

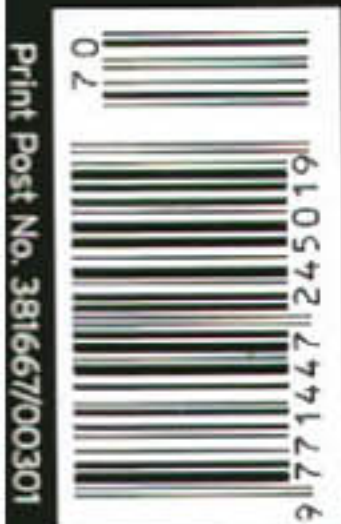
# Marketing

SEPTEMBER  
2008  
\$7.95  
NZ\$8.95

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

FOCUS: DIGIGUIDE

YOU  
DON'T  
KNOW  
JACK



014 AROUND THE TABLE



**3 LEO TORTORICI**  
PACK & SEND, NATIONAL MARKETING  
MANAGER

The greatest challenge for me when marketing Pack & Send's services has been developing a marketing program that is effective for building the brand, generating sales and getting the buy-in of franchisees.

Pack & Send opened its first store in 1993 and introduced a totally new concept to the Australian marketplace – a one-stop shop for sending anything, anywhere. The important element of our offering is a professional packing service. Pack & Send has since grown to a network of over 90 stores nationally with stores opening in both the UK and New Zealand.

We were also awarded the PricewaterhouseCoopers Franchisor of the Year 2007. To celebrate this award Pack & Send has developed a book called *No Limits* containing real life stories of franchisees going the extra mile for their customers. *No Limits* is a fascinating read for anyone who wants to be inspired by how ordinary people committed to a common vision and teamwork can achieve extraordinary feats of customer service; it's also an unusual but successful marketing tool.

Almost every successful franchise system has a similar story of humble beginnings coupled with remarkable stories of franchisee passion and ingenuity. My advice is to inspire others by telling the story of your franchise. How is your franchise different? What's unique about your franchise culture? Why should others join your franchise?

We have found that our *No Limits* book provides an exceptional tool both for our franchisees when marketing their services and for us as the franchisor to attract committed and capable franchisees. **M**