

Blue Business Guide

Online Guide • smsQuotes • Enhanced Profile Pages [.com.au](http://bluebusinessguide.com.au)



Find a Business Online
& get a Reward!

Melbourne's First & Only 3 in 1 Marketing Package

- *Trades & Services*
- *Professionals*
- *Retail Business*
- *Restaurants*
- *Health & Fitness*
- *Weddings*

Local
Savings
Campaign



List your Business Free or Priority Listing for \$99



Call 0468 433 430 and we'll
find a business to quote for you

BlueBusinessGuide.com.au

Ph: 0468 433 430

PO Box 85 Mill Park 3082

email: enquiries@bluebusinessguide.com.au

Consultant:

Contact Number:

How you can attract more local customers

Campaign cycle creates multiple enquiry opportunities for your business

The only company in Melbourne to provide in 1 marketing package



Our Aim

Is to assist in the growth of Local Businesses by motivating the Community to support Local Business through the use of the Blue Business Guide Savings campaign.

There are four key business advantages

1. The BBG campaign is a proven way of attracting more Local customers. With our magnet you can measure and track your results.
2. Local Businesses have saved thousands of dollars because our rates are up to 7 times less than some of our competitors.
3. Our clients have documented how profitable their return on investment has been with our campaign.
4. Our 3 in 1 marketing package:
 1. Online/Smart Phone Apps,
 2. SMS Quote,
 3. Enhanced Profile Page

- Est. 1993
- Your One Stop Shop
- 100% Australian Owned
- We Reward Your Loyalty
- List your Business FREE
- Unique 3 in 1 Package
- Very Affordable
- Locality Section
- Evidence of Great Results
- Corporate Packs Available
- Huge Marketing Campaign
- Most Cost Effective Bar None



Find a Business Online & get a Reward!

www.BlueBusinessGuide.com.au

What areas would you like more customers from?

North

ALPHINGTON
ARTHURS CREEK
ATTWOOD
BANYULE
BATMAN
BELLFIELD
BLOSSOM PARK
BRIAR HILL
BROADMEADOWS
BRUNSWICK
BRUNSWICK EAST
BRUNSWICK SOUTH
BRUNSWICK WEST
BUNDOORA
CAMPBELLFIELD
COBURG
COBURG EAST
COBURG NORTH
COBURG WEST
COOLAROO
COTTLES BRIDGE
CRAIGIEBURN
DALLAS

DIAMOND CREEK
DONNYBROOK
DOREEN
EAGLEMONT
ELTHAM
ELTHAM NORTH
EPPING
FAIRFIELD
FAWKNER
GLENROY
GREENSBOROUGH
GREENVALE
HADFIELD
HEIDELBERG
HEIDELBERG HEIGHTS
HEIDELBERG WEST
HURSTBRIDGE
IVANHOE
IVANHOE EAST
IVANHOE NORTH
JACANA
KALKALLO
KANGAROO GROUND
KEON PARK
KINGSBURY

KINGSTON GARDENS
LALOR
LOWER PLENTY
MACLEOD
MACLEOD WEST
MEADOW HEIGHTS
MERLYNSTON
MERNDA
MICKLEHAM
MILL PARK
MILL PARK LAKES
MONTMORENCY
MOONEE VALE
MORELAND
MORELAND WEST
NORTHCOTE
NUTFIELD
OAK PARK
OAKLANDS JUNCTION
PLENTY
PRESTON
PRESTON SOUTH
PRESTON WEST
REGENCY
RESEARCH

RESERVOIR
ROSANNA
ROSANNA EAST
ROXBURGH PARK
SEYMOUR
SOUTH MORANG
SOUTH PRESTON
ST HELENA
STRATHEWEN
THOMASTOWN
THORNBURY
UPFIELD
VIEWBANK
WATSONIA
WATSONIA NORTH
WEST GLEN
WEST PRESTON
WESTGARTH
WESTMEADOWS
WOLLERT
YALLAMBIE
YAN YEAN SOUTH
YARRAMBAT
YUROKE

West

ABERFELDIE
AIRPORT WEST
ALBANVALE
ALBION
ALTONA
ALTONA EAST
ALTONA GATE
ALTONA MEADOWS
ALTONA NORTH
ARDEER
ASCOT VALE
AVONDALE HEIGHTS
BRAYBROOK
BROOKLYN
BULLA
BURNSIDE
BURNSIDE HEIGHTS
CAIRNLEA
CAROLINE SPRINGS
COONANS HILL
CORIO
DEER PARK
DELAHEY

DERRIMUT
DIGGERS REST
ESSENDON
ESSENDON AIRPORT
ESSENDON NORTH
ESSENDON WEST
EYNESBURY
FLEMINGTON
FOOTSCRAY
FOOTSCRAY WEST
GLADSTONE PARK
GOWANBRAE
HILLSIDE
HOPPERS CROSSING
KEALBA
KEILOR
KEILOR DOWNS
KEILOR EAST
KEILOR LODGE
KEILOR PARK
KENSINGTON
KINGS PARK
KINGSVILLE

LAVERTON
LAVERTON NORTH
LITTLE RIVER
LONG FOREST
MAIDSTONE
MARIBYRNONG
MELTON
MOONEE PONDS
MOUNT COTTRELL
Mt COTTRELL
NEEPORT
NIDDRIE
NORLANE
PASCOE VALE
PASCOE VALE SOUTH
POINT COOK
RAVENHALL
ROCKBANK
SANCTUARY LAKES
SEABROOK
SEAHOLME
SEDDON
SEDDON WEST

SOUTH KINGSVILLE
SPOTSWOOD
ST ALBANS
ST ALBANS EAST
ST ALBANS SOUTH
STRATHMORE
SUNBURY
SUNSHINE
SUNSHINE NORTH
SUNSHINE WEST
SYDENHAM
TARNEIT
TAYLORS HILL
TAYLORS LAKES
TOTTENHAM
TRAVANCORE
TRUGANINA
TULLAMARINE
WERRIBEE
WEST MELBOURNE
WILLIAMSTOWN
WILLIAMSTOWN NORTH
WYNDHAM VALE
YARRAVILLE

South

ARMADALE
ARMADALE NORTH
ASPENDALE
ASPENDALE GARDENS
BALACLAVA
BEAUMARIS
BENTLEIGH
BENTLEIGH EAST
BLACK ROCK
BONBEACH
BRAESIDE
BRIGHTON
BRIGHTON BEACH
BRIGHTON EAST
BRIGHTON MIDDLE
BRIGHTON NORTH
BURNLEY
CARNEGIE
CAULFIELD
CAULFIELD EAST
CAULFIELD JUNCTION
CAULFIELD NORTH
CAULFIELD SOUTH
CENTRAL PARK
CHADSTONE
CHAPEL STREET NORTH
CHELSEA
CHELSEA HEIGHTS
CHELTENHAM
CHELTENHAM EAST
CLARINDA
CLAYTON
CLAYTON SOUTH
CREMORNE
CROMER
DANDENONG
DANDENONG NORTH
DANDENONG SOUTH
DARLING
DARLING SOUTH
DINGLEY
DINGLEY VILLAGE
EAST BRIGHTON
EDITHVALE
ELSTERNWICK
ELWOOD
GARDENVALE
GLEN HUNTLY
GLEN IRIS
HAMPTON
HAMPTON EAST
HAWKS BURN
HEATHERTON
HIGGETT
HOLMESGLEN
HOPETOUN GARDENS

HUGHESDALE
HUNTINGDALE
JORDANVILLE
KEYSBOROUGH
KOYOYONG
MALVERN
MALVERN EAST
MCKINNON
MENTONE
MOORABBIN
MORDIALLOC
MULGRAVE
MURRUMBEENA
NEERIM SOUTH
NOBLE PARK
NOBLE PARK NORTH
OAKLEIGH
OAKLEIGH EAST
OAKLEIGH SOUTH
ORMOND
PARKDALE
PRAHRAN
PRAHRAN EAST
RICHMOND
RICHMOND NORTH
RICHMOND SOUTH
RIPPONLEA
SANDOWN VILLAGE
SANDRINGHAM
SOUTH YARRA
SPRINGVALE
SPRINGVALE SOUTH
ST KILDA EAST
TOORAK
TOORONGA
WATERWAYS
WATERWAYS
WATERWAYS
WINDSOR
WISHART

East

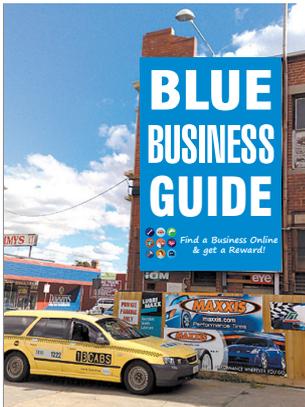
ASHBURTON
ASHWOOD
AUBURN
BALWYN
BALWYN EAST
BALWYN NORTH
BAYSWATER
BAYSWATER NORTH
BENNETTWOOD
BLACKBURN
BLACKBURN NORTH
BLACKBURN SOUTH
BORONIA
BOX HILL
BOX HILL CENTRAL
BOX HILL NORTH

BOX HILL SOUTH
BULLEEN
BULLEEN WEST
BURWOOD
BURWOOD EAST
CAMBERWELL
CAMBERWELL EAST
CAMBERWELL NORTH
CAMBERWELL SOUTH
CAMBERWELL WEST
CANTERBURY
CROYDON
CROYDON HILLS
CROYDON NORTH
CROYDON SOUTH
DEEPDENE
DONCASTER
DONCASTER EAST
DONCASTER HEIGHTS
DONVALE
EAST BURWOOD
FERNTREE GULLY
FOREST HILL
GLEN WAVERLEY
HARTWELL
HAWTHORN
HAWTHORN EAST
HAWTHORN WEST
HEATHERDALE
HEATHMONT
KERRIMUIR
KEW
KEW EAST
KEW NORTH
KNOX CITY CENTRE
KNOXFIELD
LOWER TEMPLESTOWE
LYSTERFIELD
MACCLESFIELD
MIDDLE CAMBERWELL
MITCHAM
MONT ALBERT
MONT ALBERT NORTH
MOUNT WAVERLEY
MOUNTAIN GATE
Mt WAVERLEY
NOTTING HILL
NUNAWADING
PARK ORCHARDS
PINWOOD
RINGWOOD
RINGWOOD EAST
RINGWOOD NORTH
ROWVILLE
SCORESBY
STUDFIELD
SURREY HILLS
SYNDAL



How will people find your business? *Easy!*

Simply become part of a Melbourne wide local business marketing campaign that works!



Super Site Billboards

BlueBusinessGuide.com.au

Trade & Service Quotes
"We'll find a business to quote for you"

Call

1300 246 800



Find a Business Online & get a Reward!

100's & 1000's of Stickers & Fridge Magnets



Over 3/4 of a million booklets delivered



TV & Radio Advertising (See Online)



Online Awareness, Digital Advertising & Organic Searching

The reasons why more people choose to use Blue Business Guide instead of our competitors!

"Go online to view TV, Radio & Billboard Advertisements"

How does it work?

Each of the business partners offer an instant incentive to attract new customers. Now with 3000 advertising businesses and growing, you become part of an extensive marketing campaign that works.

To benefit from our 2 million user/customers, simply choose the immediate saving incentive you would offer.

Which Blue Business Guide reward incentive will you offer?

Be rewarded! Here are some Savings examples:

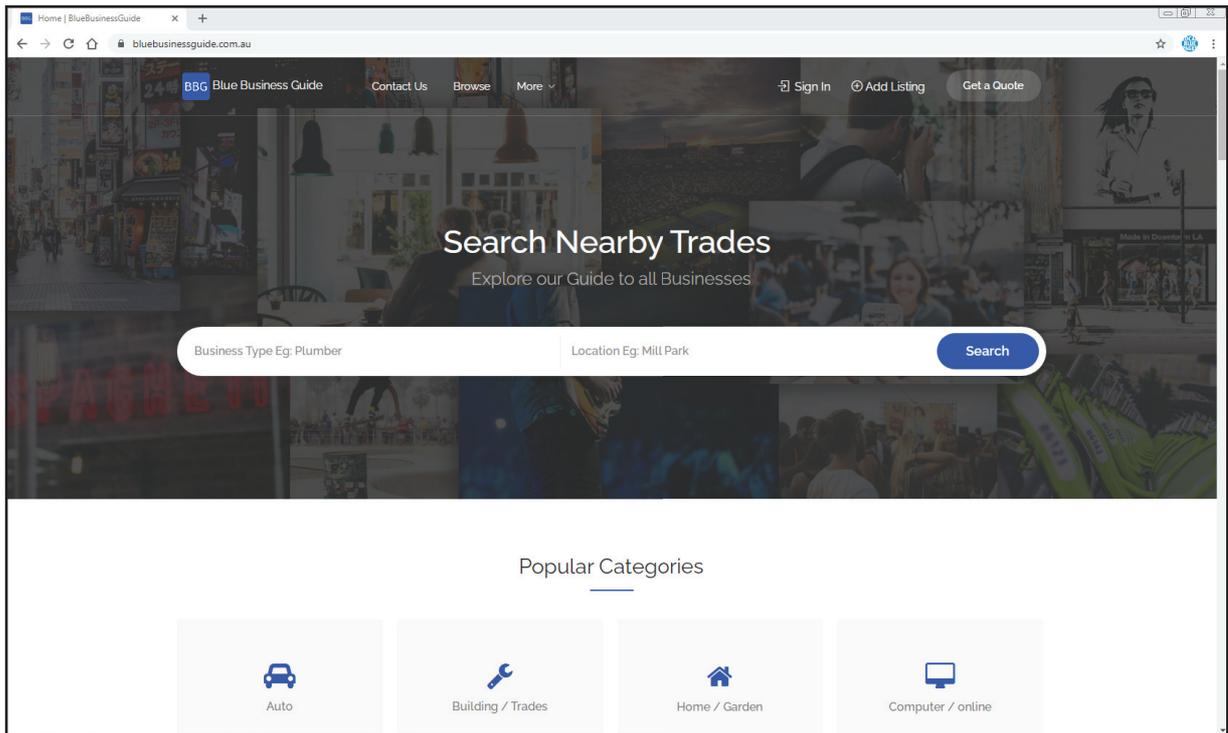
- | | |
|--|--|
| <input type="checkbox"/> 1st consultation free | <input type="checkbox"/> \$100 rebate |
| <input type="checkbox"/> Free pick up and delivery | <input type="checkbox"/> Save 10% off 1st \$1000 |
| <input type="checkbox"/> Save 10% for 1st time clients | <input type="checkbox"/> First 1/2 hour |
| <input type="checkbox"/> Free 12 month warranty | <input type="checkbox"/> Save 10% on Mon/Tue |
| <input type="checkbox"/> \$25 off | <input type="checkbox"/> Free Gift |

• Maximum of 10% off

SAVE HERE

How affordable is BlueBusinessGuide.com.au Online

Website



Position, content & search results based on which category you choose: A, B, C, or D

ONLINE ADVERTISING OPTIONS

A.

HERITAGE PLUMBING GROUP PTY. LTD.
YOUR TRUSTED LOCAL PLUMBER
 GAS FITTING & APPLIANCES
 CARBON MONOXIDE TESTING
 LEAKING TAPS, TOILETS & PIPES
 EMERGENCY CALL-OUTS
 HOT & COLD WATER
 HOT WATER UNIT INSTALL SERVICE
 DRAIN CAMERA
 COLORBOND ROOFING, GUTTERING & DOWNPIPES
 WINDOW SILL, FLASHINGS & ROOF VENTS
 DOMESTIC & RESIDENTIAL
 COMMERCIAL & INDUSTRIAL
 MAINTENANCE & RENOVATIONS
 SOLAR PANEL INSTALLS
 BLOCKED DRAINING, SEWER & STORMWATER
ADRIAN MICALLEF - 0438 484 311
MICHAEL MICALLEF - 0423 416 769
 heritageplumbing@live.com
 www.heritageplumbinggroup.com.au

B.

JSPN BOOKKEEPING SOLUTIONS
 MYOB, Reckon & Xero
 Bookkeeping & Payroll Services
 At your business premises or our office
 - Business Activity Statements
 www.jspnbookkeepingsolutions.com.au
Ph: 1300 738 031
Mobile: 0411 547 745

C.

TGI PLUMBING
 ALL SUBURBS - 24 HRS E.P.
 ALL PLUMBING & CONFIDENTIAL (COOKER/STOVE)
 Specialising in:
 - BLOCKING & REMOVAL
 - REPAIRING & REPLACING
 - FAST EMERGENCY SERVICE
 Hot & Cold Water Services
 "FREE QUOTES"
 ASK FOR TOM
Mobile 0410 600 000
9495 8882 Lic No. 15513

D.

george's concreting
 concrete & paving
0409 899 404

Customers use bluebusinessguide.com.au online directory to buy products and services they need

- Quality enhanced priority position based on size and date of booking
- Search engine optimisation investment
- Tap into thousands of hits per day
- Melbourne wide search
- Web linked to your website for increased traffic
- Backed up by radio, T.V., billboards, magnets and digital marketing
- Over 90% of the population are using online services

ONLINE ADVERT COMPARISON

Our major competitors online ad
 1 Category ~ 2 Postcodes ~ 8 Subs ~ x5 to compete with us
 \$8000 for 12 months / \$670 per month* x4 per area

* Approximate prices - subject to change

Online Client Testimonial



To whom it may concern,

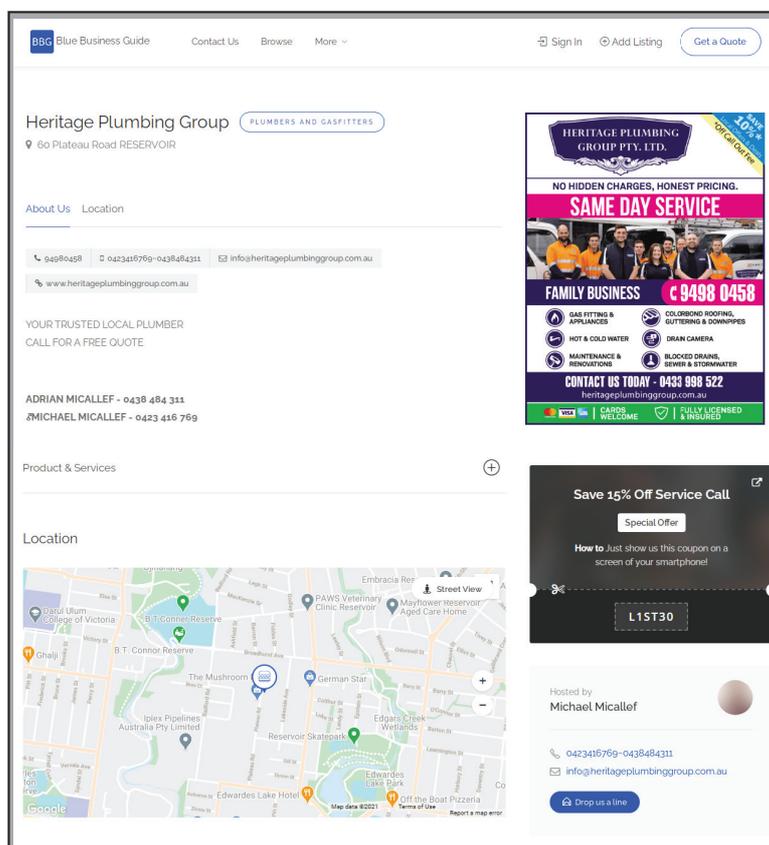
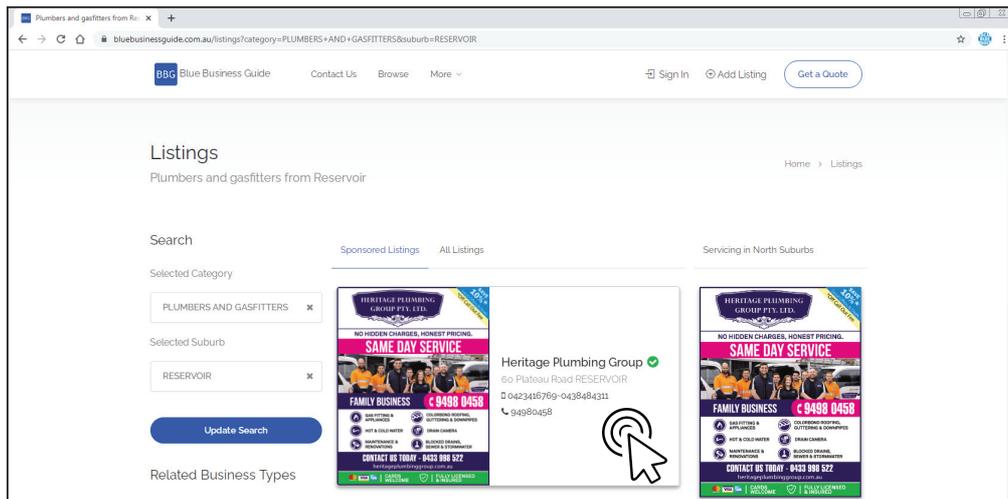
We have been advertising with BlueyBusinessGuide.com.au online and print for the past two years now. We are happy to recommend them to similar businesses. Good luck with your plans to grow in the outer areas of Melbourne.

Yours faithfully,

Ann Hutchinson
 Ann Hutchinson.

Profile Page & SEO with Sub Domain

Create a professional online presence



WEBSITE COMPARISON

with major competitor \$2,500 over 12 months* (\$200 p/m)

Blue Business Guide can create a professional online identity for you. With your own unique Profile Page, Blue Business Guide ensures you have the most effective online communication with potential customers, adding SEO on your page within a 5km radius. Don't settle for anything less!

Trades, Service leads and Local Quotes via your mobile phone

Let us do all the hard work for you

What's it all about?

With our all new trades and service text message service, we will find a business to quote for you anywhere in Melbourne. From plumbers to renovators, for any job you need completed, just phone **0468 433 430** provide your details and we will do the hard work for you.

How do I offer my services?

Becoming a service provider for our quotes service is easy. Find out how to register your services by visiting our website and filling out your details or contacting us on **0468 433 430** and soon you will be receiving work via text message.

How it works...



You need a quote for a new fence

Free lead via SMS



Businesses registered on our database receive an SMS containing the job description and contact information.

They then call our customers to organise a quote



You hear our radio ad or see our T.V. advertisement



Call 0468 433 430 and tell us what quotes you need. Within a short time you'll have up to 3 quotes supplied. Just one call, it's that simple.



See a billboard, sticker or fridge magnet



Or log onto www.BlueBusinessGuide.com.au

SMS COMPARISON

Competitors can charge up to 1k to join +\$50 per lead for 8 Post Codes / 1 Category @ 1 lead p/w could cost \$200 p/m x4 per area

* Approximate prices - subject to change

How profitable is the Blue Business Guide campaign?

"I am extremely happy and surprised with the results"

Professional Results



Caffyn Plumbing P/L

Thank you for your support and excellent service. Like many businesses we advertise with various other companies however since advertising with Blue Business Guide we are receiving many calls from areas which we never used to get in the past and this is due to the advertising packages offered. We are thrilled to continue advertising as we move forward and continue in the plumbing industry.



Kind Regards, Loana.

Retail Results



Tucker Road Pharmacy

We have been advertising with Blue Business Guide for 8 years and have been happy with the service results, and the response from customers. Good luck with your expansion.



Regards, Natalie Kopas.

Service Results



Toyrolla Spares

We have advertised our business with Blue Business Guide for 4 years. Ewart has been a pleasure to deal with to discuss our advertising needs. They have always met our advertising needs and tied in with our marketing budget restraints. We find that many customers locate our services through Blue Business Guide and continue to use our services ongoing.



Best Regards, Alexander Tijan

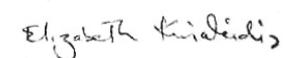
Health/Wellbeing Results



My Podiatrist

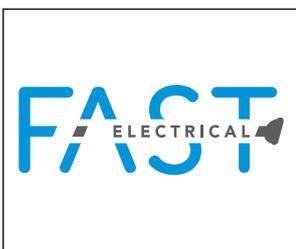
We have been advertising with you since 1996. We have come a long way. You have grown and you have helped us grow also. Best wishes with your growth.

Regards,



Elizabeth Kiriakidis.

Trades & Services



Fast Electrical

I have been with Blue Business Guide for 3 years. It has put me in touch with long term clients. Blue Business Guide to Fast Electrical is about establishing relations early on and keeping them on throughout the years, and so far have retained several clients and plan on getting more throughout the coming years and pleasing the community.



Regards, Mark Micallef

Trades & Services



George's Concreting

I am very pleased with my advertng. I have received many enquiries and have had several work as a result of advertising with Blue Business Guide. I will happily recommend Blue Business Guide for local advertising services which has put me in touch with many local residents.



George's Concreting

Ask about our Testimonials and Dot Books.
Client thank-you letters are available upon request.

Blue Business Guide Advertising Packages & Comparisons

A Package: \$ _____ per month / per week \$ _____



HERITAGE PLUMBING GROUP PTY. LTD.

YOUR TRUSTED LOCAL PLUMBER

 GAS FITTING & APPLIANCES	 COLORBOND ROOFING, GUTTERING & DOWNPIPES
 CARBON MONOXIDE TESTING	 SKYLIGHTS, FLASHINGS & ROOF VENTS
 LEAKING TAPS, TOILETS & PIPES	 DOMESTIC & RESIDENTIAL
 EMERGENCY CALL OUTS	 COMMERCIAL & INDUSTRIAL
 HOT & COLD WATER	 MAINTENANCE & RENOVATIONS
 HOT WATER UNIT INSTALL/SERVICE	 SOLAR PANEL INSTALLS
 DRAIN CAMERA	 BLOCKED DRAINS, SEWER & STORMWATER

ADRIAN MICALLEF - 0438 484 311
MICHAEL MICALLEF - 0423 416 769
 heritageplumbing@live.com
 www.heritageplumbinggroup.com.au

B Package: \$ _____ per month / per week \$ _____



JSPN BOOKKEEPING SOLUTIONS

MYOB, Reckon & Xero Bookkeeping & Payroll Services
At your business premises or our office - Business Activity Statements

www.jspnbookkeepingsolutions.com.au

Ph: 1300 738 031
Mobile: 0411 547 745

C Package: \$ _____ per month / per week \$ _____



T&L PLUMBING
ALL SUBURBS ~ 30 YRS EXP
ALL PLUMBING & GASFITTING REQUIREMENTS
 Specialising in:
BLOCKAGE & BURSTS
ROOFING & GUTTERING
FAST EMERGENCY SERVICE
 Hot & Cold Water Services
"FREE QUOTES"
ASK FOR TOM
Mobile 0418 330 033
9435 8332

Lic No. 15513

D Package: \$ _____ per month / per week \$ _____



george's concreting
 concrete & paving

0409 899 404
 gforce1173@gmail.com

1st Call Discount:
2nd Category or Region Free or Free UpSize
(applies to "B" only (or Call Manager))

COMPETITORS

BLUE BUSINESS GUIDE

OUR PACKAGE

ONLINE	\$ _____
SMS QUOTES	\$ _____
WEBSITES	\$ _____
TOTAL	\$ _____



3-In-1	\$ _____	Total
1st Call Discount	\$ _____	Total
SAVE	\$ _____	Total

PAYMENT OPTIONS:

- 10% Discount Upfront
 - 12 Month Instalments
- (Can Cancel within 30 days prior to release)

Helping you reach more customers effectively

Take the next few minutes to see how we can assist your business to grow

Growth Opportunities

How do you see your business growing in the future?



BUSINESS NAME: _____

CONTACT / PARTNER: _____ / _____

HOW LONG HAVE YOU BEEN IN BUSINESS: _____

HOW DID YOUR BUSINESS START: _____

DO YOU WANT EXTRA WORK: _____

OR SAVE MONEY GETTING EXTRA WORK: _____

WHAT ARE YOUR FUTURE PLANS TO GROW YOUR BUSINESS: _____

NORTH WEST SOUTH EAST ALL ONLINE & PROFILE PAGE

PRODUCTS SERVICES CUSTOMERS % GROWTH PHONE APP SMS

Return on Investment

What would a healthy return on investment look like to you?



• AVERAGE CUSTOMER VALUE \$ _____

• IF INVESTED \$ _____

• NUMBER OF CLIENTS REQUIRED _____

Previous Marketing

What has worked for you in the past?



PRINT \$ ONLINE ADS \$ PHONE APP \$ SMS \$ WEBSITE/PROFILE PAGE \$ OTHER MARKETING \$

TOTAL INVESTMENT \$ _____

EXAMPLES: _____

Satisfaction Guarantee

We are proud of our marketing campaign. We have selected a leading marketing company to help build awareness of our package.



We also run a business and community survey to ensure your potential customers have their own access.

