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Kris Daw, M. Sc.
Medical Device Marketing

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visit Mark's profile at



Mark Palazzo
Publisher of
"Will Work For Food"
425.931.3440

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Will Work For Food

This Week's Featured 15 Second Commercial

Kris Daw has over 10 years in product management of high tech products, and has the versatility required to facilitate expansion into new products and global markets.

A full-spectrum product manager, Kris has managed products that include highly integrated electrical, mechanical, algorithm and software components. Kris is accomplished at sales and customer training. His kinesiology training includes research and course work in molecular and cellular biology, applied physiology, gerontology and statistical analysis.

Kris is highly motivated, organized and constantly thinking in strategic terms. His ability to balance the stress of looming deadlines with his fun, easy-going personality makes him a pleasure to work with and for.

To get in touch with Kris about a job opportunity,
please email him at christopherkdaw@gmail.com.

Mark's Tips and Tricks

Marketing: What Comes First?

For a small business, the order in which you design your materials is as important as the design itself. You should design your materials in order of importance to your marketing effort, and in terms of the cost to produce the materials. Here are my recommendations:

- 1. Define Your Brand.** This is a step that often gets skipped, but will help your entire design process go more smoothly. Your brand helps identify to the public what your business is all about. It is essential to making your marketing materials remain focused and consistent. (I will expand the importance of "Branding" in upcoming issues)
- 2. Logo Design.** Your logo should go on all of your marketing materials, and all of your materials should have the same look and feel as your logo — design it first! It's worth the investment to do this as your first step instead of saving it for later. A quality logo gives your materials a polished, finished look that creates the impression that your company is established, stable and successful. This can be key to attracting new business.
- 3. Business Cards.** Designing your business cards should be your next step — It is imperative to have business cards to give to clients, colleagues, or anyone else that may drive business through your door. If printing costs are of concern, there are ways to print your cards digitally instead of on a traditional press. You can have great looking cards that don't break the bank.

Continues >>



CLEARANCE ALERT!

Every once in awhile, I learn through the "grape-vine" of incredible deals on promotional products and corporate apparel. Here is a good example:

HUGE BLOW OUT SAVINGS ON ALL MAJOR BRANDS!

Cutter & Buck - Nike - Tehama
Greg Norman - Tommy Bahama
and more.

Crossings Design Group is a full-service apparel & promotional product company.

- Fine Men's & Women's Apparel
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- Promotional Products &
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Crossings Design Group
2136 Westlake Ave N
Seattle, WA 98109

You can contact Chris Hettich directly for quotes or to ask questions at (425) 402-6468 or email him at chris@crossingsdesigngroup.com

I have used Crossings Design Group, and Chris Hettich for promotional and apparel needs many times. Their quality and customer service is unsurpassed. I give them two thumbs-up (and two big-toes!) ~ Mark Palazzo

visit Mark's profile at



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Once you have your brand definition, logo design and business cards, there are additional items a small business can consider:

4. Letterhead. Do you need letterhead? Not all small businesses will need letterhead. It depends on how you plan to correspond with your customers. Letterhead can convey the feeling that your business is well-established and professional. Letterhead can be pre-printed, or it can be saved as a digital file in a word processing program (such as Word) that you print out one sheet at a time. If you only print letters occasionally, opting to email more often, a digital file with your letterhead design may be all you need. Additionally, a digital file can be used to create a header for invoices in accounting software (such as QuickBooks), giving consistency and cohesion to your business materials.

5. Website. These days, a website is an important part of the marketing and sales strategy for businesses big and small. You may want to take advantage of the fact that orders can be placed through your website or communication about upcoming promotions, sales or other messages can be displayed. Your website can make your local business global, and can answer prospects' questions, helping your sales cycle more efficiently. It can go a long way to giving your company brand-presence in the marketplace. If your website is Search Engine Optimized, the site will reach those customers who research products/services by typing key words into the internet.

I recommend that a small business establish their site prior to creating sales/marketing literature. It's a great way to work out the copy (or text) for other printed marketing materials. The copy on a website is easy to update, so you can test different messages before committing them to print.

6. Printed Collateral. Sales sheets, brochures, packaging, etc. should be the last pieces that you design. What you need will depend on your product, and how you're planning to market and promote your business. Rack cards, maps, postcard-mailers and brochures can all be effective tools to drive new business. You can also look at what your competition is doing to drive their business!

Going through this process in the right order will ensure that you create a set of marketing materials that will bring you clients for the life of your business.

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