

puretalentreview

QUARTERLY NEWS AND PROMOTIONAL TIPS

Getting the Word Out Successfully Promoting Your Business



In this issue, Pure Talent Graphic Design takes a look at many of the different ways you can promote your business, products, and services. Promotion is the process of actively marketing to increase sales and brand awareness.

Since research shows that your target audience needs to be confronted with your marketing message at least seven times before they make a buying decision, using multiple methods of promotion and repeating your message persistently can get you the results you want.

Major methods of promoting your business include distributing brochures and flyers, sending e-mail messages, advertising in local and national magazines and newspapers, displaying posters, advertising on TV and radio, mailing newsletters and direct mail, telemarketing, advertising by word-of-mouth, advertising in the Yellow Pages and on the Internet,

hosting events, speaking in public, and publishing web pages.

Promoting with a combination of these methods will improve your results. For example, you can advertise in a newspaper or magazine your prospects are likely to read, send out a grand opening or sale announcement, invite prospects to an open house or seminar, hold a contest or drawing, offer pens, key chains, or tablets with your business name printed on them, distribute business cards, brochures, catalogs, or menus to take away, and then follow up with a thank you note that points them to your web site. This repeated exposure in a short amount of time can increase your chances of turning prospects into customers.

The methods you decide to use for promotion will depend greatly on your target audience, your goals, and your marketing budget. Use many different methods in combination and repeat efforts to get the biggest impact.

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24 Low-Cost Ways to Promote Your Business

1. Brochures
2. Business Cards
3. Car Magnets/Bumper Stickers
4. Catalogs/Menus
5. Contests/Drawings
6. Coupons
7. Direct Mail Campaigns
8. Flyers
9. Free Trials/Samples
10. Networking
11. Newsletters
12. Postcards
13. Posters
14. Product Demonstrations
15. Public Relations/Press Releases
16. Signs
17. Speeches
18. Sponsorships
19. Telephone Answering Messages
20. Testimonials
21. Thank You Notes
22. Web Pages/Sites
23. Word-of-Mouth/Referrals
24. Writing Articles



Recent Pure Talent Projects

Project: American Medical Directors Association Foundation's Annual Report

Situation: The AMDA Foundation is in their sixth year of conducting research to improve the quality of life for residents of long-term care facilities. They wanted their first annual report to provide members and contributors with a visual picture of their accomplishments and future growth potential.

Solution: Pure Talent designed an annual report to present the Foundation in an impressive, professional manner and highlight their commitment to improving lives. The 20-page report works to document their past accomplishments and stimulate interest in the Foundation's future and their potential impact on the lives of residents of long-term care facilities. Using just two-colors and quality textured paper effectively, Pure Talent was successful in staying within the organization's budget while delivering a quality, professional report.



Project: Budget Deck Builders' Web Site

Situation: Budget Deck Builders is a six-year old, home improvement company that specializes in custom designed decks for clients in the Washington, D.C., area. To reach more prospects and provide potential clients with more information on their work and services, Budget Deck Builders wanted to create a web site.

Solution: Pure Talent designed and produced a web site (www.budgetdeckbuilders.com) that features quality photographs of the company's successful projects and presents visitors with the information they need to make a buying decision. The new web site utilizes an animated slide show on the home page to give visitors an instant idea of the kind of work Budget Deck Builders delivers. The site gives visitors answers to frequently asked questions, information on the company's capabilities, views of the company's portfolio, and an easy way to request an estimate.



Project: Epiphany Books' Identity System

Situation: T. D. Silas is the author of, "Broken Miracles: Love, Life and Loss," a book of poetry published in April 2006. Her poetry explores the many different stages of life and provides solace for those going through each stage. With her first publication, Silas wanted to establish Epiphany Books to promote her work and publish other books in the future. She wanted a unique identity for Epiphany Books that would symbolize renewal or rebirth after adversity.

Solution: Pure Talent designed a unique graphical symbol to represent Epiphany Books as a company working to provide insight, comfort and spiritual renewal to readers. The logo features an egg transforming to reveal inner light and spirit. Pure Talent applied the new logo for Epiphany Books to the company's business card and stationery to give the company a professional and uniformed identity system to build their brand and grow the business.



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Taking the Direct Approach

Promoting Through Direct Mail

Spending your marketing dollars to directly reach your potential clients is money well spent. Why waste time and money directing your marketing message to broad audiences or everyone in the world when only a select market will have a need or interest for what you offer.

Take the direct approach. Direct mail marketing allows you to target smaller groups of potential buyers more cost effectively than with media advertising. With TV, radio, newspaper and magazine advertising, you spend a lot of money in hopes that your target audience will see or hear and respond to your ad. Direct mail marketing puts your advertising message directly in the hands of your real prospects.

Unlike the badly-timed interruptions associated with telemarketing and the unwanted spam associated with e-mail marketing, quality direct mail has managed to shake off the "junk mail" reputation and become a truly effective way to

reach your target market.

Through proper direct mail marketing, you can customize your marketing efforts and reach your potential clients with a message directed specifically to their needs and desires. Those who receive your message are then more likely to be interested in what you're offering and respond well to receiving your mail.

For success with direct mail, you must develop or select a mailing list of genuine prospects based on the types of customers you want to attract and those who have an interest in your product or service. Send the targets on your list an effectively designed marketing piece that demands attention and provokes them to respond. Consumers, who receive mail that appears to be designed specifically for them, take notice, become interested, and respond positively. Devise a campaign and repeat your direct mailing several times to increase its effectiveness. Being direct can certainly pay off.



Developing a Winning List

Where to Find Your True Prospects

For any of your promotional activities to be a success, you must direct your message at the right audience.

Your first step in developing a winning list is to define your true prospects. Don't try to market to everyone. It is a waste of time and money. Your true prospects are those who have a need or desire for the products or services you offer. With the right prospects defined, it's time to build a winning list.

You can develop your own list by collecting names from a sign up on your web site or in your business location. Ask your satisfied customers for referrals and reward them with discounts or premiums. Find published lists of people that meet

your targets' profile. Pull names from the telephone book. Join membership organizations or trade associations and utilize their mailing lists. Conduct drawings or contest to collect prospects names. Hold an event to collect names from those who register and attend.

You can also purchase lists from a broker. List brokers have access to millions of contacts and are able to build lists to match your specific needs. You can order contacts by demographics, interests, location, etc. Unfortunately, broker lists can be expensive and are usually restricted to one time use.

However you build your list, make sure it represents your true prospects.

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Postcards:

The Answer to Your Small Marketing Budget

Want an easy, inexpensive and effective way to promote your business? Use postcards.

Research shows that postcards get almost 100 percent readership and have a high return on the investment. You can easily reach your prospects for 35 cents or less – postcard printing and postage included. They are inexpensive to produce and mail. For less than \$5 per prospect, you can develop a direct mail campaign and reach your prospect with postcards every month for a year.

Why are postcards effective? People's ability to read and process information very quickly makes postcards more effective than materials inside envelopes. Even when they are thrown away, the receiver has had time to scan the postcard before tossing. Because postcards are a quick read, once they are scanned, your message is recorded in your prospect's brain. Repeated mailings will result in repeated scans of your marketing message and a constant presence in their mind. If you've reached the right prospect with the right message, those repeated scans will take effect.

Postcards are ideal for the types of short, definitive messages that are effective in advertising. Make your postcard quick and easy to read and promote only one thing at a time for the best results.

Postcards are easy to mail – no folding or stuffing required. They are flexible. You can track your results and adjust your message easily. To test your mailing, send your postcards to a small audience, if you get good results, send it to a bigger list. If you're not happy with the results, change your message or offer with your next mailing. Postcards are also an excellent device for cleaning up your mailing list before sending out more expensive marketing materials. When mailed first class, the undeliverable cards will be returned to you.

To succeed with postcards, use full color photography of an image your audience will quickly connect with. Add a great headline that will state your benefits or advantages or ask a thought-provoking question, present a limited time offer, and include a telephone number, store address or web site address for easy contact. Get your cards professionally designed and printed on thick, quality, glossy paper for more impact and always use postage stamps for a personal touch.



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