

TIDBITS ■ FACTS ■ INFO

Volume 1

Issue 2

August 2010

President's Message

Welcome to our second edition of our Tidbits, Facts and Info newsletter. Thank you to those of you who provided feedback on our last newsletter. We are constantly trying to make this newsletter more useful and interesting and welcome any comments to improve it. This month we have added a couple of items while keeping the overall format very similar. We are publishing this issue both electronically-via email and on paper to increase the distribution. It is also available for download off our website www.robertsprinting.com.

Jeff Roberts-President

Common Printing Terminology

Crop marks: Printed lines showing where to trim a printed sheet.

Indicia: Postal information place on a printed product.



Health Facts

Which 3 Foods Have More Vitamin C Than Oranges?

- 1: Guava - is rich in vitamin C - one half cup of the fruit contains 188 mg of vitamin C
- 2: Red Sweet Pepper - One half cup of raw red sweet pepper contains 142 mg of vitamin C
- 3: Kiwi - is rich in vitamin C. One medium kiwi contains 70 mg
- 4: Orange - Vitamin C content of a fresh orange is 52 mg per 100 grams, or 70 mg for an average sized orange.



source: www.thedailygreen.com

Famous Quotes: *If I were invited to a dinner party with my characters, I wouldn't show up.*

-Dr. Seuss



Joke of the Month:

A woman called the Canon help desk with a problem with her printer. The Tech asked her if she was "running it under Windows." The woman responded, "No, my desk is next to the door. But that's a good point. The man sitting in the cubicle next to me is under a window, and his is working fine."

Facts

Marketing Plans - The Basics



An essential part of any sales and marketing effort is a marketing plan. The main goal of a marketing plan is to focus all sales and marketing efforts in a direction that furthers the overall goals of the company and keeps those plans on task and within budget. This article is part one of a multi part article breaking down the basics of marketing plans including how to write them, things to include in them, how to do market research, etc. Depending on your needs/goals, the plan can take several different forms but should include the following categories:

Step 1 - Information Gathering. Before you begin to write the plan, you need to have the following:

- Company financial reports for the last 3 years,
- Sales figures for the past 3 years on the product(s)/service(s) you are trying to market
- Description/understanding of marketplace your product/services are sold in including competition, how it is sold,
- Market trends-what is going on in the market currently/projections as it relates to your product
- Types of customers you currently sell to

Step 2 - Goals/Objectives. Next you need to determine how long this plan is going to be in effect(1 year, 3 years etc). This gives you the timeframe to focus on. Then you need to decide how many and what types of products you want to sell and to whom during the life of this plan. Keep the objective clear and concise. You will refer back to this periodically to refocus efforts so make sure it is easy to understand what the goals

continued on other side

MARKETING - GRAPHIC DESIGN

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Marketing Plans - The Basics *continued from page 1*

are. The goals need to be quantifiable-ex: project a reasonable growth based on past history as well as current/future prospects. Either dollar amounts in sales of specific products(or family of products), market percentages, specific growth % etc. should be listed to be able to determine success.

Step 3 - Detail of plan: Describe in detail what the actual plan is. Be very clear on who you sell to, how you sell to them, what geographic area/market segment you sell to, who the competitors are, past sale history and market potential. In this space also list what the threats/opportunities are for this plan. What challenges do you face with this product-(ex. Is it revolutionary and people may be hesitant to adopt the new technology)? Pay attention to demographics(your type of customers), economic situation etc...Spell out clearly how you will get your message out(direct mail, email marketing, web search engine optimization, Google ad words, newspaper/tv ads, tradeshow, etc. List frequency and types of promotions for specific time frames (ex. If you are a clothing retailer: spring clothes on sale at beginning of the season, then have an end of season sale, etc.) List out who is doing what and when(job function/department is ok if specific people are not assigned). Are you planning on introducing new products, revising current ones, going into new marketplaces, partnering with a complementary product to cross sell it, raising/cutting pricing etc? These issues need to be identified and listed how they may impact your projections(add or reduce risk of achieving your stated goals)



Step 4 - Budget: Determine how much money you are willing to spend on marketing each year. Within the plan, divide the total budget into pieces as it relates to each component to determine if you can do all of the items you set out in the plan due to budget. If not, prioritize to get most bang for your buck. Once you accepted the budget continually track your costs to ensure that you are staying on track and getting the required returns.

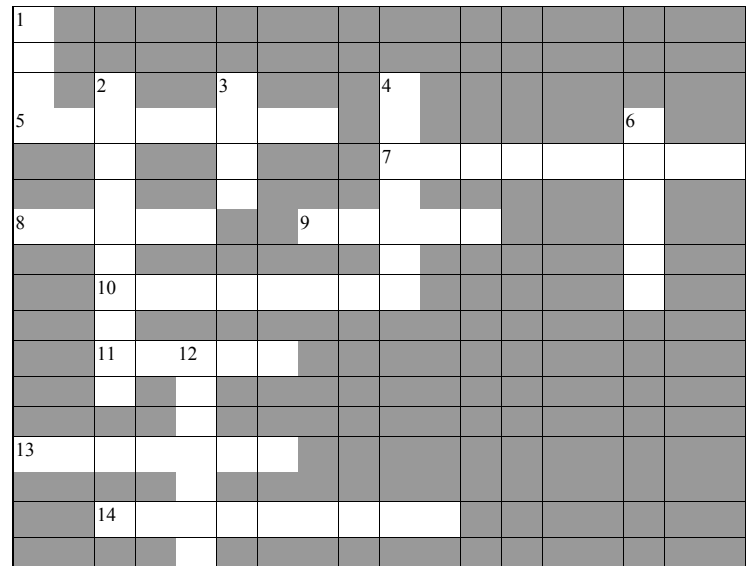
Step 5 - Measure Plan: Within the plan-set actual timeframes to achieve each major milestone. State what the success is for each milestone(ex. Increase sales of X product by 10% by the end of the year). At least quarterly review your progress as it relates to the plan to see if parts need to be modified. This also provides motivation by being able to achieve specific goals and feel successful. Also it holds you accountable when goals are not met and corrective action can be taken before it is too late.

Step 6 - Distribute the plan: Provide a copy of the plan to everyone within the company that has a role in it including management so everyone is on board and up to speed with the marketing goals of the company.

Overall, a marketing plan is a critical sales and marketing tool that needs to be utilized on a regular basis. It helps us to resist the temptation to change directions on whims because a lot of thought, input and planning has gone into the plan and it should be close to the direction you need to be going in. However, if new information comes up, competition changes, customers either come or go, then you need to re-evaluate and possibly adjust the plan but keep the frameworks in place.

CROSSWORD PUZZLE

Printing terminology



ACROSS

5. Fade from one color to another.
7. A page format in which the correct reading or viewing orientation is horizontal.
8. A crease put on paper to help it fold better.
9. The direction in which the paper fiber lie.
10. To cover with film, to bond or glue one surface to another.
11. The material to be printed.
13. Postal information place on a printed product.
14. Translucent logo in paper created during manufacturing. Mostly on writing grade papers.

DOWN

1. An abbreviation for Joint Photographic Experts Group.
2. Pressure sensitive transfer paper that does not use carbon.
3. Five hundred sheets of paper.
4. A finishing term for gathering paper in a precise order.
6. Any deliberately unprinted space on a page, especially surrounding a block of text.
12. The amount of show-through on a printed sheet.

For the answers to the crossword puzzle
visit our website at www.robertsprinting.com