

Marketing & Communications

January 2015

Revised Communications Strategy

Are you on Facebook? And LinkedIn? Can we ask you a favour?

As part of our revised communications strategy, we now have active Facebook and LinkedIn pages for National Precast.

If you are on Facebook, would you please 'Like' our Facebook page [here](#) and if on LinkedIn, join our LinkedIn group [here](#).

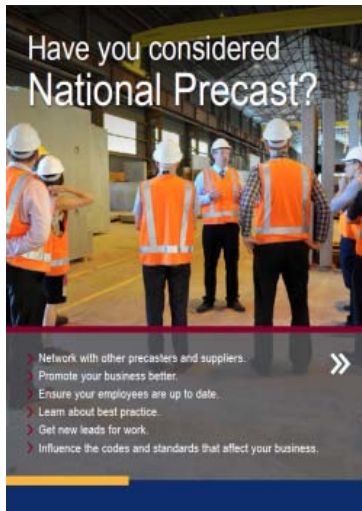
Would you also please share both pages with your Australian precaster, architect, engineer and builder friends who might be interested in precast?

The more we engage people via these two networks, the higher our website Google ranking becomes. Not to mention that we spread more news about precast and our members. All of which helps to grow precast's market share and your business!

Also remember to send us in news so we can add your news to our pages.



Have you seen the new Brochure?



We have spent the last few months engaged in market research to help tweak our membership offering and promotional material. The culmination of this work - our new precaster promotional brochure - highlights the services and benefits most wanted by precasters in a succinct and easily digestible format.

This new brochure is the most powerful tool we possess to bring new members on board. As you are well aware, there are many precasters who are not currently members. It is our firm belief that a large amount of these manufacturers are not members simply because they do not fully understand the benefits of membership.

What we need now is your help to get these brochures in front of these potential new members. In the coming week, we will be sending hard copies of the new brochure, together with Application Forms.

So next time you have a meeting with a precaster, please consider taking a brochure along and giving us a plug! If you need more copies, just give us a call!

[A PDF version of the final Precaster brochure is available here.](#)

New Member Recruitment - Suppliers

We are also in the process of developing a brochure in order to help attract new Supplier and Partner members. This brochure is still in the design phase but we have reached a first draft, about which we would love your feedback. We have pre-filled quotes from many members, which of course we are happy to change or remove. If all feedback could

please be provided by **close of business on Friday 6th February**, that would be fantastic.

[A PDF version of the draft Supplier brochure is available here.](#)



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