

Rosepapa Creative Presents the Top 3 Reasons to Choose Us Instead of the Big Guys

1. You'll skip past the overhead.

You won't have to pay the salaries of the VP's, CEO's, CFO's, sales staff, secretaries and Starbucks runners or fund the huge loft office filled with creative toys...*well, you get the idea.* It's just the IT guy and me, so you get truly reasonable rates.

2. There's no middle man.

I work directly with every client on every project. There is no bureaucracy to overcome, no gaps or in communication and no one between you and me to hamper the creative process. To my clients, I am a hands-on partner--not a mere consultant--and in today's tough economy, what small business owner can't use that?

3. Marketing is about results.

Larger agencies often preoccupy themselves with building a roster of prestigious clients and billing the largest number of hours. We think you deserve measurable results--and a respect for your bottom line--and we provide that to every client, regardless of size.

So, if you want agency-quality web design and marketing services delivered with a personalized and results-oriented touch, **Rosepapa Creative is your best choice.**



Are you feeling the heat?

Well, it's summer here in Arizona and it's heating up quick! Triple digits are the norm and it lasts for months.

However, for many small business owners in the Southwest and beyond sales have not heated up. At least that's what we hear in the media. Doom and gloom. Aren't we all tired of hearing about the recession and how bad things are? Are you letting all the negativity affect your enthusiasm and vision for your business? Are you focused on the glass half empty?

Not to minimize how challenging business is right now, it is for all of us, but we have to push forward and focus on the positive choices and decisions that can be made for small businesses.

I read a number of blogs and articles each week relating to marketing and how to leverage the web and other media outlets for better results. Especially cost effective ways that small businesses can use the web for more exposure. The most interesting article I have come across recently is by Jeffrey Gitomer and it examines more about *attitude* and how to achieve more recognition, more notoriety, and a better reputation in your market and your community in regards to your business and what your are doing *now*.

You might not think this is very important when you are focused on SALES. However, these tips are foundational for helping your business to GROW and PROSPER.

In this Issue:

Are you feeling the heat?

Top 3 Reasons to Pick Rosepapa Creative

50 Creative Tips

Social Marketing Strategies

Here are a few of Gitomer's challenges:

- Create your own weekly e-zine that features valuable information and highlights your customers.
- Register [www.\(yourname\).com](http://www.(yourname).com) today
- Invest in a small but powerful website that looks like something people would read, admire, tell others about, and maybe even buy from.
- Blog to show your human side
- Be 1000% more proactive.
- Write something that puts you in front of customers and prospects
- YouTube. Video your value proposition. Video your testimonials. Video your philosophy.
- Get Google-able. Your customer is Google-ing you, just like you are Google-ing them.
- Be a value provider, not a beggar, a solicitor, or a salesman. People will BUY if they perceive your value. And they will spread the word, and your name.

TIME IS YOUR FRIEND: Be patient with it. Invest in it. Use it to your best advantage. To really build a name for yourself, it takes time. Lots of it. It takes commitment. Lots of it. And it takes consistency.

You can read his entire article at www.gitomer.com/articles/ThisWeeksColumn.html

When business is slow or challenging, it is the perfect time to lay the foundation with effective marketing. Fill your pipeline in advance, or sow the seeds, and be ready for results! When it finally heats up, it's going to be hot!



Creative Tips for Marketing Your Small Business

The following is from my ebook *50 Creative Tips*. To download all 50 tips please visit: rosepapacreative.com/tips

If your business is about value then be true to that; if it's about expertise, be true to that, it its service, trust, etc. Be true to what the mission of your business is! **Remember to keep it real!**

Don't second guess how customers feel about your product! Utilize **Survey Monkey** to gather valuable data. Invite your customers to participate and be sure and reward them for their time!

Here's a great idea -- especially for Realtors. I get the monthly magazine "Arizona Highways" from the Realtor that I used several years ago. The magazine is complementary and not only do I enjoy the issue, I also don't forget the Realtor who sends it. A meaningful way to build customer loyalty.

Utilize social media tools-- especially LinkedIn, Facebook, Twitter. But remember to keep your Blogs, tweets, Facebook posts etc., relevant! Who cares what you had for dinner (that is unless you are a restaurant critic). Really, every single detail of your life doesn't have to be shared.

Is Social Media Part of your Marketing Strategy?

Article contributed by Christine Olivas

Unless you've been living in a cave for the last year or two, you've probably noticed that "social media" has become all the rage. Sites like Twitter, Facebook, LinkedIn, Yelp and blogs have become part of our everyday vocabulary—and a huge part of the way we interact with other people. 57% of adults have already joined a social network and half of all adult social networkers say that they access their profiles at least every other day (Universal McCann, 2008). Many businesses have also begun participating in social networking in record numbers, using these popular sites to increase awareness of their products and services and to promote special offers.

So, you might be asking, what's all the fuss about? Why should social networking be part of my business strategy? Here's the deal. *Social media* is:

- Free or almost free. While traditional advertising can be expensive, social media is a set of free and low-cost tools that allow you to promote your company on a wider scale.
- The new word of mouth. Referrals are still crucial to a business' growth, but now, those conversations are happening online. By having a social media presence, you make it even easier for your loyal customers to spread the word.
- A way to be found. People are already looking for you on social media sites—whether or not you realize it. Every day, people ask their online connections for business recommendations. If you're not listening, someone else will answer.

• Feedback you need to hear. When today's customers have a bad experience, they will probably share it online.

Don't let that scare you. With social media, you can get involved, hear what people have to say, and make your business even better.

Still scared to dive in? Don't be. The key to any good social media strategy is to get into the tools and start playing around. Mistakes are a natural part of the process. As social media consultant Jason Baer says, "social media is about bringing down the veil and humanizing the brand."

Once you're ready to test the waters, remember that Rosepapa Creative is available to help you put your best foot forward.

Whether you need to update your website so online visitors will have a stellar first impression or create an attention-getting look for your business profiles, we will work with you to ensure your social media success.

Want to see how Rosepapa Creative is getting involved with social media?

Connect with us today:

LinkedIn. www.linkedin.com/in/rosepapa

Twitter. twitter.com/rosepapa

W. RosepapaCreative.com

P. 480.735.9841

Christine Olivas is a Social Media Expert and the Founder of Slice Marketing, LLC. Not surprisingly, you can follow her (among many places) at www.twitter.com/colivas.

"My experience dealing with Rosepapa Creative has been absolutely pleasurable. Chris is a professional, results-oriented, graphic and web designer with a rare ability and talent for creativity and technical competence. She is patient, thorough, and knowledgeable. Crystal Point has used her services for many years, including corporate and product branding, advertising, web design, and e-blasts. She provides impeccable service – delivers when she says she will deliver; stays on budget and keeps you informed on her progress - all with fantastic results. Her work has been by far the best return on our marketing dollars than any other company we have used in the past."

- Chris Smith, CEO

Crystal Point-Scottsdale, Arizona

About Rosepapa Creative

With over 20 years of visual 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.

To schedule a free 1 hour consultation please contact Chris Rosepapa at 480.735.9841 or visit RosepapaCreative.com

