

Rosepapa Creative Offers More Than Just The Basics...

Choose us and you will get more than just basic design and nuts-and-bolts development. As a Rosepapa Creative client, you'll benefit from:

- Agency-quality service without the hype, red tape or overblown price tag of larger agencies.
- Design and technology that translates your business concept into high-impact branding and effective web marketing.
- Personalized attention from a professional who values the client.

Contact Rosepapa Creative For:

- **Web Design**
- **Logo Design**
- **Print Media: Brochures, Business Cards, Event Materials, and Promotional**
- **Copywriting**
- **Marketing Strategy**
- **Blogging**
- **And More!**

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Spring 2010 Issue:

Building a Strong Foundation

The Foundation: Your Website

Curb Appeal: Your Brand

The Tools of Promotion

Building a Strong Foundation

Spring has sprung and so have home projects. In this issue the focus is on building a strong foundation in marketing. For many small businesses marketing is frustrating and often overlooked. The frustration comes from not knowing how to do it and not being able to afford it. There are so many aspects to marketing and it can be confusing to know where to start. Frustrating or not, good marketing is foundational to the success of your small business. After all, marketing and sales go hand in hand.

"So, grab your tools and let's get to work!"



The Foundation: Your Website

Having an effective website is the first step in the right direction towards building a strong marketing foundation. Your website is the front door to your business. The online face to your services, the vehicle for you to drive your messaging.

- **Does your website present a clear understanding of what you are selling or offering?**
- **Is your website inviting? Do people want to venture past the home page and take a look around?**
- **Is it unique and does your website provide value to the visitor?**

Or is your website like a spec home; does it look like every other website in your industry?

This brings to mind the many neighborhoods in Arizona and all the cookie cutter homes that look exactly the same. *It's easy for me to get lost, even in my own neighborhood!*

For housing, this keeps the prices down. Not everyone can afford a custom built home. And in many ways the same is true with website design. Small business will start out with a template site, often picking the least expensive, not realizing that their competition can be doing the same. What ends up happening is that businesses in the same industry aren't distinguished from each other. Visitors coming to the website get confused and leave never to return.

It is possible, however, to have a website that is semi-custom and that doesn't look like everyone else. The semi-custom websites offered by Rosepapa Creative start with the right foundation (optimized for SEO, built with web standards, user-friendly) and have custom features such as uniquely designed headers – with your logo- along with the right messaging developed for your business.

We also provide all the bells and whistles such as a content management system so that you can keep your site fresh and up to date, lead capture strategies, Social Marketing and more.

Whether you need a starter semi-custom site or a custom website, Rosepapa Creative can provide a service and product that will make you stand out from the rest.



Creative Tips for Marketing Your Small Business

Get 50 Creative Tips.
Free tips that your small business can use now!
Download here:
rosepapacreative.com/tips

Curb Appeal: Your Brand

What is it that draws someone in to take notice? What is the experience that expresses the “Wow!?”

Tons of books have been written on the psychology of branding and purchasing. One book in particular that stands out to me is a book I have on my shelf *“Emotional Branding: How successful brands gain the irrational edge.”* The book goes into depth on the emotional connections that people make with brands and how to make your own product or services stand out visually.

Visually representing and presenting a product or service is really an art. Just like writing about a product or service, visually representing the product or service hits on a deeper level. One person loves the green logo and another doesn't. Design is subjective to the viewer. However, design must also make sense and deliver the concept and message with clarity to the intended audience. For instance, I would not want to design a glossy, cartoonish, hot pink logo for a fortune 500 company (in most cases!).

So what does this artsy-fartsy stuff mean for your business?

Your business makes an impression. It's the color and decorating of the house that makes you feel comfortable, it's the icing on the cake that makes you want to try it.

It's the “wow, that looks good” that makes you want to find out more.

The same is true for all your visual materials that represent your business. They need to look good. They can be clever and creative. They can be loud and bold. All depends on the message you want to communicate and the way you want your audience to feel about your product or service.

The Tools of Promotion

You have your website, it looks great, sounds great and you are ready to invite the world in. You're waiting at the door looking up and down the Internet highway for the visitors to flock in.

Before they flock in, let's make sure they find you! *How are they going to find you anyway?*

Before they can find you let's make sure you have the backend in order.

Here are a few of the many things that need to be done:

- Make your navigation system search engine friendly
- Develop webpages focused on each of your target keywords
- Write a keyword-rich page title
- Include your keywords in headers (H1, H2, H3)

Additionally, consider having analytics installed on your website. Track and know where your web traffic comes from. Use the data to fine tune and better target your results.

So let's assume that your website is power packed with all the right SEO elements...in addition you can:

1. Get Free Listings and Site Submissions

Create a free listing for your local business on Google Maps Local Business Center (www.google.com/local/add) and Yahoo! Local (listings.local.yahoo.com).

Submit Your Site to Key Directories, since a link from a directory will help your ranking -- and get you traffic. There are a variety of sources online such as:

Open Directory Project (www.dmoz.com)
Yahoo! Directory (dir.yahoo.com)

2. Give and Get Links

Request Reciprocal Links. Find websites in your general niche and request a reciprocal link to your site.

Write articles for others to use in websites and newsletters. You can dramatically increase your visibility when you write articles in your area of expertise and distribute them to editors as free content for their e-mail newsletters or their websites. Just ask that a link to your website and a one-line description of what you offer be included with the article.

Issue News Releases. Find newsworthy events and send news releases to print and web periodicals in your industry.

3. Be Involved in Social Media

Begin a Business Blog. *Want links to your site?* Begin a business blog on your website, hosted on your own domain. If you offer excellent content and regular industry comment, people are likely to link to it, increasing your site's PageRank.

Become Part of a Social Media Community.

Some of the best online communities for business include Facebook (www.facebook.com), LinkedIn (www.linkedin.com), and Twitter (www.twitter.com).

This is just the tip of the iceberg.

Effective promotion for your business is an ongoing effort. Much of it requires time, patience, knowledge and trying something new. Have a marketing plan in place that is specific for your business and industry.

Rosepapa Creative can help you effectively promote your business with a variety of online tools.