

MARKETING IDEAS

wfaanz
WINDOW FILM ASSOCIATION
OF AUSTRALIA AND NEW ZEALAND

WFAANZ makes marketing simple

The best way to get the most from your WFAANZ membership is to promote it. Announcing you're part of an independent industry association and that you abide by a strict code of practice will help establish your business as credible, trustworthy, reliable and compliant.

Here are some quick and easy marketing ideas that'll give your business the edge...

- Feature the WFAANZ logo wherever possible, on your website, business card, signage, email signature, T-Shirts, vehicle, quote and invoice template, directory listings, Facebook, etc.
- Distribute the Fact Sheets to your customers to educate them on the different aspects of film
- Establish a link from your website to the WFAANZ site, and include a blurb about what it means to be a WFAANZ member. This will also help your site's SEO
- Position your membership certificate and decals in a prominent area, or scan and upload to your website
- Incorporate the WFAANZ videos (on YouTube) into your sales routine - link from your website or Facebook page, email or text the link to prospective customers, show to your client on an iPad or smart phone while you measure their windows, etc.
- Visit the *Articles* page of the WFAANZ website and upload relevant stories to your website
- Work with the WFAANZ marketing manager on a case study for your local paper
- Submit stories or questions for the quarterly newsletter
- Participate in WFAANZ online training
- Announce your WFAANZ membership in your 'on hold' or voicemail message
- Enjoy significant member discounts for WERS For Film accreditation
- Register for the Member's Only area of the WFAANZ website

On average the WFAANZ online directory of members receives **100** hits every week from people looking for a tinter. Remember to send us a logo, blurb and updated contact details to ensure you receive the job leads generated by your free listing



WFAANZ

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