



Inland Empire Executives Association

*The Finest Networking Organization
Anywhere!*

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10 Ways to Stretch Your Marketing Budget

by Robert W. Bly

Most small businesses have modest marketing budgets, which means you have to make every dollar count. Here are 5 ways to get big results from a small budget: **1. First, use your ads for more than just space advertising.** Ads are expensive to produce and expensive to run. But there are ways to get your advertising message in your prospect's hands at a fraction of the cost of space advertising. The least expensive is to order an ample supply of reprints and distribute them to customers and prospects every chance you get. When you send literature in response to an inquiry, include a copy of the ad in the package. This reminds a prospect of the reason he responded in the first place and reinforces the original message. Distribute ads internally to other departments--engineering, production, sales, customer service and R&D--to keep them up to date on your latest marketing and promotional efforts. Make sure your salespeople receive an extra supply of reprints and are encouraged to include a reprint when they write to or visit their customers. Turn the ad into a product data sheet by adding technical specifications and additional product information to the back of the ad reprint. This eliminates the expense of creating a new layout from scratch. And it makes good advertising sense, because the reader gets double exposure to your advertising message. Ad reprints can be used as inexpensive direct mail pieces. You can mail the reprints along with a reply card and a sales letter. Unlike the ad, which is "cast in concrete," the letter is easily and inexpensively tailored to specific markets and customer groups. If you've created a series of ads on the same product or product line, publish bound reprints of the ads as a product brochure. This tactic increases prospect exposure to the series and is less expensive than producing a brand new brochure. If your ads provide valuable

information of a general nature, you can offer reprints as free educational material to companies in your industry. Or, if the ad presents a striking visual, you can offer reprints suitable for framing. Use your ads again and again. You will save money--and increase frequency--in the process. **2. If something works, stick with it.** Too many marketers scrap their old promotions and create new ones because they're bored with their current campaign. That's a waste. You shouldn't create new ads or promotions if your existing ones are still accurate and effective. You should run your ads for as long as your customers read and react to them. How long can ads continue to get results? The Ludlow Corp. ran an ad for its erosion-preventing Soil Saver mesh 41 times in the same journal. After 11 years it pulled more inquiries per issue than when it was first published in 1966. If a concept still has selling power but the promotion contains dated information, update the existing copy--don't throw it out and start from scratch. This approach isn't fun for the ad manager or the agency, but it does save money. **3. Don't over present yourself.** A strange thing happens to some entrepreneurs when they get a little extra money in the ad budget: they see fancy four-color brochures, gold embossed mailers and fat annual reports produced by Fortune 500 firms. Then they say, "This stuff sure looks great--why don't we do some brochures like this?" That's a mistake. The look, tone and image of your promotions should be dictated by your product and your market--not by what other companies in other businesses put out. Producing literature that's too fancy for its purpose and its audience is a waste of money. And it can even hurt sales--your prospects will look at your overdone literature and wonder whether you really understand your market and its needs. **4. Use "modular" product literature.** One common advertising problem is how to promote a single product to many small, diverse markets. Each market has different needs and will buy the product for different reasons. But on your budget, you can't

afford to create a separate brochure for each of these tiny market segments. The solution is modular literature. This means creating a basic brochure layout that has sections capable of being tailored to meet specific market needs. After all, most sections of the brochure--technical specifications, service, company background, product operation, product features--will be the same regardless of the audience. Only a few sections, such as benefits of the product to the user and typical applications, need to be tailored to specific readers. In a modular layout, standard sections remain the same, but new copy can be typeset and stripped in for each market-specific section of the brochure. This way, you can create different marketspecific pieces of literature on the same product using the same basic layout, mechanicals, artwork and plates. Significant savings in time and money will result. **5. Use article reprints as supplementary sales literature.** (Cont. on pg.3)

Minuteman Press

**338 North "E" Street
San Bernardino
909-888-2994**

**Visitation Hours:
Monday-Sunday:
8:00 - 5:30**

Greeters

September 6- DARK
September 13- Dave Yablonsky
September 20- David Chavez
September 27- Mike Stoeckmann

Invocation

September 6- DARK
September 13- Marilyn Cremer
September 20- Byron Moe
September 27- Byron Moe

Programs

September 6- DARK
September 13- Designs by Marilyn
September 20- Freeman OP
September 27- Imagine Systems

Weekly Meeting Stats

Members present: 40

Guests: 1

Reported Earnings:

\$1,2350

Winners

Early Bird Drawing:

Rene Johnstone
Toyota of San Bernardino

Producer's Door Prize:

Roger Stafford
Stafford's Carpet

Coin Drawing:

Holly Fietsch
Raintree Insurance

Needs to see

- Marlin Menge needs to see Sheila
- Debie Blaze needs to see Holly Fietsch
- Brian Bigham needs to see Rebecca Mugiishi and Lowell Trask
- Holly Fietsch needs to see Zack Zacharias
- Wade Ritchie needs to see Brian, Cary Woods and Nemo
- Sheila McDevitt needs to see Rebecca Mugiishi
- Hajnalka Nagy needs to see Cary Woods
- Glenn Douglas needs to see Tim Timmerman

FYI

- Wells Fargo Bank has resigned from the association
- Doug Rickert invited Kenny's Auto Detailing Tuesday morning for breakfast.
- Congratulations to Cary Woods, recent winner of Quarterly Drawing.
- Wade from Electronic Payments is our newest member.
- Next directory models are Jamie Varner & Dr. Moe

Thanks To...

- Thanks to Joshua Klopfenstein and Empire Maytag from Linda Williams
- Thanks to Holly Fietsch and Steve Gomez from Marilyn Cremer
- Thanks to Holly Fietsch, Byron and IEEA from Rebecca Mugiishi
- Thanks to George Rivas from Paul Chaney

- Thanks to IEEA from Darren Mercer
- Thanks to Lou Holutiak from Tom Self
- Thanks to Howard Vadnais from Holly Fietsch
- Thanks to IEEA from Doug Rickert
- Thanks to Howard Vadnais for a great website from Connie Carpenter
- Thanks to Tim Timmerman and Sheila Brook from Skip Herbert

Board Meeting

- **All members with delinquent accounts and excessive absences will receive notice from the Board.**
- Board officers were elected (see last page)
- Board MSC approval of issues via email
- Board MSC to have vice president automatically become president the following year.
- No current applications have been submitted for membership
- Golf Tournament will be November 10th.
- Imagine Systems is currently updating ieea.biz
- IEA Conference will be in September
- Next Board Meeting:
9/13/11

**WE ARE
DARK
SEPT.
6TH**

*"I want to
live my life,
not record it."
-----Jacqueline
Kennedy*

August 30th

30 B.C.

Cleopatra VII, Queen of Egypt, committed suicide.

1862

The Second Battle of Bull Run took place during the Civil War.

1905

Ty Cobb made his major league batting debut, playing for the Detroit Tigers.

1941

The two-year siege of Leningrad during World War II began.

1963

A hot line between the Kremlin and the White House went into operation to reduce the chances of an accidental war.

1967

Thurgood Marshall was confirmed by the U.S. Senate to become the first African American Supreme Court justice.

1999

East Timor residents voted to secede from Indonesia.

The IEEE dark days have been decided as follows for the remainder of 2011 and 2012 year;

DARK:

- July 5th, 11 (Independence Day)
- September 5th, 11 (Labor Day)
- November 22nd, 11 (Thanksgiving Day)

- December 27th, 11 (Christmas)
- January 3, 12 (New Years Day)
- February 21, 12 (President's Day)
- May 29, 12 (Memorial Day)
- July 3, 12 (Independence Day)
- September 4, 12 (Labor Day)
- November 20, 12 (Thanksgiving Day)
- December 25, 12 (Christmas)

MAKE SURE YOU CHECK OUT OUR NEW WEBSITE

<http://www.imagineystems.net/mockups/ieea/index.php>

THIS IS ONLY A MOCK-UP!

(CONT. FROM PG. 1)

Marketing managers are constantly bombarded by requests for "incidental" pieces of product literature. Engineers want data sheets explaining some minor technical feature in great detail. Reps selling to small, specialized markets want special literature geared to their particular audience. And each company salesperson wants support literature that fits his or her individual sales pitch. But the ad budget can only handle the major pieces of product literature. Not enough time or money exists to satisfy everybody's requests for custom literature. The solution is to use article reprints as supplementary sales literature. Rather than spend a bundle producing highly technical or application-specific pieces, have your sales and technical staff write articles on these special topics. Then, place the articles with the appropriate journals. Article reprints can be used as inexpensive literature and carry more credibility than self-produced

promotional pieces. You don't pay for layout or printing of the article. Best of all, the article is free advertising for your firm. Article reprints can be used as inexpensive literature and carry more credibility than self-produced promotional pieces. You don't pay for layout or printing of the article. Best of all, the article is free advertising for your firm. New-product press releases lead the list as the most economical method of generating leads. Once, for less than \$100, I wrote, printed and distributed a new-product release to 100 trade journals. Within six months, the release had been picked up by 35 magazines and generated 2,500 bingo-card inquiries. Post all your press releases in a media or press section of your website. Optimize your press releases with key word phrases to draw more organic search traffic. **7. Do not overpay for outside creative talent.** Hire freelancers and consultants whose credentials--and fees--fit the job and the budget. Top advertising photographers, for example, get \$1,000 a day or more. This may be worth the fee for a corporate ad running in Forbes or Business Week. But it's overkill for the employee newsletter or a publicity shot. Many competent photographers can shoot a good black-and-white publicity photo for \$200 to \$250. When you hire consultants, writers, artists, or photographers, you should look for someone whose level of expertise and cost fits the task at hand. **8. Do it yourself.** Tasks such as distributing press releases or creating simple squeeze pages can usually be done cheaper in-house than outside. Save the expensive agency or consultant for tasks that really require their expertise. If you do not have a marketing manager or assistant, consider hiring a full-time or part-time administrative assistant to handle the detail work involved in managing your company's marketing. This is a more economical solution than farming administrative work out to the agency or doing it yourself. **9. Get maximum mileage out of existing content (text and images).** Photos, illustrations, layouts and even copy created for one promotion can often be lifted and reused in other pieces to significantly reduce creative costs. For example, copy created for a corporate image ad can be used as the introduction to the annual report. Also, you can save rough layouts, thumbnail sketches, headlines and concepts rejected for one project and use them in future ads, mailings and promotions. **10. Pay your vendors on time.** Why? You'll save money by taking advantage of discounts and avoiding late charges when you pay vendor invoices on time. And, you'll gain goodwill that can result in better service and fairer prices on future projects.

Referrals

Angie's Flowers from Holly Fietsch, Cary Woods and Tom Kelly

Bright Ideas Book Store from Darren Mercer and Tim Timmerman

Brill's Shoes from Tom Kelly and Zack Zacharias

CBS Payroll from Wade Ritchie and Howard Vadnais

Comm Pre-Tech from Susie Huddleston

Downtown Auto Center from Shelley Silver (2) and Lou Holutiak

East Highland Auto Tech from Nemo

Electronic Payment from Mike Stoeckmann

Empire Maytag from Rebecca Mugiishi and Connie Carpenter

First Certified Arbor Care from Roger Stafford, Tim Timmerman and Linda Williams

Freeman O.P. from Holly Fietsch and Doug Rickert

G.R. Plastering from Tim Timmerman

Highland Dental Arts from Darren Mercer

Highland Optometric from John Thornes

I.E.E.A from Mike Stoeckmann, Hajnalka Nagy, Tom Kelly, Darren Mercer, Lowell Trask, Joshua Klopfenstein and Wade Ritchie

Imagine Systems from Sheila McDevitt, Connie Carpenter and John Thornes

Kelly on 5th from Hajnalka Nagy, Connie Carpenter, Holly Fietsch and Lowell Trask(2)

L.A. Pools from Howard Vadnais

Los Amigos Landscape from Glenn Douglas, Darren Mercer and Rebecca Mugiishi

Nemo's Tires & Wheels from Hajnalka Nagy and Brian Rockwell

Raintree Insurance from Hajnalka Nagy

San Bernardino Golf Club from Darren Mercer

Spot Out from Roger Stafford and Lowell Trask

Stafford's Carpet from Joshua Klopfenstein

Tune Time from Lou Holutiak

Wells Fargo from Rebecca Mugiishi