



How to Effectively Market Your Business

With the economy the way it is, it takes everything you've got to keep your business afloat. However, this mentality also paralyzes business owners when it comes to new marketing efforts. This is exactly the wrong approach to take! While your competitors are folding, you should be trying to get your name in front of your target audience. The marketing mix you incorporate is dependent upon your customer base. The following are tips for getting your message across in each of three areas of advertising that Contempo Communications specializes in...

CREATIVE

1. Focus on your online voice

Your online presence is king in the information age. A well-designed and maintained website will bring in new business. A poorly designed website that is not updated on a regular basis will turn business away. The company blog is a great place to keep readers updated on what's new, to draw attention to your press releases or promotions, and to have a human voice or personality shine through. Be creative with Social media channels to effectively promote your brand in a way that is unique.

2. Your Logo - Keep it Consistent

Your logo should have standards that are followed on all marketing materials in order to present a consistent message to your current and potential clients. If you don't have a logo you are proud of that is step 1. If you do, but don't have these usage standards written out or available anywhere, create a plan for usage and make sure all employees in charge of marketing implementation understand its importance.

3. Showcase your brand's personality

Be sure to create a look for your marketing materials that is consistent with the emotional response you hope your target audience will have when thinking of your company. Are you a high-class handcrafted winemaker or a bargain outlet retail store? As an example, if your company is eco-conscious you could use a paper for your brochure that utilize a raw, earthy look and contains a high-percentage of recycled content. If you are a high-performance sports car manufacturer your marketing materials could utilize high-gloss finishes and bold photography. It all depends on your vision.

PUBLISHING

1. Create Your Own Custom Publishing Piece

A custom publishing piece can be a great marketing vehicle to give a well-rounded picture of the benefits your company can provide to new contacts. Anniversary books are great conversation pieces that can build reputation and credibility by showcasing the journey your business has been on since inception. Product Catalogs, Annual reports, and Vision books can give potential clients an inside look at what makes your company tick.

2. There's an App for that

Companies that hope to be considered industry innovators can showcase their forward-thinking culture in a digital publication optimized for tablets and smart phones. Bringing a printed catalog or booklet into the digital age through app development or digital publishing software can be a great asset for any organization.

3. Direct Response Marketing on the Printed Page

Print advertising is always an option for getting your message out. Although circulation at some major publications has been dropping, smaller local newspapers and magazines have been surging due to the tangible aspects of the printed page. Make sure the publication you choose has a strong readership within the target market you are hoping to reach. After choosing a magazine to advertise in, use direct response advertising to encourage readers to take an action step. Make them an offer they can't refuse! Be sure to collect their data at an opt-in splash page, in order for them to redeem the offer.

Continued on reverse side

Continued from front side

EVENTS

1. Host Your own Business Event

Have you ever considered inviting all your best clients to an event that puts their needs front and center? How about holding an open forum where people can bring their own questions and explain the problems they are facing in their respective industries so you can more effectively figure out how to ease their pain. Even presenting them with an award for being the “Best of the Best” on your client roster would be unique. Call it a “Clients Thanksgiving” event, and No, it doesn’t have to be in November. Any chance to get face-time with your most valued clients is well worth the effort.

2. Give an Informational Presentation

The same can be said of inviting potential prospects to an exclusive night of dinner/drinks and networking, capped off by an informative presentation that can help make their lives better. After all, anyone that owns a company is in the business of making other’s lives better. What better way to be introduced to a potential client that at an event hosted by you that gives away information that could truly make a difference in the success of their business.

3. Sponsor an Event

Becoming a sponsor of an event that is already scheduled provides a great opportunity to reach your target market. This option allows you to piggyback on the expertise of the speakers that are scheduled to engage the audience. These business luncheons are usually followed by great networking opportunities that could lead to a great potential business relationship.

ABOUT CONTEMPO

Contempo Communications is the result of a 2010 merger between a full-service graphic design firm (Contemporary Design Group Inc.) and its sister publishing firm (CBC Publishing LLC). This union empowers Contempo Communications with a unique expertise specific to the creative/marketing, publishing, and event marketing industries.

The creative, editorial, and sales personnel that comprise Contempo Communications have more than 20 years of experience in communicating superior products and services in print and online. At the helm is President Renée DeLuca Dolan, who established Contemporary Design Group in 1995 and CBC Publishing in 2006.

The anchor publication of Contempo Communications — Cleveland Business Connects (CBC) magazine — is Northeast Ohio’s premier business-to-business publication. CBC spotlights the entrepreneurial endeavors of Northeast Ohio’s top business professionals while focusing on female-owned businesses, sustainable practices, and nonprofit organizations. The monthly magazine showcases best-business practices and provides solid business networks and resources for today’s busy professional.

Contempo Communications holds itself to the highest standards. In turn, the company is committed to conveying its clients’ messages — whether in print, online or in person — in the most exemplary fashion.

Contact us today for a FREE marketing consultation

You can reach us...

✓ *via email: info@gocontempogo.com*

✓ *via facebook: facebook.com/gocontempogo*