adelaide, city.

■ Meetings: Primary Health Care, Minerals Corporation, Lumacorn, Total Staffing Solutions.

THURSDAY

■ Myer chief executive Bernie Brookes to address business luncheon on retail turnaround, Australia-Israel Chamber of Commerce, Hilton Adelaide, city.

■ Aurora funds manager Hugh Latimer to address ASX education update on earnings announcements, ASMASX, Cinema 1, Cinema Place, city.

■ Author Jean Cannon to present workshop on going green, EnviroAction, Education Development Centre, Hindmarsh.

■ Reserve Bank of Australia to release monthly bulletin.

■ Meetings: Olympia Resources, Territory Resources.

FRIDAY

■ Urban Planning and Development Minister Paul Holloway to address seminar on the 30-year Greater Adelaide plan, Urban Development Institute of Australia, Hilton Adelaide, city.

■ Australian Teleservices Association SA annual awards, ATA, The Sebel Playford, city.

■ Meetings: Progen Pharmaceuticals, Bathurst Resources, Glenegany Resources, Globe Metals & Mining, Image Resources.

STOCK WATCH

MARATHON RESOURCES

Yesterday's close 74.5c



APR 13, 2008 YESTERDAY

The explorer's new CEO John Linley will have a base salary of \$100,000, a third of predecessor Stuart Hall's.

PANAX GEOTHERMAL

Yesterday's close 14c



APR 13, 2008 YESTERDAY

The hot rocks explorer announced a second geothermal energy resource at its Tirrawarra project, north of Moomba.

Watch your dough rise.

Up to

6.25% p.a.*

Fixed Deposit.

Savings & Loans

Call us on 13 11 82, visit any branch or savingsloans.com.au

* 25% p.a. current as at 10/6/09 & based on a minimum balance of \$5,000 over a term of 60 months. Different terms & rates are available on enquiry. Terms, conditions, fees & charges may apply & are available on application. This information and advice provided without reference to your personal circumstances so you should consider whether this product fits your objectives, financial situation and needs. You can obtain the disclosure documents for this product by contacting us on 13 11 82 or visiting savingsloans.com.au. You should consider the disclosure documents when deciding whether to buy or hold this product. www.adelaidenow.com.au