



The Allegra Advantage

ISSUE 2

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Web Design Checklist

No longer a "nice-to-have," a Web site has become a small business necessity.

Planning for Growth

How one business got strategic with their marketing.

Brochures That Sell

Does your brochure have the right point of view?



Limit the Guesswork in Marketing

Direct mail or email. Yellow Pages or banner advertising. Radio or newspaper. Sprinkle in the pressure to get into social media and it's enough to make your head spin.

When divvying up your marketing dollars, how can you be sure you'll end up with the right mix of strategies and tactics to sell, inspire or recruit?

Marketing involves some trial and error. The trick is to minimize the error by relying on the tried-and-true channels that are proven to generate the action you need.

The *Wall Street Journal* reported earlier this year that small businesses are now returning to direct mail marketing after experimenting with electronic strategies, like email, to trim costs last year.

What did these marketers learn? They discovered that their customers and prospects still respond to "snail mail" communications – when it's done right.

MIX IT UP

So what's "right"? For direct mail, personalization and relevant messaging have proven to lift response rates. As with any advertising medium, saying the right things to the right people at the right time is the killer combo.

Using a combination of communications strategies – print, electronic and in-person – will improve your odds of driving your key audiences to act. Remember: all customers are not created equal. Time and dollars should be more heavily skewed to those who generate the most income.

A complete analysis of your market opportunities, current customer profiles and marketing communications budget will all help to determine the right mix to help you reach your organizational goals.

SEE INSIDE... for specific tactics that are important to any business's marketing plan.

[FREE OFFER!]

Do you have the right marketing strategies in place? To help you decide, we're offering you an important guide called, "5 Marketing Must-haves for Today's Small and Mid-sized Business." Learn:

- Characteristics and examples of successful sales literature
- The five critical steps for generating immediate action
- Strengths and weaknesses of the top five communications mediums

Contact us today for your FREE report.



CAN WE HELP YOU WITH YOUR UPCOMING PROJECT OR CAMPAIGN? CALL ON US FOR:

- COPYWRITING
- EMAIL MARKETING
- EVENT MATERIALS
- FULL COLOR PRINTING
- GRAPHIC DESIGN
- MAIL LIST SOURCING
- MAILING SERVICES
- ONE-AND TWO-COLOR PRINTING
- ONE-TO-ONE MARKETING
- PROMOTIONAL PRODUCTS
- MARKETING PLAN DEVELOPMENT
- SIGNS, POSTERS AND BANNERS
- TRADE SHOW GRAPHICS
- WEB SITES



Integrated Marketing Works Best

Combining the power of print and Web adds synergy to your plan.

“And the color of the year is...”

Pantone®, a leading authority on color, has named turquoise the Color of the Year for 2010.

According to Pantone, “Turquoise inspires thoughts of soothing, tropical waters and a comforting escape from everyday troubles of the world, while at the same time restoring our sense of well being.”

Hot summer colors? Check out:

Aurora – Yellow tinted with green

Tomato puree – Classic red

Eucalyptus – Neutral green

PANTONE® 7465 C

PANTONE® 113 C

PANTONE® 200 C

PANTONE® 7536 C

For all you ever wanted to know about color, visit www.pantone.com.

Top 20 Web Site Do's & Don'ts

Internet user preferences have been thoroughly documented. While there are exceptions to most every rule, following are some Web design basics to consider when creating or updating your site:

DO'S:

1. DO include a one-sentence tagline on the home page that summarizes what you do.
2. DO put company name, logo and contact information on every page.
3. DO provide straightforward headlines and page titles.
4. DO use product photos, when applicable.
5. DO provide proper navigation support.
6. DO change link text colors after user access.
7. DO name pages for search engine visibility.
8. DO design for consistency and familiarity at every level.
9. DO use meaningful graphics only and sparingly.
10. DO make obvious what's clickable; use standard links.

DON'TS

1. DON'T use “marquees” (moving type).
2. DON'T use constantly running animation.
3. DON'T leave outdated information on the site.
4. DON'T do anything that produces overly long download times.
5. DON'T build pages in PDF format.
6. DON'T use technology for technology sake (Flash).
7. DON'T require constant vertical scrolling.
8. DON'T make users open new browser windows.
9. DON'T break or slow down the “Back” button.
10. DON'T use complex or overly long URLs.

Source: Jakob Nielsen, called “the reigning guru of Web usability” by FORTUNE magazine.



How to build a better brochure

Whatever the format (single sheet fold-over, multiple panels or multi-page), your brochure has a job to do – and that's to sell an idea.

Solid design principles and creative flair aside, your brochure needs to say something. Here are a few tips that can help you to get your point across:

- **Get emotional** – It's well-accepted that people buy based on emotion and justify their decision with logic. Appeal to the heart and connect with the reader's pains or needs.
- **Have the right perspective** – Put yourself in your customer's shoes. A winning brochure will speak to your customer's point of view ... not your own.
- **Use simple language** – Remove all technical or industry jargon. The simpler your statements, the easier it is to connect with your audience.
- **Spotlight benefits** – The quickest path to the trash can is a rundown of product or service features. Instead, stick with the benefits. Answer the basics: How will you help me save time? Money? Improve results?
- **Include a call to action** – “Visit a Web site.” “Call for more information.” “Order now.” If you ask for nothing, you'll be sure to get it.
- **Make it readable** – Bullet points, boxes, arrows or other graphics break up long type and make your key points easy to find ... and remember.

With the right focus, message and style, your brochures can say all the right things about your organization and inspire the actions you seek. If you have neither the time nor expertise yourself, consider outsourcing the work for professional and effective results.

For more design and copywriting ideas that sell, contact the pros at Allegra today.

Marketing Case

Landscaper's Growing Need for Strategic Marketing Plan

Company: Commercial and residential lawn care service

Situation Overview: The company's current marketing efforts are limited to a Web site, a Yellow Pages ad and some outdated sales brochures.

The landscaper's sales force includes one full-time employee and several part-timers. With plans to open a second location and expand their client base, they recognize the need for a more aggressive marketing strategy.

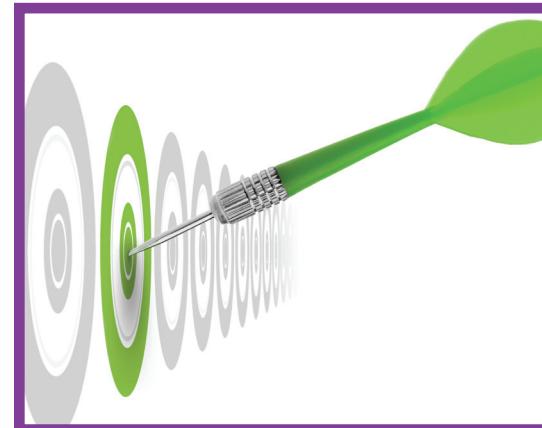
Marketing Recommendations:

- **Direct Mail Promotion** – Use targeted direct mail that delivers high readership, low waste and the ability to generate higher response rates than other traditional and new media.

Key to successful direct mail is identifying the right decision makers. Several lists are available to reach potential buyers, including:

- Private businesses that own their building/property
- Property management firms responsible for multi-tenant facilities or multiple buildings, including apartment buildings, co-ops, condos and townhouses

- Residential housing associations – primarily those where home values are high
- Homeowners with high-value properties who could afford monthly lawn care services
- **Collateral/Sales Materials** – There's an immediate need for updated materials to use in personal meetings and to fulfill information requests, including:
 - Capabilities brochures with two versions, targeting commercial and residential markets
 - Presentation folders to include inserts based on individual needs of clients
 - Note cards
 - Promotional items (pens, note pads, etc.)
- **Search Engine Optimization** to increase Web presence since there were approximately 15,000 annual Google searches for “landscaping services” in the target area.
- **Yellow Pages** and local or regional business directories, if effectiveness can be verified. “Landscaping services” is the 27th most-referenced heading nationally with 61 million references/year.



Measurement: By monitoring calls, requests for literature and new client contracts, the organization can track new sales and measure the expansion into new target market areas. The direct mail campaign, containing a personalized URL that directs traffic to a special Web site, will enable campaign-specific analytics.

Contact the pros at Allegra when you're ready for new growth strategies.

MARKETING TALK

CROSS SELL

Teaser

Universe

You don't need megabucks to be a smart marketer. Here are a few terms you'll want to know:

Cross Sell — Motivating current customers to buy different but related products or services.

Free-Standing Insert — Printed advertisement that is inserted, but not bound, into a publication.

Merge/Purge — Combining two or more mailings or email lists and deleting the duplicate data.

Split Test — Method used to test an offer or message with the same audience at the same time. For example, dividing the print run of a publication in two and placing different ads in each half to see which brings more response.

Teaser — Short sentence that piques the reader's curiosity to learn more. Usually found on the outside of an envelope to encourage the recipient to open it.

Universe — The total number of people or businesses targeted in a promotional campaign, or all those who are potential buyers for a product or service.

Read On

- **Switch: How to Change Things When Change is Hard**, by Dan Heath and Chip Heath
- **The 4-Hour Workweek, Expanded and Updated**, by Timothy Ferriss
- **The Seven Habits of Highly Effective People**, by Stephen R. Covey
- **Crush It! Why Now is the Time to Cash in on Your Passion**, by Gary Vaynerchuk