



QUALITY PRINTING COMPANY *It's what we do!*

A monthly e-Gram from Quality Printing

➔ www.quality-printing.com

If A Tree Falls...

Does it make a difference? We think it does. That's why Quality Printing has announced its Earthtone Printing initiative. We're proud to be one of the first sheet-fed printers in Central Indiana to achieve FSC certification.

We're happy to be able to expand upon the responsible printing practices important to so many of you.

earthtone

➔ VISIT THE SITE



SW-COC-002841

The FSC trademark identifies products from well-managed forests

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Quality Printing

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High Impact Marketing on a Shoestring Budget

A high-impact marketing campaign comes from creativity and strategy, not from having limitless resources. Optimize your marketing budget by trading the dollars you planned to invest in a one-time advertising blitz or a flash-enabled website for consistent, low-cost messaging and watch your sales grow.

Concentrate on a niche market. You can focus your marketing material much more if you target it to a smaller market versus a diverse group of prospects. Rather than wasting dollars by placing your message in mass publications, utilize your internal database or an outside list source and send highly focused offers by direct mail.

Plan your printing. Involve us in the design of your printed pieces at the very beginning. We can recommend papers, inks, sizes and layouts that will save you money.

Get the most out of your postage. New postage rates have recently gone into effect that address both size and weight. Using these new parameters, we can advise you on creating mailings that will minimize your postage expense while maximizing the ROI of your campaign.

Consider postcards. Some studies estimate postcard readership at close to 100%, especially if your design is eye-catching and your message is brief. Ask us for assistance in creating a low-cost postcard that meets postal service specifications for reduced postage. Staying in front of your target audience need not be expensive.

Be the expert. When prospective clients are in need of your product or service, you will have instant credibility if they have seen your name in print. Create a newsletter or blog, write articles for magazines, newspapers and journals or even consider producing your own webinars.

Invest time in networking. Join a speakers bureau and attend trade shows and conferences. Utilize online networking resources, such as LinkedIn. Pass out and mail business cards and brochures to boost awareness among your potential clients.

Partner with non-competing businesses. Identify companies that offer complementary goods and services, and create cooperative marketing collateral using a pool of shared dollars.

There are many cost-effective ways to let future customers know about your company's products and services. Be resourceful and you will reap the rewards on your balance sheet.