



Rosepapa Creative offers more than just the basics...

With all the web designers and developers out there, it can be difficult to choose a provider that makes sense for your specific needs and goals. How do you know if Rosepapa Creative is the "right" choice for your business?

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 quality over quantity and only works with a handful of clients at a time.
- Detail-oriented and task-driven project management from start to finish. We won't leave you in the dust!

The Marketing Issue:

Are you doing the groundwork?

More than just the basics...

Project Highlights

Marketing: To skimp or not to skimp?

Doing the Groundwork

Fall is upon us and there is a chill in the air. Not! Not here in Arizona. The chill is from the air conditioners that have been tirelessly chugging along for the past 5+ months. It's time for a change, but as many of us know, the change is subtle in the Southwest. The sizzle leaves the air and the season becomes comfortable.

Speaking of change, which I know is the buzz word of the day, our economy in the Southwest has been slow to change which means that Entrepreneurs and small businesses have to work harder to not only stay in business, but to keep their product and services in front of their customers and prospects.

What this means for many small businesses is the M word. I've talked to several businesses that feel that the M word, Marketing, really is a four-letter word. They hate it. It costs money. They don't know how to implement it. They don't always see immediate payout and it seems complicated.

The frustration is understandable. Marketing can seem like an intangible beast that drains resources and offers little in return. Takes time and money. However, there are ways to get the job done without paying a fortune.

Start by doing the *marketing* groundwork for your business. For starters, you need to define what your message is. Who's your audience? Who do you want to attract? Why your services or products over the next guy? Make your message *benefit* driven over feature driven.

1. Do you have a website? If so, what is it communicating? Is it effective in communicating what your business is all about?

There is no point in attracting more visitors to your site if your site has little of interest to say. Even if your site is jam-packed with useful products, services, cool features (like slow loading Flash files), readers will never invest the time necessary for you to make your case if your site doesn't connect with your audience.

The success of your business online is about your ability to engage your audience with a message that compels that audience to action.

2. Do you have follow-up? So you have the message, you've connected with your rapt audience...now what? Engage them a step further and offer them something of value. Create a mailing list. Make your website a place to get relative information. I frequently visit Gittomer's (www.gitomer.com) website for tips on sales and marketing. The website offers inspiration and value and I keep going back for more.

3. Are you tracking your efforts?

Consider tracking your efforts online (and offline) as a roadmap leading you to your next customer. If you don't have a strategy... you'll waste your money. If your business banks on PPC advertising, make sure you test. Measure your results. More money is wasted in online advertising. Businesses will create a PPC ad on Google, load up their website link and then become disappointed when they have burned through their budget without qualified leads. Get a targeted landing page in place. Have a call to action. Make your keywords relevant to your message.

Tracking and PPC advertising might be more than your small businesses can tackle. It can be costly, but it also has its rewards for the business that depends on the Internet for sales. But you can do the groundwork in your marketing. Start with your message - fine tune it, engage your audience and implement follow up marketing that offers value.



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

A FEW OF OUR RECENT PROJECTS:

Slice Marketing:

Branding and website for new business focusing on marketing for restaurants.

Samples on

rosepapacreative.com

LivinginHIM:

Branding, marketing, website design and blog for ministry site that sells resources.

Samples on

rosepapacreative.com

Good Sound Audiology:

Website redesign for Audiologist. Samples on

rosepapacreative.com

Midcoast Properties:

Website redesign, lead capture strategies and follow up marketing.

midcoastproperties.com

Karen Phelps: Phelps

Positive Performance Inc.

Event online marketing for direct selling seminar in Vegas.

Branding materials and a targeted landing page for lead capture.

directsellingleadershipbootcamp.com

Marketing: To Skimp or Not to Skimp...

Article contributed by Christine Olivas

Part of the problem with doing business in a down economy is that, well, it's a down economy! Consumers are strapped-for-cash, meaning that they're cutting their spending significantly. And when they do spend, they are looking for a serious bargain, often putting cost considerations above other purchasing factors, such as service or quality.

To make matters worse, business owners are facing the same financial stressors, so they, too, are cutting back on spending, especially when it comes to marketing their products and services. All this adds up to a lose-lose situation: *customers are unwilling to spend more unless the value of doing so is extremely clear, but business owners are not investing in promotional activities that can communicate their competitive difference.*

So, in this uncertain climate, what can you do to ensure visibility for your business while avoiding un-necessary costs?

The answer lies in your ability to judge when it's best to spend a little extra—and when you can get away with keeping your marketing spending to a minimum. Here are some marketing “must-haves” that are worth a bit of a splurge and some suggestions for ways to promote what you do without spending a fortune:

✓ Good Investment #1: A Website.

Like it or not, the internet is where today's consumers goes to find products and services. Without having a “portal” that explains what you offer and how to find you, you will miss out on countless opportunities to be found by potential customers.

✓ Good Investment #2: A Logo.

Even for small businesses, a well-designed logo is necessary to help consumers remember you. Plus, it makes your business seem professional to have a graphic element on all customer-facing printed items (from business cards to invoices).

About Rosepapa Creative

With over 20 years of marketing communications experience and a caring approach to client service, Rosepapa Creative is the firm that small businesses rely on for effective, customized and agency-quality design, web development, promotional and online marketing services.

Specialties include: Branding, Logo design, brochures, event marketing and signage, direct mail, website design and development, social marketing strategies and email marketing.

Free 1-hour consultation for new clients. Contact Chris Rosepapa at 480.735.9841 or visit RosepapaCreative.com.

✓ Good Investment #3: A Referral Program.

Start a customer referral program. Even if the incentive is small (say, a \$10 gift card), you can motivate your satisfied clients to pass along a good word. Make follow-through easier by creating a website form with a field for “Who Referred You?”

✓ No-Cost Idea #1: Basic Social Media.

Create a simple profile on Facebook and Twitter. Add your logo, business information (e.g., hours of operation) and update it weekly with specials. Although there is some time involved, you can effectively reach new customers as your friends and family pass your information to new “fans” or “followers.”

✓ No-Cost Idea #2: Community Networking.

Other local business owners are the best champions of your efforts. Look in local newspapers and websites (Craigslist.org, Yelp.com, the Chamber of Commerce) to locate events where you can put your name in front of the people most likely to support you.

✓ No-Cost Idea #3: Brand Building.

Tell your story. *Don't get caught up in the feature-function war that is dominating today's economy.* Instead, decide what defines you (great service, locally-grown produce, customized solutions) and make that a part of each conversation you have about your business.

Hopefully, this list will help you realize that marketing doesn't have to be all or nothing; in fact, you should feel empowered to think about what you want to accomplish and how you can achieve that through key investments and low-cost initiatives. And, as you navigate those often-complicated waters, remember that Rosepapa Creative is here to help. Whether you need to create a top-notch website or want us to help you explore what social media has to offer, we will work with you to ensure your success. Most importantly, we will never suggest solutions that don't make sense for your brand or budget. Connect with us today.