

## Marketing in Rough Times

Let Your Customers Know You Are Ready To Do Business

By Anne Chiapetta

There is a pervasive theme I keep hearing at the networking events and seminars I have attended over the past couple of months. And it always involves new ways to market your business in today's economy. This isn't a new idea. We have all been marketing ourselves and our businesses for years. But with everyone tightening their belt, consumers and businesses are buying less and as we look for ways to cut costs, we may have lost sight of how to increase sales. As we put a halt on spending, many companies have dropped marketing expenditures from their budget. While that may help the bottom line for the short term, the long term effects can be devastating.

When you stop marketing, your company literally disappears. Out of sight, out of mind, as the saying goes. When a prospective client has a need for goods and services, they will most likely start, and probably stop, with the company that is top of mind—the company that is actively advertising and marketing themselves. Yes, there are some costs involved with marketing, but consider the cost of not promoting your business.

Not all marketing efforts cost a lot. There are so many ways to get your message out there for little or no cost. Social media is certainly one way that we continually talk about. Email is another great way to communicate with your customer base. Both of these strategies can be done very simply, but the key is your database. If you don't have a strong database, you need to build one. There are several ways you can do this. If you have a retail location, you can collect information from your customers by offering an incentive for them to fill out a form either in store or online at your website. If that doesn't work for your type of business, you can mail a piece that offers an

incentive for your customer to complete it and either mail back or register online. You may even want to try a direct mail piece with a purl (personalized url). This mail piece directs the recipient to a customized website that is accessed only when they enter a unique code that is printed on the piece. Press releases, events and sponsorships can be additional low cost ways to get your name and message to your target market.

Whether you choose print advertising, direct mail, social media or any other marketing mediums, the first step is to make sure your image and message is clear, concise and updated. If you have been in business awhile,

now is the time to take a critical look at your logo and message. Review your brochure and collateral materials. Visit your website as a prospective client. If you like what you see, great. If not, now is the time to change it. Your logo and every point of customer contact should be consistent and position your company as you want it to be viewed.

If you continue to maintain your advertising efforts and to evaluate and update your overall image, your diligence will pay off. Not only will you capture those customers who are buying now, but you will position yourself for future sales when the economy does turn and when those potential customers are ready to buy. ❖

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## Anatomy of a Printed Piece

By Barry Pfann

In many workplaces, employees perform many different jobs. You may find yourself in the position of creating a file for print but may not know the process, file formats or the reason you need to save a file in a certain way. This quick overview points out some of the major areas that can be of concern and how to handle them for an offset printed piece. If you have any questions when preparing a file, please visit [pcigroup.net/file\\_require.html](http://pcigroup.net/file_require.html) or call 203-327-0410 x 314.

### Bleeds

A 1/8" bleed (extension of the artwork outside the live area) should be added to the native document if the intention is to have the artwork flush with the edge of the final piece. If you don't intend to bleed artwork, allow at least 1/8" (white space) all around the edge of the piece for trim.

### Photos

Color photos should be saved in CMYK; black and white photos should be saved as grayscale. RGB color should not be used for offset printing. Images should be at 266-300 ppi (pixels per inch) at the size you are using them. To calculate ppi take the resolution of your image and divide by 266. For instance, 1024 x 768 pixels, each divided by 266 gives you a useable image that can be a maximum of 3.8" x 2.8". Photos should be saved in TIFF format for best results.

### Logos

Logos should be supplied in TIFF format or in vector EPS or PDF format. Vector art is preferred because it is scalable. Make sure the art is in the same color space as the rest of your layout (black, spot or CMYK).



### RGB, Spot and CMYK Color

When using color in your layout, RGB should be used for web or multimedia only. CMYK colors should be used when printing in four color process, either offset or digital printing. When using spot colors, selecting a PMS (Pantone® Matching System) allows you the most control.

### Trim Marks and Registration Marks

When supplying a native file, the file size should be the actual final trim size of the piece. For instance, a standard business card should be 3.5" x 2". A separate page should be made for each card, not ganged up on a larger page with your own drawn in trim marks.

If supplying a final PDF that requires bleed, you need to add bleed and trim marks. When you "save as" or "export" to a PDF format, select the Marks and Bleeds menu and then select "trim marks" and .125" bleed from the menu.