

# TIDBITS ■ FACTS ■ INFO

Volume 1

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## President's Message

Welcome to our third edition of our Tidbits, Facts and Info newsletter. This month's issue we continue with marketing tips to help you grow your business. If you have any questions or want additional information on any of the articles published, please feel free to contact me. As before, we are publishing this issue both electronically (via email) and on paper to increase the distribution. It is also available for download from our website. We are constantly trying to make this newsletter more useful and interesting and welcome any comments to improve it.

Jeff Roberts-President

## Common Printing Terminology

**Bleed:** Printed colors that extend past the edge of a finished page, no margins.

**Saddle stitch:** Binding a booklet or magazine with staples in the seam where it folds.



## Health Facts

From the age of thirty, humans gradually begin to shrink in size.

Gardening is said to be one of the best exercises for maintaining healthy bones.



Flu shots only work about 70% of the time.

It takes 17 muscles to smile, 43 to frown

Source: [www.funfactz.com/health-facts/](http://www.funfactz.com/health-facts/)

**Famous Quotes:** *You miss 100% of the shots you don't take.* - Wayne Gretzky

## Facts

### Researching Your Market

By Jeff Roberts

To follow up on last month's article regarding marketing plans, this month we will take a more in depth look at market research. This article explains both what it is and how to do it so you can get the most out of your marketing plan.

An important part of the marketing plan is conducting market research. This provides direction and insight into how your product or service fits into



your target market. It also provides clear ideas to keep you focused. The focus it provides serves as a foundation for your marketing plan as it allows you to determine market segments, needs and helps with product/service differentiation.

Marketing research can be conducted through a number of means such as surveys, statistics, interviews, and other information gathering techniques. To help determine where to head with either your products or services, start by identifying a market that you think your product or idea will fit in it. You identify the markets by looking at global, national and regional trends of your potential market using government, regional and industry specific statistics to help determine the potential market size, growth prospects etc. These statistics provide a first check of your idea to see if it is worth going any further

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## Joke of the Month:



A shopkeeper was dismayed when a brand new business much like his own opened up next door and erected a huge sign which read BEST DEALS. He was horrified when another competitor opened up on his right, and announced its arrival with an even larger sign, reading LOWEST PRICES. The shopkeeper panicked, until he got an idea. He put the biggest sign of all over his own shop. It read MAIN ENTRANCE.

MARKETING - GRAPHIC DESIGN

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## Researching Your Market - continued from side 1

with it.

Once you have determined that the market size/needs are big enough, now it is time to identify the competition in this market. There are a number of ways to start this task but generally this is the point where you would survey a select group of your target audience to gain insight into these issues. Surveys can consist of a mailing, an email pointing to a web survey, by telephone or a face to face survey. The face to face survey is the most effective because it allows you to refine your questions/ask follow-up questions during the meeting to gain the most insight. This is also the most time consuming so it should be limited to a smaller sample group that might provide the most information. Doing a couple of these first may be helpful in determining what survey questions may give the best info when a larger base is employed. You may want to consider a small reward for completing the survey (a gift card or access to some information that would be very useful to them) to increase the response rate. This is also the point where you reach out to existing customers to see if this idea is anything they are interested in or if they have feedback to make it better.



Now that you have looked at the market size/needs, surveyed your target audience, it is time to do a limited launch on your product/service. This helps to fine tune the packaging/support needs, any production issues, what message in advertising works best before you reach out to the entire audience. This step helps to prevent costly mistakes of missing the mark with your product at a point when you are heavily invested in it.

To sum it up, market research is a combination of common sense, using available data, gathering your own feedback, and testing in an organized and methodical way. Following these steps dramatically increase your chance to have a successful marketing plan. Feel free to contact me with any of your marketing questions at [jeff@robertsprinting.com](mailto:jeff@robertsprinting.com).

## WORD SEARCH

O J L W F K S O V W P D H J I B R F Y D  
B E Q R E L O P M P D C M T V A Z O U L  
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