

# puretalentreview

Q U A R T E R L Y   N E W S   A N D   P R O M O T I O N A L   T I P S

## Obama, a Marketing Genius!

### Marketing Lessons We Can Take from a Successful Presidential Campaign



Just four short years ago, Barack Obama was a relatively unknown senator from Illinois with only an idea to run for President. Today he is President-elect of the United States of America with a brilliant future and a marketing success story we all can learn from. By utilizing tried and true marketing techniques practiced by major consumer brands like Nike and Coke and adopting the latest technology like applications for the iPhone and ads in video games, Obama achieved marketing success by reaching his target audience, making an emotional appeal, and selling his ideas.

Here are 10 lessons we can learn from Obama's successful campaign and apply to our own marketing efforts:

#### Lesson 1: Plan Ahead

Start with a vision of where you want to be and create a step-by-step plan for reaching your goal. Spell out every aspect in a detailed marketing plan. Allow for all contingencies and stick to your plan and vision despite the competition's attacks and temporary setbacks.

#### Lesson 2: Branding is Essential

Determine the reputation you want to project and how you want to be perceived. Set yourself apart from your competition by doing something different, better, faster. Establish a professional image by starting with a memorable, distinctive and effective logo that clearly defines your core offer. Maintain a consistent identity

across all forms of communication. Utilize professionally designed marketing materials to build your brand image.

#### Lesson 3: Establish Credibility

Exhibit a likable personality and show evidence of your expertise, qualifications and capabilities to instill trust in your prospects. Back up your claims with credentials, facts and statistics, referrals and testimonials (endorsements). Protect your reputation. Provide excellent service. Do what you say you're going to do and show up on time and be prepared.

#### Lesson 4: Develop a Powerful Message

Define the most desirable benefits and features you offer. Establish your unique selling advantage. Cultivate a tagline that motivates. Appeal to your prospects' emotions and keep the message simple and consistent.

#### Lesson 5: Target Accurately

Clearly define and segment your audience. Tailor your message to each segment and show that you clearly understand their individual concerns, needs, and desires. Develop and maintain a valuable list of prospects.

#### Lesson 6: Build Beneficial Relationships

Network and expose yourself to a wide range of prospects and opportunities to expand your reach. Maintain consistent contact with your prospects, clients, partners and vendors. Present solutions to their concerns and situations.

*Campaign Lessons continued on page 3*

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## Recent Pure Talent Projects



**Client:** Tranz4mations Consulting Group

**Project:** Branding Package



**Situation:** Tranz4mations Consulting Group is a new firm founded by Laura Brown to bring about a positive change in the lives of a wide range of individuals. Tranz4mations works to live up to their tagline, “enhancing spirits and spaces,” by offering life-changing services in employment training, interior design, custom catering and dance training. To present this new business to potential clients and build a solid brand that would help Tranz4mations compete as a professional, qualified company, Laura needed a creative logo and coordinating stationery.

**Solution:** Pure Talent focused on the unique spelling of the company’s name and its mission to transform lives and designed a unique business identity for Tranz4mations to give the company a professional and memorable image. The logo features a butterfly image to represent the number 4 used to spell the name and relate to the concept of transformation. The logo is designed to support the company’s mission to transform lives through their services. The logo, applied to stationery and business cards, creates a complete branding package.

**Client:** The Arc of the United States

**Project:** 2009 Convention Promotion and Publication



**Situation:** The Arc of the United States is a large organization dedicated to advocating for the needs of people with intellectual and developmental disabilities and the people who care for them. This year, they hold their 57<sup>th</sup> National Convention in Albuquerque, New Mexico, with a focus on celebrating their past and looking to the future. To attract 800 or more convention attendees, the Arc wanted to highlight the culture of the New Mexico city with the promotional mailer and the convention book.

**Solution:** Pure Talent developed a convention logo to resemble a Native American rug and support the convention’s theme, “Telling our Story – Weaving our Future.” Traditional dessert colors of turquoise and terra cotta were used in the logo and throughout the tri-fold mailer. The 36-page convention book was designed to carry the theme and provide attendees with all the information they would need to successfully participate in the annual convention.

**Client:** American Striping

**Project:** Playground Striping Brochure

**Situation:** American Striping is an established company that specializes in pavement services for commercial and residential parking, pedestrian and recreational areas. The company wanted to launch a “we build fun” campaign to promote their custom fun and educational striping services to schools, churches and daycare providers. They needed a marketing piece that highlighted their recently completed work and to present their capabilities.

**Solution:** Pure Talent designed a tri-fold brochure to appeal to the company’s audience of organizations that cared for children. Children playing were featured on the cover to highlight the benefits of having a fun and educational paved space. Inside, the brochure showcases a quality striping project featuring learning tools and games completed by American Striping. The brochure was used to present the company’s qualifications and capabilities for building fun through paving and striping services.



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## Change You Can Profit From

### How Doing Something Different Can Pay Off

Change can often be the biggest challenge any business faces. But without change, no business can grow. Successful entrepreneurs and business managers learn to anticipate economic and industry changes and adapt to them. They also learn when to initiate changes within their businesses to take advantage of new opportunities and to stimulate growth in sales and profits.

Stimulating new business can easily be accomplished by making changes. Adding something new to what you offer your clients and/or changing the way you market your products and services can

work to improve your business.

By adding to the products or services you offer, you can appeal to a broader audience, generate repeat business from existing clients and regain past customers.

By adding new information to your website, you gain the opportunity to attract more visitors, increase repeat visitors and enable more sales. The fresh information also helps your site gain rank in the search engines. Utilize your site to provide your prospects and clients with the information they want and need which will become a valuable resource that will help you build stronger business relationships.



## Your Sales Stimulus Package

Here are four ways to quickly stimulate sales without requiring a financial bailout. For an investment of time and little or no money, you can generate some immediate sales by:

1. Emailing your prospects to promote a cost saving opportunity. Offer a special discount for a timely response.
2. Making calls to past customers and telling them about a new product or

service you now provide. Offer a free sample, estimate, or demonstration.

3. Establishing a partnership with another business that offers a complimentary product or service and present a package deal for your customers and prospects.
4. Mailing your marketing materials with an enthusiastic cover letter to 10 new contacts you collected from tradeshows or networking opportunities.

### *Campaign Lessons continued from page 1*

#### Lesson 7: Promote Effectively

Select a diverse range of marketing vehicles to deliver your message. Advertise when and where your prospects will see and hear it. Take advantage of the advertising methods that your competition isn't using to reach more prospects.

#### Lesson 8: Promote Constantly

Keep your business in the minds of your target audience by communicating constantly. Use every opportunity you have to reach potential customers. Devise a plan for continuous marketing activities.

#### Lesson 9: Have Others Advertise for You

Use promotional materials like t-shirts, bumper stickers, calendars and posters and give them away to promote your business name and identity through others.

#### Lesson 10: Wow Them on the Web

Create a professionally designed website that is attractive, engaging, and informative. Provide up-to-date information and interactivity that engages viewers and gives them a reason to return over and over again.

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## The Economy: It's Not All Bad

### Finding Some Good in the Slow Economy

No one has to tell you that the economy is having a negative effect on almost everyone. Individuals and organizations alike are truly struggling to cover rising expenses and maintain revenues.

However, a slow down in the economy can also bring about an urgency to change and improve our operations. So look at your situation from a different perspective and consider the beneficial tendencies that occur during a bad economy.

**We reduce compulsive spending.** It's times like these that we thoroughly consider every investment and purchase and take the time to look for the best way to spend every dollar.

**We become more conservative.** Being more conscious of our bottom line, we reduce waste and reuse more resources.

**We increase efficiency and effectiveness.** Having to do more with less helps

us exercise our creativity and develop new products or services and improved methods of operation.

**We gain more time.** A slow down in work is a great time to take a course, develop a new product or service, or catch up on everything.

**We analyze and evaluate everything.** We review the business plan and scrutinize the operating budgets. Find opportunities for saving on expenses and consider contingency plans.

**We want to improve our image.** We evaluate the marketing materials and web site to rate their past effectiveness. Update and replace old pieces and content for a fresh marketing message and a consistent brand.

Regrouping while you wait out the recession helps position you to be ready and able for the comeback.



## A Change for Pure Talent

This 25<sup>th</sup> issue of *Pure Talent Review* marks its last. Beginning in January 2009, Pure Talent will replace this newsletter with monthly, quick-read emails to continue to provide useful marketing information, tips and ideas to help you make waves with your marketing efforts. This final quarterly issue and all past

issues of *Pure Talent Review* will remain available on the Pure Talent website at [www.puretalent.net/newsletter.html](http://www.puretalent.net/newsletter.html). An index of all the topics covered in the past newsletters is also available. Thanks for supporting this newsletter over the last six plus years. We look forward to bringing you our monthly "MakingWaves" emails.

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