



Creative, Practical & Authentic

Do It For Me Marketing: 'Doing' it for *Financial Services SA*

'Drive down every driveway' is the mantra Phillip 'Dibbo' Dibben, owner of *Financial Services SA*, lives by. He spends much of his work life on the road helping multi-generational farming families living in rural and remote areas. Needless to say, he is time poor and found it difficult to market his business.

"I knew I needed to grow the business and build our reputation, but I just didn't have the time to manage it all."

When we first met with Dibbo in 2015, it was clear he was a candidate for our Do It For Me marketing program.

We knew it wouldn't work if he bit off more than he could chew, so we made it easy by concentrating on email and social marketing.

Using simple briefing processes and a well-thought out strategy, Dibbo now has regular insightful communication with his clients that helps them to understand what he does, so that they may benefit and achieve their goals.

From little things, big things grow

Our achievements include:

- Regular helpful emails to clients that have increased Dibbo's professional profile
- Email opening rates at double and triple industry averages;
- High click rates and regular positive feedback because the articles are insightful and really hit home for Dibbo's clients;
- A co-marketing campaign with a local law firm that achieved very high opening rates and direct enquiry;
- Growing Dibbo's database by more than 400 subscribers; and
- Planned social media achieving extended reach and engagement.

"Looking at our results I can safely say our marketing is successful. Not only are we building our reputation, we have new work from new clients, additional work from existing clients and referrals from other businesses"

What Dibbo has to say...

Once again, I have received fantastic feedback about the authenticity of our marketing materials and how direct and meaningful the content is. I am so grateful to Bold! for all that they do for us. I have and will continue, to recommend Bold! to others."

Phillip 'Dibbo' Dibben, Owner, *Financial Services SA*

What Rosalie says...

"We work so well together that you sound more like 'Dibbo' than 'Dibbo' does!"

Rosalie Dibben

