

WHAT ARE YOU DOING FOR YOUR IDENTITY...

In past blog posts and throughout much of our marketing materials, I talk a lot about how **marketing** is much more than just advertising. To be sure, it is an ongoing “marathon” rather than a single sprint - a matter of building a **perception** of who you are in the marketplace over a period of time.

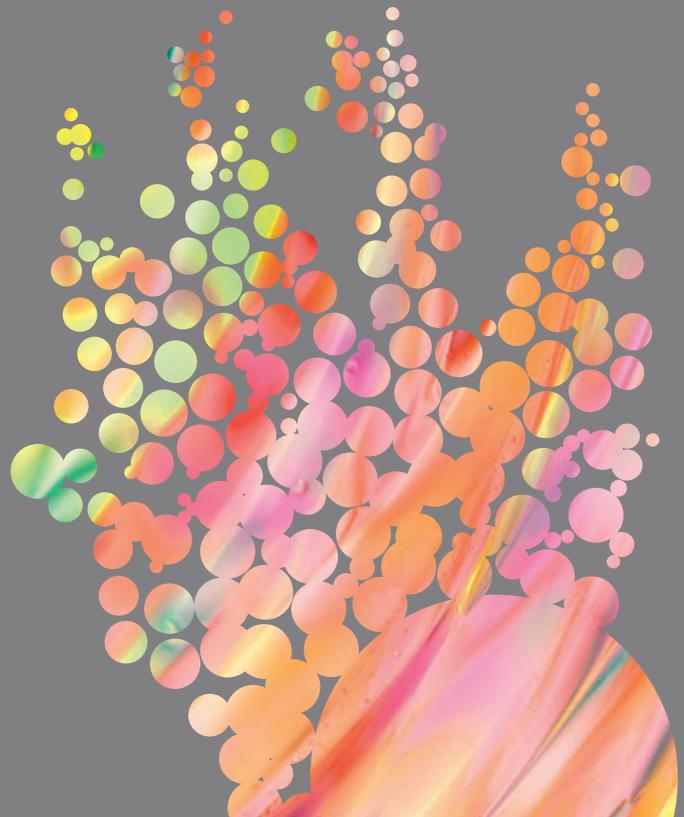
The purpose of my blog post here though, is really to concentrate on what you are doing to **reinforce your identity**. In other words, you have told the world about **who you are** and **why you are different**, but what have you done to **“walk the walk”**?

- » Have you shared with clients and prospects the actual results of your work?
- » Do you do this regularly, or just when you first introduced your brand?
- » Do you communicate the value of your work?

For each of us, we need to continually monitor our efforts - not just to create “touches” with clients and prospects, but to actually **sell the brand**. Give our target audience a reason to understand why we are different from the alternatives. Show them that they can **benefit** from using your services as opposed to your competition. After all, it is not so much about yourself, or even you client - it really is about **their customer, their client, their donor**. If you can help them improve those relationships through what you do, then your brand will be perceived as the one that **“STANDS OUT IN A CROWD”**.

To see how **we** are **“walking the walk”**, read inside...

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STAND OUT IN A CROWD



CL GRAPHICS

your marketing and cross-media resource

HELPING YOU TO STAND OUT IN A CROWD

At CL Graphics we market ourselves as a **marketing and cross-media resource**. What this means is that we offer much more than just printing - we can help you with your marketing strategies and provide a number of media options to help **promote** your organization in the marketplace. And as a resource, we become more than just a vendor, but rather **a partner that can help your organization communicate with clients, donors or prospects**.

In many cases we are an excellent “fit” with our client’s needs – both in pricing and service levels. We also know though, that in today’s competitive marketplace it can sometimes take more than this to build a relationship. There needs to be an ongoing **commitment – a value** beyond just a specific project.

That’s why we are introducing a new initiative to help give back to you our client, and even to new prospects as well. Our **STAND OUT IN A CROWD** program will commit to offering you **a free customer hand-out piece once every year**. This could be in the form of a buck slip that lists your services, a mission statement hand-out card that highlights the results of your community services, a note card for personalized messages to customers/donors, or a note pad that promotes your services to a new audience.

You may select from one of the following:

1. 1,000 2 Sided Buckslips
2. 500 Fold-Over Hand-Out Cards
3. 250 Note Cards w/Logo and Blank Env
4. 25 Note Pads - 50 Shts each

Layout according to our standard format is included - if you would like a custom designed piece, layout costs will be additional.

If you would like to take advantage of this offer, simply give us a call at 815-455-0900, visit our website at www.clgraphics.com and send us an “order request,” or scan the the QR Code at the right with your smart phone or digital device and a QR Code reader to complete your request.



Keep your identity strong
through the CL Graphics
STAND OUT IN A CROWD
program!