

SCREAM MEDIA

SPECIAL POINTS OF INTEREST:

- **Scream Boutique Marketing now open in Leslieville**
- **Tales of Customer Service from a veteran in the trench**
- **Surprise! You've just showed up to a pop up sale!**

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Scream Media

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Scream Media Boutique Marketing in Leslieville

Scream Media is a boutique marketing firm that specializes in elevating the profile of small businesses and non-profit organizations to a higher level by working within their structure and finessing the positive features of their business. With over ten years in customer service, our client satisfaction is guaranteed.

At Scream Media we keep our process lean and bring high value and extreme service to all of our clients. Our small business marketing program is a ten year evolution of direct customer service experience coupled with technical know how.

Got a project in mind that you never seem to find time to address? Contact the professionals at Scream Media for help!

A good survey can go a long way to help you plan and implement your marketing plan. A good survey can take some time to prepare because the number of questions you ask should be limited to keep the attention of the survey subject. The survey can be done in person, or it can take place online, and it usually helps to offer some kind of incentive to those that agree to take the survey. Plenty of people will give you friction, or they will just pass you by totally and not

From the smallest projects to the real game changers, Scream Media has the know how and the experience to elevate your business to levels you only thought were possible in your dreams. We will consult with you, manage the deliverables, work within your parameters, plan and organize and manage your assets while your project comes to fruition.



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How Small Is Small?

Scream Media is a boutique style agency; meaning we are very interested in our customer's success at a primal level. If you need us to come and see you to

design a brochure, we're there. If you need us to be there to help you design a flyer for your Saturday afternoon product push, we'll be there. If you need us to come and help you design your first newsletter that will go out to the masses on your database, we'll be there. Nothing is small when it comes to our client's satisfaction. No project is too small, no detail is too finite. Want some ideas for promoting your brick and mortar business? Why not try:

-Newsletters

-Postcards

-Calendars

Your imagination is the limit!

So What is the Customer Survey?

participate. But diligence will ensure that you get a favorable number of surveys completed. What is the magic number? Well that's hard to say. I have a friend that spent the better part of an entire day soliciting people in a high income area of the city (the Beaches), and even with an offering (a \$10 Tim's card), she only managed to get ten willing respondents. Tenacity and patience are certainly good characteristics to have when doing your survey.

How you set up your questions is up to you but keep in mind that a long survey will probably result in less participants. If you choose to do your survey online, be sure to use your Facebook, Twitter and other social marketing accounts to direct people to your survey. In general a ten percent return on invites to complete the survey is pretty awesome.

The Pop-up Sale



So what is a pop up sale?

Well, from what I gathered today, a pop up sale is a great way for retailers to make money. The sale I was at today was selling plus size

clothing for women. I figured there would be a couple of people in attendance, but, as you can see from my picture, that couple of people worked

out to be more like a couple of hundred people.

The organizer of this particular sale owns his own plus size clothing store, but felt the urge to have the pop up sale so he could move some stock. Other merchants took part too, each of them brought a rack of clothing of their own to sell, and sell it did. By the time me and my companion were through shopping, the place had ballooned into an outright avalanche of women searching

for a good deal.

Promotion for the event was done solely on Facebook, and a small webpage on the store owner's website, and of course through word of mouth.

There were plenty of mouths flapping away about that sale for sure because it was packed. Want to set up a pop up sale of your own? Give us a call at 416-570-0221 or email us at info@screammedia.ca... we'll set you up for success!!

"My grandfather once told me that if it's worth doing once, it's worth doing right the first time."

My WOW Factor

Over the years, I have worked several customer service jobs in the GTA. One was with the Ontario Jockey Club. Senior's day is the day that sticks out most in my mind, probably because it was the day on the horse racing schedule that made me feel that I was really making a difference. Escorting the elderly racing fans on and off the access bus, rolling them

around in their wheel chairs until they were at the perfect vantage point to see the races, and even getting coffee and snacks for them was fulfilling. For some of those fans, their ability to enjoy the day depended entirely on my ability to serve them up a huge dose of hospi-

tility and, in some cases, friendship.

As a Studio Editor at Broadcast News there were no elderly customers. But the clientele I was serving had needs too. They wanted to know that they could depend on the person sitting in the editor's chair. Time and time again, I would get calls from client radio stations, frantic about a missed news feed or missed feature, and not unlike the seniors at the racetrack, they wanted to be heard. I always replied to our clients with calm and respect, regardless of their demeanor. And most of the time, my response soothed them into knowing that I was the guy who could fix their problems. And I did.

And then there is Bell ExpressVu, perhaps the most challenging customer service

role that I have yet to face. It's amazing for someone like me, someone who isn't emotionally attached to television, to see and hear some of the predicaments that people can get into with their television. Technical problems, billing issues, opening and closing accounts at the drop of a dime; all of these issues come up on a regular basis. And all have to be handled with a positive attitude, working with the knowledge that even the most delinquent customer deserves to be treated with dignity and respect. People often ask me what it is about customer service that keeps me working in the field, and I tell them that above all, I like problem solving, I like listening, and most of all, I love the moment that I pass on resolution to the customer....it's my WOW factor.



The Executive Summary

What is an “executive summary”? An executive summary is a statement of your company’s business in micro form. It is compiled of peices from each of the sections of your business plan, only it is compound-ed into one brief page. The execu-tive summary is usually the last part of the business plan to be produced primarily because it encapsulates information which is included in the business plan as a whole. Once read, an individual should have a clear idea of the business, financials and the markets chosen by the business owner.

For example, Scream Media’s execu-tive summary includes the posi-

tioning statement; to identify the business and what its’ business is, an explanation of our target mar-ket, an explanation of our market-ing strategy, and a mention of our



opening financials. Your executive summary should look somewhat similar to ours, but there are no rules stating exactly how long or

short your executive statement should be, only what content should be mentioned.

The executive summary is a very important part of your overall busi-ness plan. For the most part, its’ coherency will shape up when the plan is looking and feeling right. In other words, if your executive summary flows and sounds coher-ent and logical, it is likely that you have put in the time that it takes to build a workable business plan. You shouldn’t take this part of your business growth lightly. A well thought out business plan can make a company; the absence of one can certainly break a company.

“What is an executive summary...do you really want to know?”

Your Customer Profile

1. Given your product’s features and benefits; can you more specifically identify your target market?
2. If your target market is made up of individuals, what is the typical customer’s age, income level, education level, attitudes, likes and dislikes? How do they perceive themselves or want to be perceived (image conscious, cost conscious, adventurous, conservative, individualistic, for example?)
3. If your target market is made up of institutions, government, or businesses; list some general characteristics (such as type of industry, size of business, volume purchased, buying habits, or other distinctive characteristics).
4. What do you think are factors in the buying decisions for your target market? (cost, delivery time, location, quality, etc.?) In what order are these buying factors prioritized?
5. What geographical area are you planning to focus on? Why did you choose it? Are there many potential cus-tomers fitting the description of your target market in the area?

The Elevator Pitch

Have you ever been asked “So, what’s your business all about?” and failed to come up with a coherent statement in quiktime? We can help you work that problem out and craft the perfect “elevator pitch” that suits your business. There are many benefits to having a pitch available at the top of your head. It makes you look prepared at a mo-

ments notice and gives potential customers a lasting first impression of your business.





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Scream Media founder Darren Surette hails from Halifax, Nova Scotia. Darren has been in Ontario for over twenty years, but has not lost sight of the values that makes the east coast such a special place to live and such an awesome place to be from. Truth, trust and honesty are among the most important values to Darren, but he has also learned that a strong dose of tenacity is extremely helpful while trying to get by in the rush that has become his life in Toronto. It's not hard to get Darren talking about the east coast so, if you're interested, just ask and you're bound to get a story.

"it's happening all around us"

Got Stuff You Want To See in The Leslieville?



Know someone who does something for the community that should be given some koodos or accolades? Send a not to info@screammedia.ca and we'll do our best to get something in our

next issue of the The Leslieville. Hopefully it will be chalk full of information for budding business people and established ones alike