



Proven Marketing Practices for Businesses and Organizations

Marketing consists of the strategies and tactics used to identify, create, and maintain satisfying relationships with customers that result in value for both the customer and the marketer

~ Dr. Paul Christ

For long term success, every business or organization must attract and retain customers. Most of us understand the term *marketing* as the discipline associated with such activities.

Marketing encompasses a broad range of activities, from product development and pricing, to promotion and distribution. As your printer, we play a role in helping you to effectively promote your business's or organization's products and services.

What is Promotion?

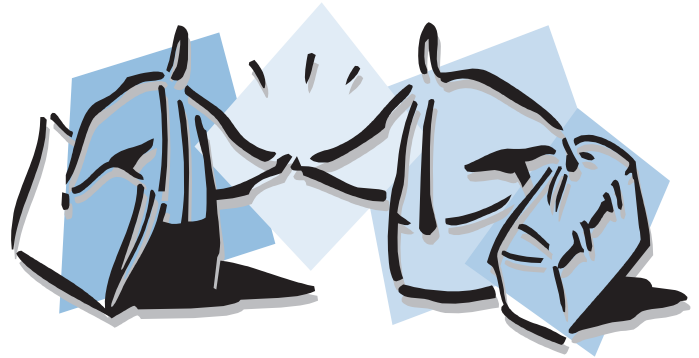
Promotion is the way your business or organization communicates with its intended audience to achieve its corporate goals. Although the exact methods used for promotion differ widely, depending on the organization's budget and scope of reach, all businesses and organizations engage in some form of promotion.

For most small businesses and local organizations, the primary audience for promotions is the target market group (current, past, and potential customers) and those who may act as an influence on that group (such as news media, special interest groups, and opinion leaders).

Of the four major promotional methods - advertising, sales promotion, public relations, and personal promotion - the two most often used by small businesses and local organizations are *advertising* and *public relations*.

What is Advertising

Advertising is a way to attract people's interest in your product or service. In general, advertising reminds customers and prospects about the benefits of your product or service; establishes and maintains an image; encourages existing customers to buy; and attracts new customers. Advertising has a cumulative effect over time



and for that reason doesn't produce instant results. Rather, advertising is a background for other promotional activities.

An important advertising tool is direct mail. Many kinds of mailers, from post cards to letters, brochures, flyers, and catalogs, can be sent to a specifically targeted audience whose characteristics indicate they are very likely to be interested in your company's product or service.

Direct mail advertising has several benefits when compared to media advertising (newspaper, magazine, radio, or television):

- **Targeted.** Direct mail advertising can be targeted to a specific audience, such as current and prior customers or prospective customers, whose demographic profile matches that of existing customers. This allows the message and the design of the advertisement to be structured for maximum appeal to the audience. Furthermore, new technologies such as variable data printing permit precise, one-to-one marketing.
- **Measurable.** A distinct benefit of direct mail versus media advertising is that responses can be directly attributed to the mail piece. This allows for measuring the cost-per-acquisition of new customers and the consequent return on investment of the advertising expenses.

- **Affordable.** For small businesses and local organizations with a limited advertising budget, direct mail is affordable. An effective direct mail advertising campaign can be tailored to almost any budget.

Tips for Effective Direct Mail Advertising

The effectiveness of direct mail advertising, as measured in response rate, increases with each subsequent mailing. Therefore, the number one way to be effective is to be persistent. If you've selected your mailing list carefully, you will reach some people who are in the market for what you sell and who want to buy now. You'll also reach some people who have no interest and who will immediately discard the mail piece.

However, the majority of recipients – perhaps as many as two-thirds – might be interested in buying in the future, but aren't motivated to respond now. A direct mail advertising campaign keeps your name and message in front of these people for months or even years – provided you mail regularly and consistently.

For best results, we recommend that you mail every month. What should you mail? We can think of two things: a post card directing customers and prospects to your web site where they can find product and service information, alternating with a different postcard that includes useful information such as a tip based on your expertise in your industry.

We can help you compile a mailing list and design a series of 12 post cards. By designing and printing everything you need for a year's campaign, you'll enjoy some pricing benefits and be ready to mail on time every month. And since we also offer mailing services, we can schedule and implement each month's mailing for you on a predetermined schedule.

Public Relations

Sometimes referred to as publicity, this kind of promotion uses third-party sources such as the news media to get your organization's name in front of the public. Although publicity is not targeted to an audience as is advertising, it has some major benefits; it is free, and it has a perceived value much higher than paid advertising. Public relations capitalizes on influence of a third party – the media – which is viewed by many as being an independent, unbiased source of information. Accordingly, a story about

your company's new product or service that appears in the business section of the local newspaper may carry more weight than a full page, paid advertisement.

Like advertising, public relations can be used to build awareness, create interest, and stimulate demand. It can also provide customers or prospects with more comprehensive information than can usually be included in an advertisement. The primary tool for public relations is the press release.

Newsletters as a Public Relations Tool

A newsletter is a form of public relations to a limited audience – your customers and prospects. A newsletter: keeps your customers and prospects informed of product releases and special sales; reminds them of existing products or services; establishes your company's credibility by announcing awards or honors earned by the company or its employees; and provides meaningful, relevant information from the experts in the company.

Newsletters can be produced in versions that target different audiences – current customers, former customers, prospects, or even vendors. Effective newsletters are well-received by interested audiences and may even be saved as reference material.

One barrier to publishing a newsletter is the amount of time it takes to write the copy. This can be overcome by designing the newsletter so it doesn't require more than 500 or 600 words per issue – the amount of space on one side of an 8 1/2 x 11 inch sheet of paper. We can help you design a newsletter that can be printed on a post card or has an appealing shape, such as an 8 1/2 x 14 inch sheet of paper folded in half. For more information or to discuss options, give us a call.

a vocabulary of the graphic arts

worlds

Advertising: the promotion of goods, services, companies, or ideas, usually by an identified sponsor. Advertising in the United States dates back to colonial America when classified ads were prominent in newspapers. The first advertising agency in the United States was established in Philadelphia in 1843 by Volney Palmer.

AIDA: acronym for attention, interest, desire, action – the four parts of a successful advertisement.

Call to action: the part of an advertisement that tells the interested reader what to do next. Often includes instructions to call, click, or return a response device.

Pocket folder: a folder that has one or two pockets and a slit to insert a business card. Used to hold presentation materials.

Press release: a message sent to media outlets containing relevant, newsworthy information about a company, its products and services, or its employees.

Public relations: the art and science of managing communication between an organization and its key audiences in order to build, manage, and sustain its positive image. The earliest public relations were practiced by publicists who specialized in promoting circuses, theatrical performances, and other public spectacles. Public relations has its origins in the United States; many practices were developed to support the expansion of the railroads.

Urgency: a means of motivating a reader to take action quickly. Common techniques for creating urgency include limiting time for response or limiting the number of premiums available to respondents.

URL: acronym for uniform resource locator, the address of web pages on the World Wide Web.

T H E I D E A

Business Card Tips

One effective way to motivate people to save your business card is to make it unusual or have it contain something of value. Here are some things that will fit on the back of a standard business card:

- a list of hints, tips, or other useful information about one of your company's products or services
- emergency numbers, such as fire, police, and animal control
- important holiday dates

- a famous quotation, especially one that provides commentary on your business or its mission
- contact information for elected officials
- a place to record personal information, such as birthday and anniversary dates

Depending on the exact method for producing your business cards, it may be less expensive than you think to turn them into a valuable item.

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TRICKS & tips

Standard Promotional Materials

We believe there are standard items that should be part of every business's or organization's promotional material:

- *the business stationery package*, consisting of professionally designed and printed business cards, letterheads, envelopes, and mailing labels;
- *a company brochure*, also professionally designed and printed, that provides an overview of the company and its products and services; and
- *a folder* holding inserts that are specifically selected for their particular interest to a customer or prospect.

If you are concerned about the expense of a large presentation folder, or if you feel you don't have enough

information to fill many sheets of letter-sized paper, then consider using a pocket folder. As its name implies, a pocket folder is a compact size - 4" x 9" - that could fit into a man's shirt pocket.

The inserts for this compact folder can be sized at 3 3/4 x 8 3/4, which means two inserts will fit on a standard 8 1/2 x 11 sheet of paper. We can design and print a two-up master sheet for you that you can use in your desktop laser printer. In this way, you can print exactly the information a specific customer or prospect needs. And because the trim size is smaller than the master sheet, we can also print crop marks for you, making it easy to trim the inserts to size.



What techniques can I use to be sure my press release is published?



Here are the basics of getting your press release published:

- **Send it to the right people.** Compile a list of editors or reporters who cover your company's industry or business sector for your geographic area.
- **Provide a newsworthy story.** Make sure your press release contains meaningful and relevant content that is of interest to the publication's readership.
- **Write well.** Use simple, clear language and avoid insider or industry jargon.
- **Include your full contact information.** The reporter or editor may want to contact you for clarification or additional information.
- **Submit via e-mail.** Increasingly, reporters and editors publish their e-mail addresses in their story bylines. Submit your press release via e-mail, with the release included in the body of the message rather than as an attachment.

questions and answers