



# How can The DCM Group help grow your business in 2024-2025 and beyond?

**Richard Holliman**  
Commercial Director

# The Challenge

When you think about marketing your business, consider the brands you buy for yourself or your family and why you buy them...

Do those brands advertise consistently or occasionally?

Do those brands see above the line marketing as an ongoing investment in their business or just a tactic?

Brands have been described as giving the consumer a “short cut in their brain”, a reason to not have to make a decision because you know the brand will deliver on its promise.

You can give operators the same “short cut in their brain” when they are choosing services or technology, if you invest in your brand and market your business consistently.

# World Class Advertising Effectiveness Research

Every business can apply the learnings from the Les Bonet & Peter Field 10-year research project.

Their research studied 10 years of IPA (Institute of Practitioners in Advertising) award winning campaigns and selected the elements consistent in all:

**1** - An equal balance between **lead generation campaigns** and **brand campaigns**.

Think of lead generation as carbohydrates that give you immediate satisfaction but this feel-good factor decays quickly, and brand advertising as protein for long term growth. We all need a balanced diet and the same is true in our advertising.

**2** - Share of voice = Share of market. Example – Logically if your business has a greater presence across DCM Group's editorial platforms than your competitors, research tells us organically you will enjoy a greater share of these operators' business & budget.

# World Class Advertising Effectiveness Research

**3 –** Their research shows that you cannot grow a business by only communicating with your existing contacts or database. We have to reach outside and constantly create fresh connections.

**4 -** Short term lead generation shows results in the first 6 months of a campaign, however brand building takes over 6 months to embed in operators' minds but is critical to long term growth.

# What is brand building?

Provoking an emotional response, which over time embeds behavioural change.

Case study - The below AA Automobile Association roadside assistance campaign in the UK was created to stem declines the client had seen by investing all their budget in price-led lead generation campaigns.

Investing all their budget in price-led lead generation campaigns had commoditised their market, seeing customers go to "Price comparison sites" because no one was differentiating themselves.

The below brand campaign which wasn't focused on price, provoked an emotional response and saw consumers search for AA again and improved retention & acquisition and grew market share in a year. (See TVC below)

Key takeout is acquisition grew = By investing in your brand your direct response campaigns work harder.



Watch [here](#)

# Campaigns not one off bursts

DCM Group have seen suppliers who invested in campaigns enjoy significantly more success than those who invested in adhoc placements.

We designed a group of tailor-made campaigns which achieve different objectives at affordable prices.

Below is a testimonial from technology company Tunstall, who invested in an affordable campaign with DCM Group:

*“ We had a great experience promoting our business and services through The Weekly Source. The team were a pleasure to deal with, and helped to craft content that would best suit their audience and our message. Best of all we received great results both in terms of awareness, engagement and financial returns”*

*Kind regards,*

*Alistair Wilkes  
Marketing  
Manager  
Tunstall  
Australasia*

**What does The DCM Group's  
audience look like?**

## 1. THE WEEKLY SOURCE AUDIENCE

What does  
the Weekly Source  
audience look like?



**42.4%**

C-Suite, Board Member  
or Owner



**70.3%**

C-Suite, Owner, Board Member  
or Senior Management



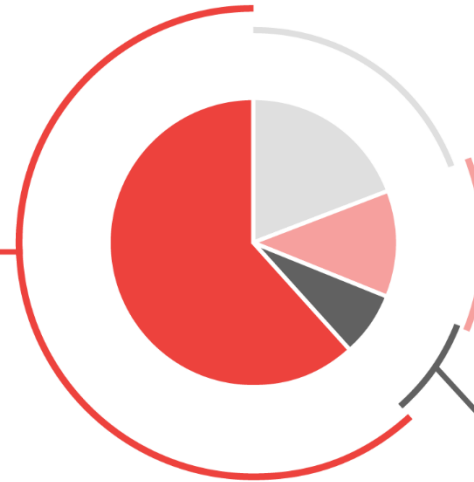
## 2. INDUSTRY NEWS SOURCES

Where do these  
Executives get their  
industry news?



**61.8%**

From industry newsletters  
like The Weekly Source.



**11.8%**

From industry news websites like  
[www.theweeklysource.com.au](http://www.theweeklysource.com.au)

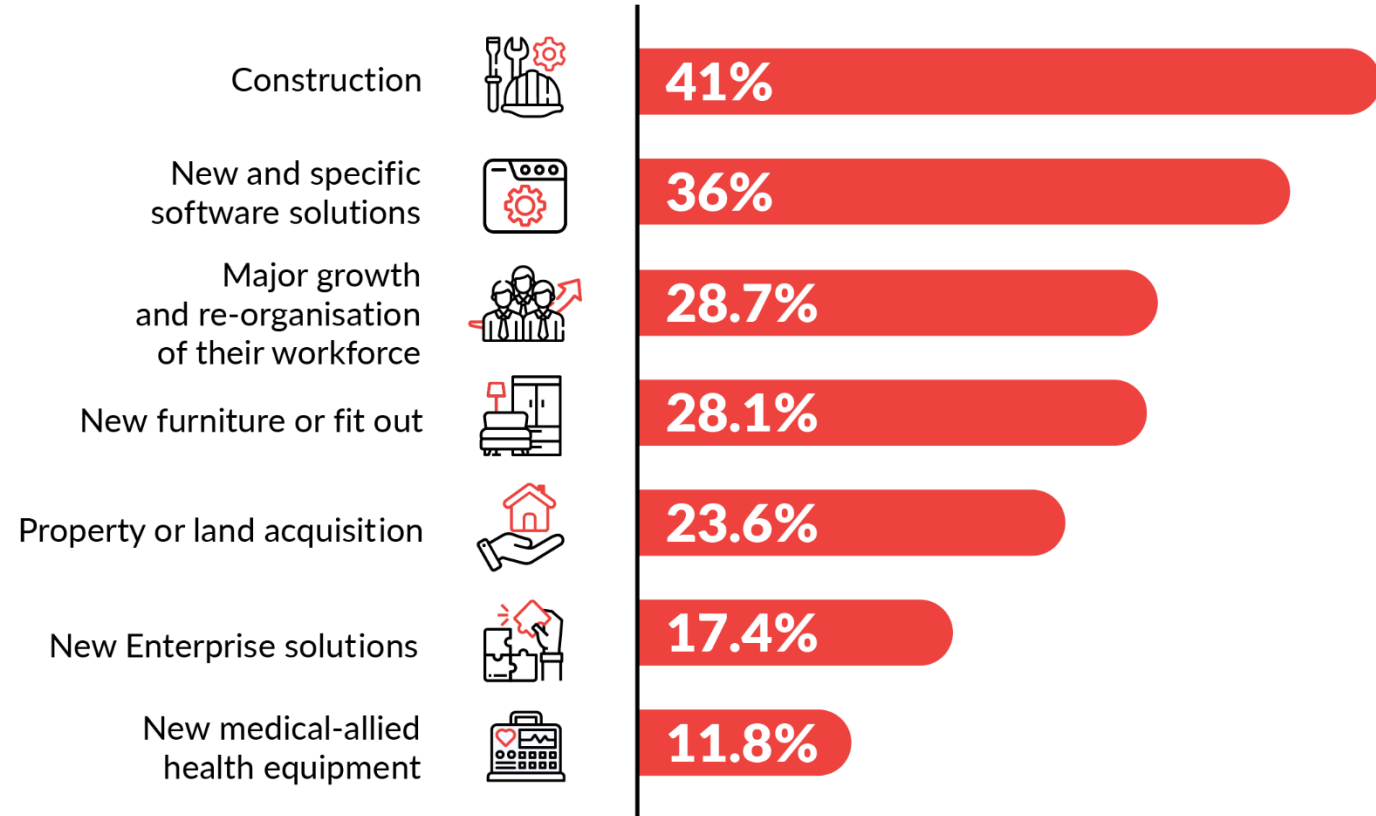


**7.3%**

From a combination of  
newspapers, news websites  
or social media.

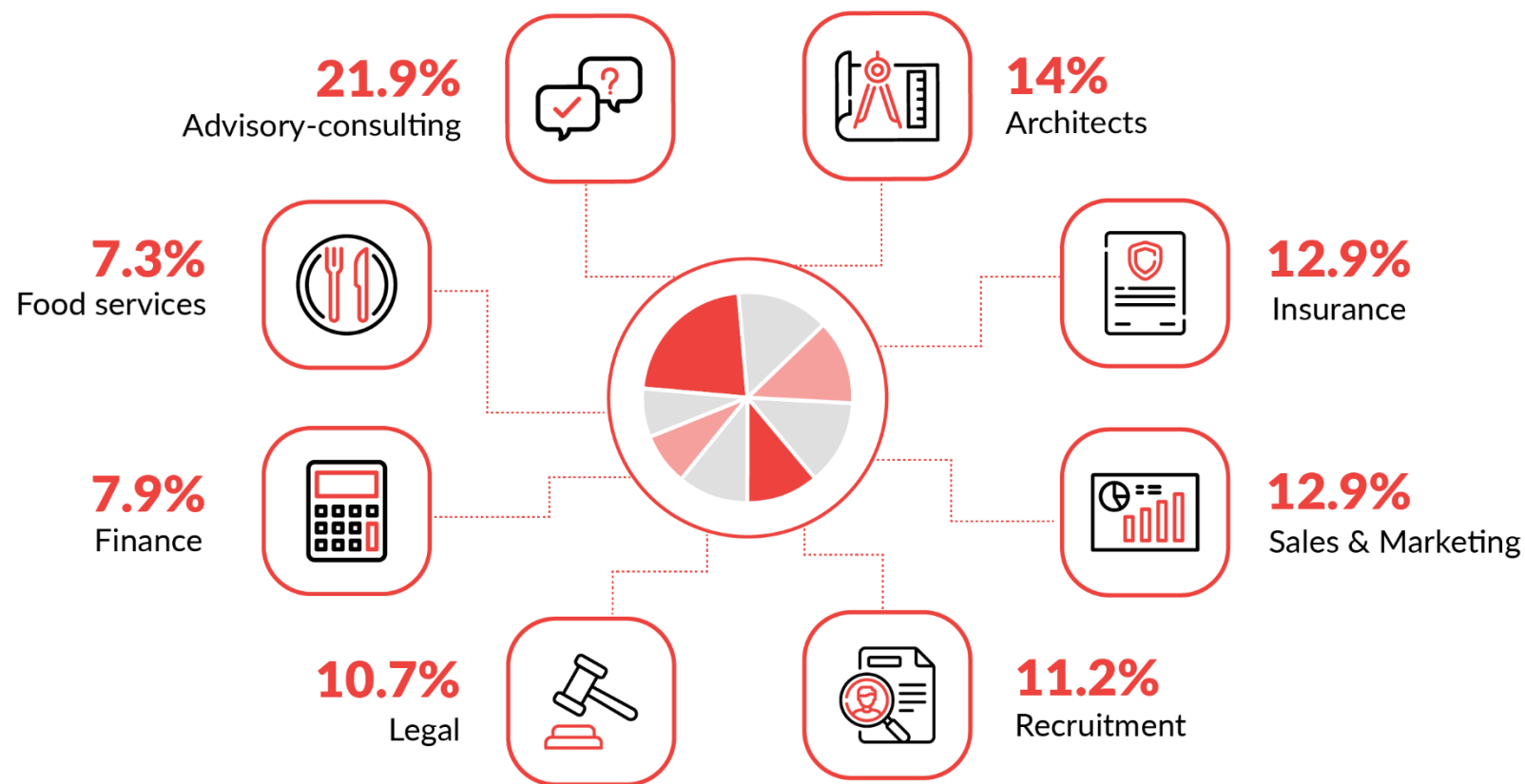
### 3. FUTURE INVESTMENT FOCUS

Where do these  
Executives intend to  
heavily invest in the  
next 18 months?



## 4. FUTURE SERVICE TENDERING

What services do these Executives plan to put out to tender in the next 18 months?



## 6. PROCUREMENT BUDGETS

What size are the  
procurement budgets of  
these Executives?



Over  
\$3 million per annum

**36%**



Under  
\$3 million per annum

**9.6%**

# Campaigns

With permission of our clients, we can share campaigns that have brought success to other suppliers like you.

# Campaign 1 – Brand launch, test campaign or maintenance campaign

## Purpose

Drive significant lead generation, grow brand awareness and educate operators about your product or service.

## Investment

\$10,000 over 5 weeks

## Inclusions

1 x EDM burst to approx. 5000 database (See page 20)

1 x Sponsored content 2-week campaign (See page 21)

8 x premium 600 x 430-pixel display advertisements in either The Tuesday (Retirement Living) or Thursday SOURCE (Aged Care & Home Care) see page 22.

50% Share of all page impressions in a month across either the Community Living (See page 25), Aged Care (See page 26) or Home Care (See page 27) verticals across www.Theweeklysource.com.au

Result – This campaign delivered 527 unique clicks to the client's website and a fresh \$500,000 3-year contract.



# Campaign 2 – Share of voice campaign over 12 months and published across all DCM Group editorial platforms.

## Purpose

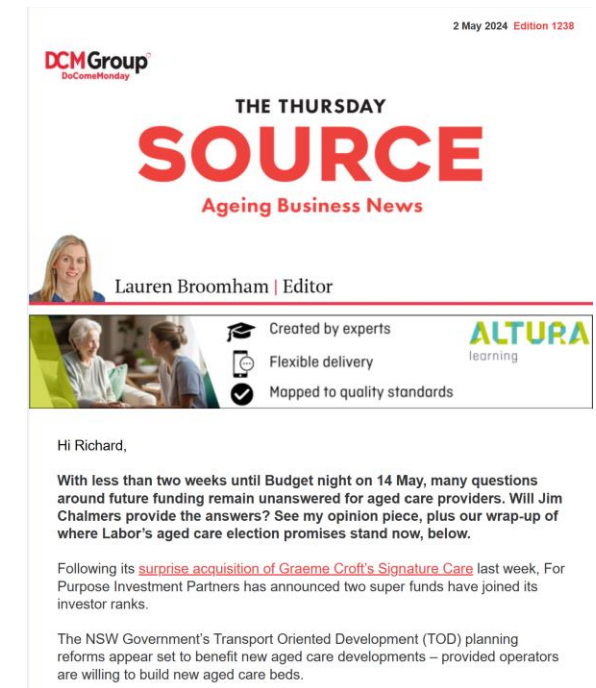
Drive significant lead generation, grow brand awareness and win share of market from your competitors

## Investment

\$1,153 a week for 52 weeks = \$60,000

## Inclusions

1. 4 x EDM burst to 5000 database x 1 per quarter (See page 20)
2. 6 months x Home Page buyout 50% share of all page impressions (See page 28)
3. 24 x premium 600 x 430-pixel display advertisements in either The Tuesday SOURCE or Thursday SOURCE (See page 22)
4. 12 x insertions in The DCM Group's fortnightly digital magazine SATURDAY which enjoys 435 paid C-suite subscribers. (See page 24)



# Campaign 3 – How you can own an exclusive editorial vertical across [www.theweeklysource.com.au](http://www.theweeklysource.com.au)

## Purpose

Engage C-suite in a contextually relevant editorial environment. The perfect combination in any advertising campaign is reaching the right audience, in the right mood, with the right message in the right editorial context. This campaign delivers all these ingredients.

## Investment

\$24,000 over 12 months

\$15,000 over 6 months

## Inclusions

The 100% share of voice campaigns are available across x 6 key categories 1 – Funding 2 – M&A 3 – Living with Dementia 4 - Law 5 - Development 6 – Technology.

Based on our current [Development](#) partner we forecast this annual campaign will deliver 750 unique clicks to your website annually.



## Industry Category Campaigns x 5

Targeting operators who are reading about one specific subject  
(1 - Finance, 2 - Law, 3 - Development, 4 - Technology or 5 - Acquisitions)

### OFFER

100% of all page impressions in a 1-month period.

### INVESTMENT

\$2,000 + GST (all x 5 categories)

### INVENTORY

#### DESKTOP SECTION

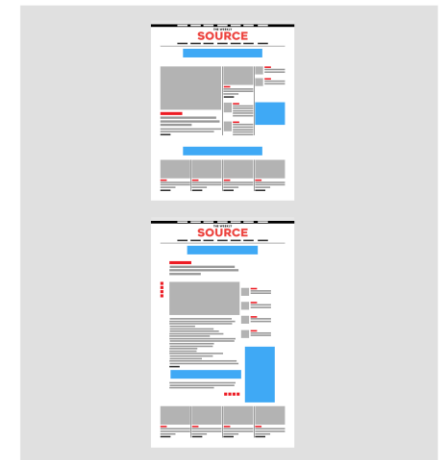
2 x Leaderboard (728 x 90px) + url  
1 x Mrec (300 x 250px) + url

#### DESKTOP ARTICLE

2 x Leaderboard (728 x 90px) + url  
1 x Halfpage (300 x 600px) + url

#### MOBILE

1 x Mobile Leaderboard (320 x 50px)  
1 x Mobile Leaderboard (320 x 100px)





# Campaign 4 – Are you targeting Retirement Village Managers

## Purpose

Reaching a deeply engaged cohort of on the ground decision makers, The DCM Institute trains a cohort of circa 500 Village Managers across multiple personal development days annually.

DCMI produce a fortnightly newsletter called Friday delivered to 963 Village Managers on our database.

## Investment

\$5,500 + GST

## Inclusions

8 x 600 x 430-pixel advertisement (See Higgins Paint example opposite)

1 x Electronic direct mail sent to the DCMI's 963 database



# Campaign 5 – Property - Are you marketing a retirement village, JV opportunity or land for sale.

## Purpose

Reaching a deeply engaged cohort of Retirement Living or RAC executives in a busy M&A environment.

## Investment

Option 1 - \$2,500 + GST

Option 2 - \$3,500 + GST

## Inclusions

Option 1 – 4 x 600 x 690-pixel advertisement in either The Tuesday or Thursday SOURCE

Option 2 - 4 x 600 x 690-pixel advertisement in both The Tuesday or Thursday SOURCE



**A Unique 2 Site Opportunity Awaits**

**EOI CLOSING SOON**

**REQUEST IM**

**Cronulla RSL**

- Significant development potential on the doorstep of the beach
- Two sites totalling approx 7,500 sqm of prime Cronulla real estate
- 30 metre building height limit and favourable Commercial Centre zoning
- 45 minutes from Sydney CBD, unrepeatable opportunity

\*Approx

Presented by  
Cronulla RSL and Suburbanite

## Appendix of DCM advertising products-solutions

# Electronic direct mail

## Purpose

To educate operators about a supplier's product or service and drive lead generation:

- Wednesday SOURCE x 1 burst – This is a commercial EDM sent to our database of 5000 decision makers within Aged Care, Home Care & Retirement Living operators.
- The EDM is introduced editorially by our CEO Chris Baynes, then your own content & images are published in a DCM Group editorial style. (See Marchese EDM example excerpts opposite & link below)
- Key learning – The successful Marchese EDM had extraordinary cut through with (32.1% open rate + 326 unique clicks) because it talked organically about critical issues operators face, with the advertiser's story/case studies woven into the narrative.
- Average open rate in 2023 was 30%.

<https://createsend.com/t/j-75D36D128A1270562540EF23F30FEDED>

Chris Baynes  
CEO

**A Discussion:**  
**Is the 'Big Box' aged care building finished for the 307 largest operators?**

**Royal Commission**  
into Aged Care Quality and Safety

**Recommendation 57: Improving the design of aged care accommodation**

57.1. The Australian Government should guide the design of more appropriate residential aged care accommodation for older people by:

- a. developing and publishing by 1 July 2022 a comprehensive set of national aged care design principles and guidelines on accessible and dementia-friendly design for residential aged care, which should be:
  - i. capable of application to 'small home' models of accommodation as well as to enablement and respite accommodation settings

The Royal Commission is set to challenge large scale aged care operators. Its future design guidelines look to consign bigger age care buildings of 120+ beds to history.

**Discussion White Paper**

To learn more on this discussion, read leading aged care architect Tieran Kimber and Rulla Asmar's White Paper on the early models already being rolled out here in Australia, and internationally.

A 'must read' for aged care operators.

**READ IT HERE**

**marchesepartners**  
masterplanning | architecture | interior design

Tieran Kimber, Principal  
Rulla Asmar, Principal

# Sponsored content

Aligning your brand with independent editorial content written to a theme agreed by you = “Sponsored content”.

## Purpose

To help build your brand by aligning it alongside contextually relevant editorial content and driving lead generation.

1. A sponsored content article is published in The DCM Group's fortnightly digital magazine SATURDAY and re-published in either the Tuesday (Retirement living) or Thursday (Aged Care) SOURCE Newsletters, and when you click on the article you are taken to read its entirety on a branded landing page or [www.theweeklysource.com.au](http://www.theweeklysource.com.au).
2. A branded landing page gives you an opportunity to gather first party data. A tech vendor enjoyed 1 73 downloads of an Aged Care White Paper, 40% of which were C-Suite.



DIGITAL EDITION SATURDAY Issue 73

## Managing change: A critical and underappreciated element in digital transformations

Poor change management practices are often at fault when digital health implementations go wrong, with inadequate communication between IT...

■ Group Editor 12 Apr 2024



INFORMATION AND TECHNOLOGY

## Managing change: A critical and underappreciated element in digital transformations

Poor change management practices are often at fault when digital health implementations go wrong, with inadequate communication between IT experts and clinical staff a source of blame. But a program of codesign and consultation can be a powerful means of preventing problems.

[Continue Reading >](#)

<https://www.theweeklysource.com.au/issue-73>

Username: [accounts@thedcmgroup.com.au](mailto:accounts@thedcmgroup.com.au)

Password: Sample 1!

<https://rb.gy/n9qpai>



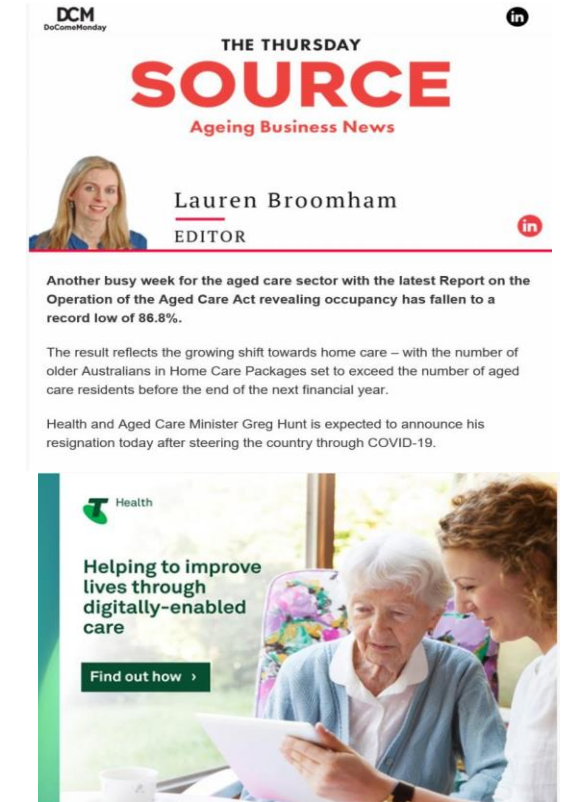
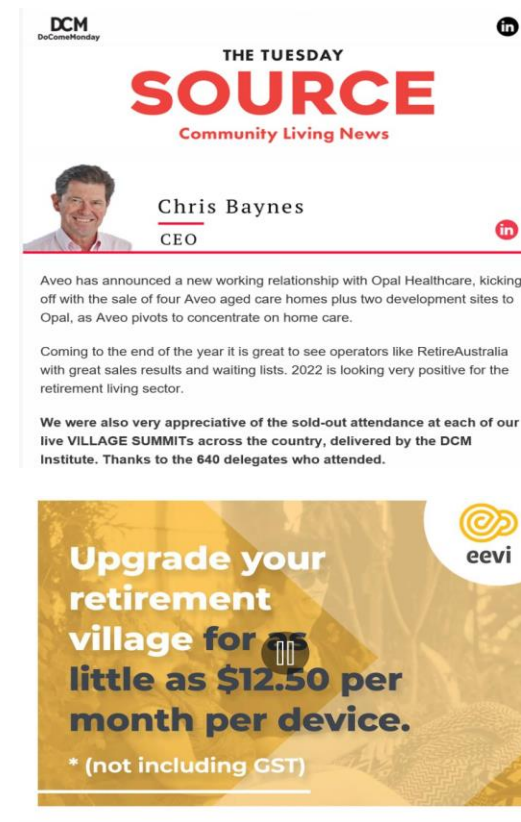
# The Tuesday & Thursday SOURCE newsletters

## Purpose

Low-cost high frequency insertions will build brand awareness and drive response.

1. The Tuesday SOURCE – This is an editorial Newsletter themed 100% around “Retirement Living” content and sent to our whole database (5,000) – example opposite

2. The Thursday SOURCE - This is an editorial Newsletter themed 100% around “Aged Care & Home Care” content and sent to our whole database (5,000 – example opposite



# The Weekly Source website

## Platform

All DCM editorial content lives permanently across [www.theweeklysource.com.au](http://www.theweeklysource.com.au) after it is published in The SOURCE newsletters or SATURDAY.

## Purpose

[www.theweeklysource.com.au](http://www.theweeklysource.com.au) enjoys circa 25,000 unique users per month (2024 Google Analytics) so is critical for long term brand building.



# SATURDAY

DCM Group's fortnightly digital magazine "SATURDAY" is reaching the sectors' leading players

## Purpose

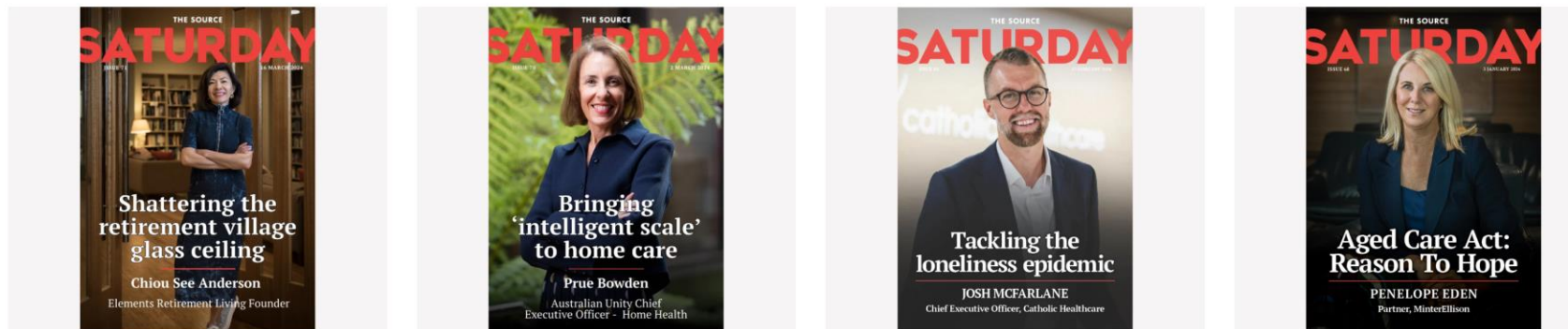
Brand platform to align your business with the industry's top decision makers.

- SATURDAY is a fortnightly digital magazine, targeted at time poor C-suite.
- Anecdotally, Executives are only able to snack on news from social media (CNN, Twitter, LinkedIn) & news websites during the working week, however the weekend is an opportunity to analyse their sector when they have more time.
- SATURDAY is a subscription-only publication with a 435 c-suite audience.

<https://www.theweeklysourc.com.au/issue-73>

Username: [accounts@thedcmgroup.com.au](mailto:accounts@thedcmgroup.com.au)

Password: *Sample1!*





# Community Living Vertical

A & B campaigns Targeting only one sector.

## OFFER

50% page impressions in  
a 1-month period

## INVESTMENT

\$1,500 + GST (A & B  
campaigns)

## INVENTORY

### DESKTOP

- 1 x Banner (970 x 250px) + url
- 3 x Halfpage (300 x 600px) +  
url 2 x Mrec (300 x 250px) + url
- 1 x Leaderboard (728 x 90px) + url

### MOBILE

- 1 x Mobile Leaderboard (320 x 50px)
- 1 x Mobile Leaderboard (320 x



# Aged Care Vertical

A & B campaigns targeting only one sector.

## OFFER

50% page impressions in  
a 1-month period

## INVESTMENT

\$1,500 + GST (A & B  
campaigns)

## INVENTORY

### DESKTOP

- 1 x Banner (970 x 250px) + url
- 3 x Halfpage (300 x 600px) +  
url 2 x Mrec (300 x 250px) + url
- 1 x Leaderboard (728 x 90px) + url

### MOBILE

- 1 x Mobile Leaderboard (320 x 50px)
- 1 x Mobile Leaderboard (320 x



# Homecare Vertical

A & B campaigns targeting only one sector.

## OFFER

50% page impressions in  
a 1-month period

## INVESTMENT

\$1,500 + GST (A & B  
campaigns)

## INVENTORY

### DESKTOP

1 x Banner (970 x 250px) + url  
3 x Halfpage (300 x 600px) +  
url 2 x Mrec (300 x 250px) + url

### ARTICLE PAGE

2 x Leaderboard (728 x 90px) + url

### MOBILE

1 x Mobile Leaderboard (320 x 50px)  
1 x Mobile Leaderboard (320 x



# Homepage

Targeting Retirement Living, Land Lease Community, Home Care, and Aged Care

## OFFER

### PLATINUM A

50% of all page impressions  
in a 1-month period.

### PLATINUM B

50% of all page impressions  
in a 1-month period.

## INVESTMENT

\$2,000 +GST (Campaign A &  
B)

## INVENTORY

### DESKTOP

1 x Banner (970 x 250px) + url

2 x Mrec (300 x 250px) + url

1 x Leaderboard (728 x 90px) + url

### MOBILE

1 x Mobile Leaderboard (320 x 50px)

1 x Mobile Leaderboard (320 x  
100px)

