

WORDS OF WORTH

Winter 2009

The economy broke at the same time that I did. While I spent two September weeks in a hospital bed with an "extreme" broken ankle, the financial whirlwind struck. I was a lot more concerned about whether I'd walk properly again than about my inability to actively manage my investments. The experience surely helped me keep some perspective as my net worth fell!

Because of my preoccupation with healing, I violated the first marketing principle for rocky economies: Stay visible! I'm so glad that while my foot and ankle continue to recover, I can at least connect with you electronically.

The economy is certainly making everyone rethink how they do their marketing. This *Words of Worth* contrasts good and bad ways to respond when you are forced to economize.

Economizing on Marketing: Good Savings vs. Bad Savings

Good Savings: Keep your mailing list up to date. Prune dead contacts to save printing and mailing costs.

Bad Savings: Stop mailing. If they don't hear from you during a difficult economic period, your customers may interpret your "lying low" as "about to go under." You want customers to remember you when they do have the opportunity to buy.

Good Savings: Simplify. Use standard formats for printed materials. Avoid production costs for complex page cuts and folds or high-end binding. Reduce the number of different pieces of marketing material that you print. Print several pieces at the same time to save money.

Bad Savings: Using out of date marketing materials. Your materials need to contain your "latest and greatest" or you won't look your best. Your pitch and materials won't match, and using a lot of supplementary sell-sheets creates clutter and confusion.

Good Savings: Work with a good designer who can be creative about saving money on printing. The number of colors can make a big difference in printing costs, as can the type of paper used (but see "Quality" below).

Bad Savings: Skimping on the quality of your marketing materials. Marketing materials that are poorly designed or badly executed can undermine the credibility of your business.

Good Savings: Take advantage of lulls in your business to invest in marketing development, as you've been meaning to.

Bad Savings: Implementing the marketing plan you developed two-years ago, just because it's ready to go.

Good Savings: Consolidate mailings to save on postage and printing costs, e.g. use one monthly or bi-monthly mailing rather than using separate postcards for each sale or news item.

Bad Savings: See "Stop Mailing," above.

Good Savings: Use printed materials appropriately for each marketing situation.

- Save full brochures and marketing packets for people who have already expressed interest in your products or services.
- To attract interest at networking events, use postcards or similar formats
- At trade shows, consider using single page or bi-fold pieces that respond to the visitor's specific interests, rather than giving each visitor a folder with a brochure and six supporting pieces. Your booth and computer display provide credibility; an elaborate marketing package is less critical.

Bad Savings: Being stingy about the number of copies of printed materials you display or mail.

Good Savings: Be creative about using the Internet. Rather than print a lengthy mailer, do a smaller teaser with a link to more detailed or specialized information on your website. Supplement print pieces with electronic newsletters. Use electronic communications for late breaking news.

Thanks to Stephanie Aaron of Aaron Design, Inc. for her suggestions for this article.

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Save 10% off our standard fees when you commit now to a project starting in mid-March or later. Call by January 30th to take advantage of this offer.

News Bytes

The Manhattan Chamber of Commerce has launched their Green Business Initiative website. We developed the core copy for the site, which brings practical information to small-to mid-sized companies seeking to make their businesses greener. [Take a look!](#)

Other projects recently completed by Jussim Communications include:

- Website copy for a non-profit performing arts organization
- Writing assistance on two professional journal articles
- Collateral and white papers for a marketing technology company
- Creation of a newsletter for a specialty development company

To see samples of our work, visit [our Portfolio](#).

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- Dynamic marketing communications and web copy
- Newsletters and articles that educate your market and build name recognition
- White papers that establish your expertise and creativity
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