

Unimeter

Agents Newsletter

August 2001

MicroMax

We are pleased to announce the appointment of MicroMax Pty Ltd as our new National Master Distributor. Their responsibilities include the processing of all orders from our network of agents and system integrators, the distribution of promotional materials, and increasing over time, the handling of technical enquiries.

We will continue to provide agents with technical support, and in-fact with the new distribution arrangement we will be able to devote even more time to your technical questions.

Interkama 2001

We'll be exhibiting the UNIMETER XQL at Interkama 2001, Dusseldorf from the 24th to the 28th of September. Stand 15 B 50. If you plan to be there it would be good to see you. A recent Media Release can be read on our website. www.unimeter.com/news.htm

Our aim is to target potential distributors and agents to handle the UNIMETER XQL in territories where we currently do not have representation. These include Eastern and Central Europe, France, North America, South America and the Middle East. If you have any recommendations we'd like to hear from you.

Marketing Tip

I was recently at a Business Networking Breakfast where I was asked by the CEO of steel fabrication company about how we used our website in our marketing.

Since mid last year monthly site visitation has increased by 400%. This has been achieved by constantly refreshing the meta-tags, regular additions of new information, and the regular targeting of specific customers whom we feel would benefit from receiving some very specific information about our instruments.

These targets are listed as a group in our MS Outlook email address book. We then find the url of the relevant page in our website, and mail this to them using the Mail/Send a Link command.

Some regular internet users might refer to this as Spam – that is un-solicited junk-mail. We'd argue to the contrary because the data we are sending out relates very closely to the nature of our business relationship with the targeted prospect.

Another method would be to send the information as an attachment. However the problem here is that the attachment

might contain a considerable amount of data which is time-consuming for the recipient to download. With the “Send a Link” method very little data is sent in the initial email, and the recipient can then choose if they want to open the link or not.

Note how this very newsletter has been sent to you. We hope that it has been appreciated.

Case Studies

By now you should have received Case Study No 11, the use of UNIMETER XQLs in an electroplating plant. Please make sure that you have put in your UNIMETER XQL Folder. Its on the website so that when you choose to forward a copy to a client (s) you can either hard copy it, preferably in color, or “Send a Link” to them as per the method outlined in the marketing tip in this newsletter.

Model Factory

The ever-popular exhibit will be on display at Interkama 2001. We will shortly be sending you a “Case Study” explaining how this attention grabbing exhibit demonstrates the incredible versatility of the UNIMETER XQL and the UniMux XQL.

Once we return from Europe in early October, the “Model Factory” will be again available for our Agents to use at trade shows and exhibitions around Australia. Give us a call if you'd like to book it.

