

happy new year!



tag, you're it.



go ahead, be social.

2010
First Quarter



the Marketing Review

FROM TRACK 21 GRAPHIX

New Year? New You.

by: Karen Chalmers

We hope your holiday season was a relaxing and enjoyable one. Now that you have rung in 2010 it's time to assess your marketing strategies for the coming year to ensure that this year is better than the last.

Do you know where you want to be this time next year, if so do you know how you are going to get there?

January is a great time to take a look at what worked (and did not work) for your business last year and get your marketing plan done for the year. I know many of you have never done a marketing plan before but it is a worthwhile investment of your time. It does not need to be overly complex but should outline your strategy for the coming year on how you intend to get your business noticed and more clients coming through the doors.



Traditional print advertising (Flyers, Brochures, Rack Cards) are a great way to start. Other ideas include; building a web presence, networking with other business owners (handing out your business card to everyone), internet social networking (LinkedIn, Facebook, Twitter) and donating your time, services or products to charity.

The new year is time to reinvent who you were last year and make it better. We have included a few articles in this issue to help you think about how you present yourself and your business in the public. We hope you find them helpful.

Happy New Year and may this year be more prosperous than the last!

A Great Tag Line Can Bring In The Clients

by: Lynne Saarte

What is in a tag line? A tag line is a great way for you to attract the attention of your target clients. A tag line in your marketing collaterals can go a long way in generating the leads for your business.

A catchy tag line can be your answer to the question your target clients ask about you – what do you do? What can your business do for me? Your tag line can provide the answer in short sentences.

So how do you create a great tag line? Here are a few techniques to help you come up with a great tag line when printing your collaterals.

A great tag line is a great way to break the ice. When you have a lucrative business, it shows that you are able to master the key to having a lot of people know about what you do and what you have to offer. And that is where your tag line can help you start a conversation rolling with your prospective clients. This is especially true when you're looking at referrals for your business. Your tag line can be your quick words when people ask you what you do. Your tag line can open doors of opportunities for you to further invite people to ask more questions, which in turn can help you build new relationships with new clients.

A great tag line is simple and easy to say. It may be short, but a tag line that is very difficult to roll off your tongue is not so great after all. A tag line should not be a tongue twister that it can sound different when relayed. Not only will you get your target clients confused, you also make it easy for them to associate your business with something strange.

A great tag line has simple words. Do not over-indulge yourself with highfaluting words in your tag line. And steer away from jargons as much as you can. The goal of every tag line is to make it easy for your target clients to understand what you do – quickly. If they get confused or even feel uncomfortable with the technical words you used to describe yourself, they are more than likely to forget you and your company.

A great tag line is interesting. A basic purpose of your tag line is to encourage your target clients to want to know more of what you do. But the way you say it can also backfire instead of convince your target clients to feel comfortable with you. Make sure your tag line then can attract consumers as well as make them feel comfortable talking to you about their problems.

Finally, a great tag line is definitely fun to say! When you talk about your business with fun and passion, other people will see that you love what you do. They are more likely to ask more questions about your business when they feel that you know what you are talking about.

Here are some great examples:



The King of Beers

DEBEERS

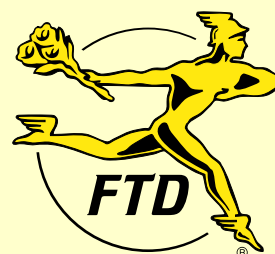
A Diamond is Forever



Nothing sucks like an Electrolux



The World on Time



Say it With Flowers



Don't Get Mad. Get GLAD

Sell YOU With Your Small Talk (Yes You Can)

by: Paul Barton

Want to build a relationship -- sell yourself for a job -- get ahead -- make a sale? Your 'small talk' is crucial.

Everyday conversation can make or break you in personal relationships and in the business world. Sadly, most people don't realize how important small talk is, nor do they try to do better.

That's a shame, because anyone can easily develop great small talk skills



Just how important is small talk?

A Stanford University School of Business study showed its impact on business success. It tracked MBA's 10 years after graduation, and found grade point averages had no bearing on their success -- but conversation did. Most successful were those who could make conversation with anyone -- from strangers, to secretaries, to bosses to customers.

Small talk impacts your success in 'personal' relationships because it can shape how others see you in terms of intelligence and confidence. People tend to see good conversationalists as more intelligent and confident.

Other research -- to find the characteristics of the ideal person -- has shown confidence and intelligence are the most important factors for about 60% of respondents.

Despite the importance of small talk, most people don't do it well. Shyness is one reason. Others range from not knowing how to start a conversation to not having anything to say.

But all it really takes to be good at small talk is a simple strategy.

THINK AHEAD

You will never have a conversation in a vacuum. It will always have it's own context and environment. Think ahead about conversations you are likely to have -- even those casual

encounters that may happen because of where you will be on a given day.

HAVE SOMETHING TO SAY

Make sure you have 'something to say.' Do a little research. Read the newspapers. Find interesting things to talk about -- serious or humorous -- on the subjects that come up in everyday conversation - careers, sports, the weather, money, kids, politics, etc.

ASK QUESTIONS

This is critical. A conversation takes two and questions help BOTH you and the other party. Ask someone a question, and you get them 'engaged'.

LISTEN AND UNDERSTAND

This strategy step requires you to, not only listen to how others answer questions, but to 'understand' and adapt.

ADAPT

Let's assume you are a salesperson and, when you enter the new prospect's office, you alertly notice a picture of him standing in front of a sign saying 'Michigan State University'. You say, 'Oh, I see you went to Michigan State'. The prospect replies, 'Yeah, I went there on a football scholarship'.

And you reply, 'Oh, I went to Boston University, myself. What was your major?'

Wrong follow-up question! The prospect 'volunteered' information important to him (football scholarship). You should have 'adapted' . . . following up with something like, 'Oh, what position did you play?' This could lead to a whole series of questions, increasingly 'engaging' the prospect.

When you successfully apply this simple strategy, you create 'rapport' - a feeling of trust and liking. This can cause others to think of you in positive ways:

'Personal' friends or personal friends-to-be:

'This is an interesting, entertaining and witty person -- the kind of person I like to have around me.'

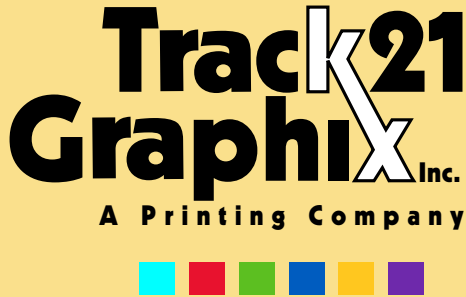
Employers or potential employers:

'This is a person who would fit in here -- a person who can relate well and get along well with others.'

Customers:

'I'm comfortable with this person. This is the kind of person I'd like to do business with.'

Clearly, small talk is crucial to you. You owe it to YOU to do it well.



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 - Logo Design and Website Design •
 - Marketing Campaigns •
- and much more

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