

# Let localblue.com.au Direct New Local Customers to your Business

PHONE BOOKS • ONLINE DIRECTORY • WEBSITE DESIGN & HOSTING

**New**

## Trade & Service Quotes

- "We'll find a business to quote for you"

**Call 1300 246 800**

Show your **FREE Savings Card/Magnet**  
and receive a discount today

"It pays to use your localblue.com.au"

**New**

Locality Section

List your Business FREE

Corporate Packs Available

Unique 4 in 1 Package

Very Affordable

Huge Marketing Campaign

Evidence of Great Results

100% Australian Owned



Services



Professional



Trades



Retail

Suite 6, 18 Sherbourne Rd  
Greensborough VIC 3088  
tel. 9435 3599 fax. 9435 3588  
email: [enquiries@localblue.com.au](mailto:enquiries@localblue.com.au)  
[www.localblue.com.au](http://www.localblue.com.au)



**localblue.com.au**

Phone Books, Online Directory, Trade & Service Quotes

**Consultant:**

**Phone Number:**

**"It pays to use your localblue.com.au"**

# Helping you reach more customers effectively

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

## Previous Marketing

What has worked for you in the past?



## Growth Opportunities

How do you see your business growing in the future?



## Return on Investment

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



BUSINESS NAME: \_\_\_\_\_

CONTACT / PARTNER: \_\_\_\_\_ / \_\_\_\_\_

HOW LONG HAVE YOU BEEN IN BUSINESS: \_\_\_\_\_

HOW DID YOUR BUSINESS START: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

NORTH  WEST  SOUTH  EAST  ALL

PRODUCTS  SERVICES  CUSTOMERS  WEBSITE

% GROWTH  ONLINE

SMS

\_\_\_\_\_

\_\_\_\_\_

• AVERAGE CUSTOMER VALUE \$ \_\_\_\_\_

• IF INVESTED \$ \_\_\_\_\_

• NUMBER OF CLIENTS REQUIRED \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

YELLOW PAGES \$  LOCAL PAPERS \$  OTHER MARKETING \$  WEBSITE \$

ONLINE ADS \$  SMS \$

TOTAL INVESTMENT \$ \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Satisfaction Guarantee



We're proud of our Local Blue marketing campaign. We have selected the leading distribution company for the delivery of our Business Guides and Savings Card.



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

# How you can attract more local customers

The Local Blue campaign cycle creates multiple enquiry opportunities for your business

The only company in Melbourne to provide 4 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 Local Blue Savings card.

## There are four key business advantages

1. The Local Blue campaign is a proven way of attracting more Local customers. With the Local Blue card 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 the Local Blue campaign.
4. Our 4 in 1 marketing package - 1. Books, 2. Online, 3. SMS Quote, 4. Websites.

# What areas would you like more customers from?

## North Western

- Aberfeldie
- Airport West
- Albanvale
- Albion
- Alphington
- Altona
- Altona East
- Altona Gate
- Altona Meadows
- Altona North
- Ardeer
- Athurs Creek
- Ascot Vale
- Attwood
- Avondale Heights
- Banyule
- Batman
- Bellfield
- Beufield
- Blossom Park
- Braybrook
- Briar Hill
- Broadmeadows
- Brooklyn
- Brunswick
- Brunswick East
- Brunswick South
- Brunswick West
- Bulla
- Bundoora
- Burnside

- Cairnlea
- Campbellfield
- Caroline Springs
- Coburg
- Coburg East
- Coburg North
- Coburg West
- Coolaroo
- Coonans Hill
- Corio
- Craigieburn
- Dallas
- Deer Park
- Delahey
- Derrimut
- Diamond Creek
- Eaglemont
- Eltham
- Eltham North
- Epping
- Essendon
- Essendon Airport
- Essendon North
- Fairfield
- Fawkner
- Flemington
- Footscray
- Footscray West

- Gladstone Park
- Glenroy
- Gowanbrae
- Greensborough
- Greenvale
- Hadfield
- Heidelberg
- Heidelberg Heights
- Heidelberg West
- Hillside
- Hoppers Crossing
- Ivanhoe
- Ivanhoe East
- Ivanhoe North
- Jacana
- Kalkallo
- Kealba
- Keilor
- Keilor Downs
- Keilor East
- Keilor Lodge
- Keilor Park
- Kensington
- Keon Park
- Kings Park
- Kingsbury
- Kingston Gardens
- Kingsville

- Lalor
- Laverton
- Laverton North
- Lower Plenty
- Macleod
- Macleod West
- Maidstone
- Maribyrnong
- Meadow Heights
- Merlynston
- Mill Park
- Mill Park Lakes
- Montmorency
- Moonee Ponds
- Moonee Vale
- Moreland
- Newport
- Keilor
- Northcote
- Oak Park

- Pascoe Vale
- Pascoe Vale South
- Point Cook
- Preston
- Preston South
- Preston West
- Ravenhall
- Regent
- Research
- Reservoir
- Rosanna
- Rosanna East
- Roxburgh Park
- Sanctuary Lakes
- Seabrook
- Seaholme
- Seddon
- Seddon West
- South Kingsville
- South Morang
- Spotswood

- St Albans
- St Albans East
- St Albans South
- St Helena
- Strathewen
- Strathmore
- Sunshine
- Sunshine North
- Sunshine West
- Sydenham
- Taylors Hill
- Taylors Lakes
- Thomastown
- Thornbury
- Tottenham
- Travancore
- Truganina
- Tullamarine

- Upfield
- Viewbank
- Watsonia
- Watsonia North
- West Melbourne
- West Preston
- Westgarth
- Westmeadows
- Williamstown
- Williamstown North
- Wollert
- Yallambie
- Yarrambat
- Yarraville

## South Eastern

- Armadale
- Armadale North
- Ashburton
- Ashwood
- Auburn
- Balaclava
- Balwyn
- Balwyn East
- Balwyn North
- Beaumaris
- Bennettswood
- Bentleigh
- Bentleigh East
- Black Rock
- Blackburn
- Blackburn North
- Blackburn South
- Bonbeach
- Box Hill
- Box Hill Central
- Box Hill North
- Box Hill South
- Braeside
- Brighton
- Brighton Beach
- Brighton East
- Brighton Middle
- Brighton North
- Bulleen
- Bulleen West
- Burnley
- Burwood
- Burwood East
- Camberwell
- Camberwell East
- Camberwell North
- Camberwell South
- Camberwell West
- Canterbury
- Carnegie
- Caulfield
- Caulfield East
- Caulfield Junction
- Caulfield North
- Caulfield South
- Central Park
- Chadstone
- Cheltenham
- Cheltenham East
- Clarinda

- Clayton
- Clayton South
- Cremorne
- Cromer
- Darling
- Darling South
- Deepdene
- Dingley
- Dingley Village
- Doncaster
- Doncaster East
- Doncaster Heights
- Donvale
- East Brighton
- Elsternwick
- Elwood
- Forest Hill
- Gardenvale
- Glen Huntly
- Glen Iris
- Glen Waverley
- Hampton
- Hampton East
- Hartwell
- Hawksburn
- Hawthorn
- Hawthorn East
- Hawthorn West
- Heatherdale
- Heatherton
- Heathermont
- Highett
- Holmesglen
- Hughesdale
- Huntingdale
- Jordanville
- Kerrimuir
- Kew
- Kew East
- Kew North
- Kooyong
- Lower Templestowe
- Malvern
- Malvern East
- McKinnon
- Mentone
- Middle Camberwell
- Mitcham
- Mont Albert
- Mont Albert North

- Moorabbin
- Mordialloc
- Mount Waverley
- Mulgrave
- Murrumbeena
- Notting Hill
- Nunawading
- Oakleigh
- Oakleigh East
- Oakleigh South
- Ormond
- Park Orchards
- Parkdale
- Pinewood
- Prahran
- Prahran East
- Richmond
- Richmond South
- Ringwood
- Ripponlea Sandringham
- Scoresby
- South Yarra

- Springvale
- Springvale South
- St Kilda East
- Surrey Hills
- Syndal
- Templestowe
- Templestowe Heights
- Toorak
- Tooronga
- Vermont
- Vermont South
- Wantirna
- Wantirna South
- Warrandyte
- Wattle Park
- Wheelers Hill
- Windsor
- Wishart



Over 3/4 of a million books delivered FREE to homes and businesses

We've doubled the distribution size in 5 years



North Region Before



South Region Before



North & South Regions Now

Expansion of the North and South Regions has doubled over the years

• Distribution for these areas is equivalent to 24 newspapers

• 8-10 YP Regional Directories - Approx.

# How will people find your business? *Easy!*

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



Local Billboards



Over 3/4 of a million books delivered



Awareness Campaign Melbourne wide



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

## 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 customers, simply choose the immediate saving incentive you would offer.

Kouta's association with Local Blue Advertising is one of many credits which include:  
Captaining the Carlton Football Club, appearing on Dancing with the Stars and Gladiator and is involved with Souvlaki Hut.



Awareness Campaign Melbourne wide

## Which Local Blue Reward incentive would you offer?

Be rewarded! Here are some Local Reward examples:

- |  |  |
|--|--|
| <input type="checkbox"/> 1st consultation free         | <input type="checkbox"/> \$100 rebate for Local Blue       |
| <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 free Local Blue    |
| <input type="checkbox"/> Free 12 month warranty        | <input type="checkbox"/> Save 10% Local Blue on Mon or Tue |
| <input type="checkbox"/> \$25 off with Local Blue      | <input type="checkbox"/> Free Gift Local Blue              |

• Maximum of 10% off

*The reasons why more people choose to use Local Blue instead of our competitors!*

*Over 3000 Advertising Businesses & over 1 million card holders!*

## History...back issues of some of our directories



# How profitable is the Local Blue campaign?

"I am extremely happy and surprised with the results"

## Professional Results



A.V.I.P. Mobile Mechanic

Due to expansion of our business we have decided to advertise in the South East edition in 2004 and look forward to undoubtedly the same customer responses. We have many times contemplated pulling out of the Yellow Pages but one thing is certain we will never pull out of advertising with the Local Blue Pages.

Many Regards, Dora and Carmello Tieri.

## Retail Results



Skin Dimension  
Skin Care Clinic

I'm very pleased with the great response we're getting, especially with our Local Blue offer. In the first 10 days, we received 5 new clients who presented the Local Blue Card. I am also very impressed with the website you have built for us.

Kind Regards, Anne Caddage.

## Service Results



Trade-Edge Pty Ltd

We have generated many new customers and have been with Local Blue for about 10 years and we will recommend any owner in joining the blue book. Every year we have increased our work load, so it's been money well spent.

Alex Ludicone

## Health/Wellbeing Results



Dr. Pamela Musacchia -  
Northern Osteopath

We at the Northern Osteopathic Clinic have been advertising with the Blue Local Pages for 4 years and its services have consistently attracted new patients. Many Thanks

Pamela Musacchia.

## Trade Results



Jaycon Blinds & Awnings

When I was approached by your representative in 1997, I was reluctant at the time to spend additional money on advertising. However, the response I have received has been nothing short of remarkable. I have been more than delighted with the outcome.

Yours faithfully, Kevin Moody.

## Manufacturing Results



The Fridge Guy

We consider the value we get from your book outstanding. We have now cancelled our Yellow Pages advertising after 12 years because they can't compare to the value of your Blue Pages advertising. Yours Sincerely

Catherine Keegan  
Manager



Some of our major advertisers

Client thank-you letters are available upon request.

# How affordable is Local Blue?

**Very Affordable!** Maximum return for minimum investment

## DIRECTORY COMPARISON

Our major competitors - Local business card display advert is \$4K per year\* Approximate Distribution 120K Homes

Local Blue Pages  
1/8 size display advert is \$ \_\_\_\_\_ per year over 400,000

- Maximum Results
- Bigger Advertisements
- Larger Distribution
- Less Invested

## Competitors Bus Card Display

## LOCAL PAPER COMPARISON

Local Trade Advert 1 x 3cm  
\$3900 per year or \$75 per week\*

Local Blue Pages  
1/12 size display advert is \$ \_\_\_\_\_ per year or \$ \_\_\_\_\_ per week

Which covers the same area as 8-10 local newspapers

- Maximum Results
- Bigger Advertisements
- Larger Distribution
- Less Invested
- Includes Online
- Includes SMS

**FLOOR POLISHING**

- All Areas
- On Time
- Free Quotes

**Call Jim**  
**9999 000 000**



Approximate paper distribution - 40,000 homes

Distributed to 3/4 of a million Homes & Offices

\* Approximate prices - subject to change

# How affordable is the localblue.com.au Online Directory?

Thousands of customers go online daily to view and buy products and services



## ONLINE ADVERTISING OPTIONS

**A.**

**OPEN HOURS:**  
Mon - Fri 8am to 5:30pm  
Sat 8am to 12pm

**PRECISE SMASH REPAIRS**

- Panel Beating • Insurance Work
- Spray Painting • Body Kits
- Custom Work
- FREE LOAN CARS**
- All Workmanship Guaranteed

If you've had an accident & it's not your fault, come & see us, the third party specialist

Mention this advert and we will take \$400 OFF your excess!

**9354 6533**

719-721 Sydney Rd, Coburg Fax: 9350 1873  
Email: jim@precisemashrepairs.com.au

SAVE \$400 per year  
\$495 per year

**B.**

**NORTHERN AIR SYSTEMS**

- Evaporative Cooling • Gas Heating
- Split Systems • Ducted Split Systems

Specialists in all leading brands!  
Brivis, Braemar, Breezair, Omega, Fujitsu, Panasonic

HEATING AND COOLING [www.northernairsystems.com.au](http://www.northernairsystems.com.au)

in control of your COMFORT

Free onsite quotation... **Ph/Fax: 9331 2429**  
**Leigh: 0408 860 249...Justin: 0400 777 379**

SAVE 10% per year  
\$495 per year  
Off Service Call

**C.**

**Another World**  
The Only Place You Need Remember For All Your Computer Needs

SALES SERVICE UPGRADES

Computers Notebooks Monitors Printers Consumables Software

435 Sydney Road, Coburg VIC 3058. Ph: 9354 9871 [www.anotherworld.com.au](http://www.anotherworld.com.au)

**D.**

**VirtualPlanet solutions**

Leveraging Business Potential...

www.virtualplanet.com.au  
Email info@virtualplanet.com.au

Virtual Planet Solutions P/L Ph 9012 6532  
PO Box 146 Mob 0404 857 080  
Bulleen VIC 3105 Fax 9844 0895

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

- 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 and magnets
- Over half the population are using online services

## ONLINE ADVERT COMPARISON

Our major competitors online ad 1 Category ~ 2 Postcodes \$3000 for 12 months\*

Local Blue Pages online 'C' ad 1 Category ~ One Region \$\_\_\_\_\_ for 12 months

\* Approximate prices - subject to change

## Online Client Testimonial

**Super Cheap**  
CLEANING SOLUTIONS

ABN: 37 232 196 259 22/3/2007

Dear Ewart,  
Advertising with you is the best thing I ever did. I would like to thank you and the Local Blue for providing me with an outstanding level of service and Ewart for your memory of requirements and punctuality. The response which I am getting from the Local Blue has been very beneficial for my business. I started out by booking a business card size advert and have been able to increase each year because of the outstanding response. Each little increase I make towards the size of my advertisement results in about 150% more calls. I would recommend every small & large business to use Local Blue, as it is cost effective. I have surprisingly **accumulated a lot of responses from my A level online advertising** that is currently linked to my web site.

Kind Regards,

  
Brijesh Purohit - Business Development Manager

# Trades and Service leads 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 **1300 246 800**, 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 **1300 246 800** and soon you will be receiving work via text message.

## How it works...

Need a quote?



You need a quote for a new fence

Radio / Books



you hear our radio ad or see our T.V. advertisement or pick up one of our books,

Billboard, Magnet



see a billboard, sticker or fridge magnet,

Online



or log onto [www.localblue.com.au](http://www.localblue.com.au)

Hotline



Call 1300 246 800 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.

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

## SMS COMPARISON

Our major competitors charge over 3K per region to join and require \$50 per lead

Local Blue Pages SMS  
One Region  
\$ \_\_\_\_\_ per lead

\* Approximate prices - subject to change

# Website Options

## Create a professional online presence

Local Blue Pages can create a professional online identity for you. With your own unique web address, a website designed by Local Blue Pages ensures you have the most effective online communication with potential customers. Don't settle for anything less!







### LOCAL BLUE BUSINESS SEARCH 3 CLICKS AND YOU'RE THERE!

- FAST
- EASY TO USE
- VIEW ADVERT IN 3 CLICKS
- VIEW WEBPAGE IN 4 CLICKS
- LINKS TO YOUR LOCAL BLUE ONLINE AD



## Professional, Fast and Reliable Websites \$

### Our user friendly Websites include:

- Premium package
- Basic package
- Graphic design and layout
- Keyword submissions to search engines  
ie.     etc.

- Multiple images per page
- 10 POP3 email addresses
- 6 maintenance updates
- 1 year hosting
- Online marketing links
- Your own domain name registered

## WEBSITE COMPARISON

5 Page Website and Hosting  
with major competitor \$3,500 over 12 months\*

Local Blue Pages Premium Navigation Website  
with 12 month Hosting total \$ \_\_\_\_\_



Professional Local Blue Website 1-5 pages

\* Approximate prices - subject to change

# Business Guide Advertising Options

What size would you like to get started with?

1/4 PAGE \$

per month \$  
/ per week \$

## K. & D. SHOWERSCREENS



### SPECIALISING IN

- ▲ SHOWER SCREENS
- ▲ BUILT IN WARDROBES & DOORS
- ▲ VANITY MIRRORS
- ▲ FRAMELESS & SEMI FRAMELESS SHOWER SCREENS

Free Quotes, We Service the Whole Area

**MOB: 0411 753 618**

**BH: 9464 2855 FAX: 9464 2701**

[www.kdshowerscreens.com.au](http://www.kdshowerscreens.com.au)

email: [info@kdshowerscreens.com.au](mailto:info@kdshowerscreens.com.au)

Local Blue  
SAVE  
7-5%

FULL PAGE \$

per month \$  
/ per week \$

HALF PAGE \$

per month \$  
/ per week \$

1/8 PAGE \$

per month \$  
/ per week \$

Our rates are very reasonable and excellent service is assured



## GRAIG J'S GARDENING

- Lawn mowing
- Rubbish removal
- Garden clean ups
- Landscaping
- Sprinkler systems
- Ride on mowing
- Property maintenance
- Garden designs

Real estate agencies welcome  
Free quotes • Best rates  
No job too large or too small

Craig Freeman  
Mob: 0414 386 811  
Ph: 9435 9817

**Free call 1800 656 413**

Local Blue  
UP TO 10%  
SAVE

1/12 PAGE \$

per month \$  
/ per week \$

## DIRECT BIN HIRE

- Mini Skips from 2<sup>3</sup>, 3<sup>3</sup>, 4<sup>3</sup>
- Larger Bins 6<sup>3</sup> to 30<sup>3</sup>
- Bobcat Hire • Site Cleaning
- Mixed & Heavy Loads Accepted

Call Mustafa: 0403 215 624  
Ph: 9364 2149 - 7 Days Service

Friendly & Reliable Service  
Satisfaction Guaranteed

Local Blue  
UP TO 10%  
SAVE  
HERE

1/6 PAGE \$

per month \$  
/ per week \$

For all your residential and commercial  
**CARPET CLEANING, call TRIPLE 8**



Quick  
Dry

SERVICING ALL AREAS • ESTABLISHED SINCE 1992

- ★ Steam or Dry Cleaning - Carpets, Curtains, Leather & Upholstery
- ★ Fabric & Carpet Protection
- ★ Tile & Grout
- ★ General Cleaning
- ★ Sanitising & Deodorising
- ★ Floor Shine
- ★ 24/7 Emergency Flood Damage



**TRIPLE 8**  
CLEANING SERVICES

**1300 364 888**

[www.triple8cleaning.com.au](http://www.triple8cleaning.com.au)

1/16 PAGE \$

per month \$  
/ per week \$

All domestic fencing  
• Pailing  
• LAP + CAP  
• Colorbond  
Quality Workmanship

**B&K**

FENCING & GATES

[www.bkfencing.com.au](http://www.bkfencing.com.au) [bkfencing@hotmail.com](mailto:bkfencing@hotmail.com)

10 Yrs exp Phone: 9716 3314 Mob: 0400 552 150 Fully Insured

Local Blue  
SAVE  
HERE  
1/2 Price removal  
of old fence

1/24 PAGE \$

per month \$  
/ per week \$



## SDM ELECTRICS P/L






Domestic, Commercial & Industrial • New Homes • Extensions  
& Renovations • Service & Maintenance • AIR CONDITIONING

For free quotes call Shannon: 0407 811 886 or David: 0433 303 426

Local Blue  
15%+  
SAVE  
\*Off Service Call

• All prices are list price only

# Compare and customise your package

COMPETITORS PRICES		LOCAL BLUE INDIVIDUAL PRICES		SPECIAL PACKAGE	
<b>PRINT</b> - Competitors \$ _____ - Local Newspapers		<b>BOOKS</b> North West / South East \$ _____ 			\$ _____
<b>COMPETITORS ONLINE</b> \$ _____		<b>ONLINE</b> Link to Website \$ _____ 			\$ _____
<b>COMPETITORS WEBSITE</b> \$ _____		<b>WEBSITE</b> Design / Reg + Host \$ _____ 			\$ _____
<b>SMS COMPETITORS</b> \$ _____		<b>SMS</b> Quotes - Free Lead \$ _____ 			\$ _____
<b>TOTAL</b> \$ _____		<b>TOTAL</b>  \$ _____ <b>SAVE</b> \$ _____		<b>TOTAL</b> \$ _____ <b>1st Call</b> \$ _____ <b>SAVE</b> \$ _____	

Notes...

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Consultant Name & Ph:



**localblue.com.au**

Phone Books, Online Directory and Trades & Service Quotes