

CASE STUDY FOUR **ATM Serve**

Background

ATM Serve are specialists in ATMs. They provide ATM solutions for most retail outlets such as hotels and gaming venues, convenience stores, service stations and liquor outlets. They sell, lease, hire, manage and place ATMs across all major cities in Australia.

The MJ Marketing Group was appointed as a marketing consultant to develop this new brand for Electronic Retail Solutions and launch it into the market place.

Launched in February 2011, the business has grown substantially and has been recently bought by a global company, GRG International.

Project Scope

- The MJ Marketing Group developed a new brand for the sales division of the business
- Wrote a communication strategy for the business.
- Produced marketing collateral
- Developed an online strategy including the writing and designing of a new web site, facebook page, linked-in page, Google adwords campaign, web banner ads and a twitter account
- Prepared targetted campaigns
- Wrote all PR releases and editorials for targetted publications
- Prepared, designed and wrote all advertisements for various media publications.

RESULTS

- A new brand identity developed
- A new positioning line developed “personally making a difference”
- Launched the “BUY your own ATM” concept into the marketplace exceeding sales targets and growing the sales staff due to increased demand and lead generation
- Targetted campaigns and telemarketing generated a constant flow of leads and sales throughout 2011.

“Márton has truly been an asset to our business. He quickly understood the market and our marketing problems and has guided us through the process. He identified strategies that made sense and our jobs have been easier having him on board. He is now implementing the re-brand and positioning of our business and has started to create some brilliant creative that is advanced for our industry.” Nigel Lovell - Chief Executive Officer ERS

Personally making a difference...
...with the right ATM solution for you.



ATMserve
personally making a difference

Buy your own ATM
\$3,995 or \$99 / month

For a limited time, ATM Serve are giving all ANF members the opportunity to BUY their own ATM for only \$3,995 or \$99 / month*.

EARN up to \$1.50 per transaction*

SPECIAL OFFER
SAVE a further \$500 to first 20 purchasers
OFFER ENDS 31st August 2011

FREE installation
+ On-site training
+ Service and maintenance
+ 24/7 Help Desk
+ FREE signage

WANT TO FIND OUT MORE?
CALL 1800 134 124
EMAIL enq@atmsolve.com.au

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PLUS: EARN up to \$1.25 per transaction

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EARN \$1.50
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