

**BUILD A
WINNING
MARKETING
CAMPAIGN
IN 6 STEPS**



EVALUATE YOUR MARKETING

People frequently tell us that marketing is the most challenging aspect of their business. We created this booklet to outline our six step marketing action plan and pose questions for you to evaluate your marketing efforts. We believe the process is the same whether you're a small- or large-size, for-profit or not-for-profit organization. All samples are original designs by Full Deck Design. If you're not satisfied with your answers to the questions posed in this booklet, call us—we can help you **Wake Up Your Business Image!**

1. Killer logo
2. Functional website
3. Consistent branding
4. Engaging enews
5. Smart social media
6. The big picture





KILLER LOGO

A well-designed logo is a visual representation of your company's work style, ethic and personality and forms the core basis for your brand. Logos should work in a variety of formats—full color for branded materials, one or two colors for merchandising, b+w for inhouse printing. See additional logo samples at fulldeckdesign.com/work/branding/.



Evaluate Your Logo

- ◆ Do people recognize it?
- ◆ Is it unique?
- ◆ Does it hold up to your competition?
- ◆ Does it reflect your business style?



FUNCTIONAL WEBSITE

Your website is your organization's most essential marketing tool. It is where potential clients will verify your credibility and colleagues will direct referrals. Make sure information is easily accessed and concise; visuals are crisp and eye-catching; a clear Call to Action is displayed; the site appears in organic searches and content can be managed by staff. See additional website samples at fulldeckdesign.com/work/web/.



thinkdutchess.com



meyercontracting.com

Evaluate Your Website

- ◆ Are you proud to share your website?
- ◆ Have you redesigned your site within the past five years?
- ◆ Is there a clear Call to Action on your home page?
- ◆ Is the site easy to navigate?
- ◆ Is content well-written and and concise?
- ◆ Is there an email subscribe link?
- ◆ Do you post new content regularly?
- ◆ Does your site show up in organic searches?
- ◆ Is the site responsive for smart phones and tablets?
- ◆ Do you monitor site traffic activity?



www.morgan-spares.com



optimusarchitecture.com



watermanbirdclub.org



maccps.com



csmithcpa.com



accentcabinetryny.com



CONSISTENT BRANDING

Every aspect of your marketing communications should reflect your company's core values and support other print- and web-based marketing efforts. Your logo sets the tone. Additional components—business cards, brochures, newsletters, reports, presentations—should have a distinct design but work together as a family. See additional brand samples at fulldeckdesign.com/work/branding/.



Arts Mid-Hudson

Evaluate Your Brand

- ◆ Do your marketing materials form a recognizable brand?
- ◆ Do people comment on your business card?
- ◆ Is your brand better than the competition?
- ◆ Do you have a Style Guide outlining acceptable brand usage?



Ashe Organizing Solutions



Grace Smith House



ENGAGING NEWSLETTERS

Email is the easiest, least expensive way to communicate with people. It quickly reminds subscribers what you do and makes it easy for them to forward to someone who might be interested in your organization. To pique interest and avoid unsubscribing, keep emails brief and always include at least one image. Subscribe to our newsletter at **fulldeckdesign.com** for regular design and marketing tips.



Mental Health America of Dutchess County



Strategies for Change Now

Evaluate Your Newsletter

- ◆ Do you send emails regularly?
- ◆ Do you use 'Read More' links to keep content succinct?
- ◆ Do people read your emails?
- ◆ Has your newsletter produced results?



SMART SOCIAL MEDIA

An estimated 80% of Americans use social media regularly and each is used by a different demographic. Set aside time every year to make sure you're reaching your target market(s) and incorporating new media trends. Have a policy in place to ensure social media content is appropriate and meaningful for your audience. Follow us at twitter.com/fulldeckdesign or pinterest.com/fulldeckdesign/.



Evaluate Your Social Media

- ◆ Do you post content regularly?
- ◆ Are you recognized as an authority in your field?
- ◆ Do followers favorite or forward?
- ◆ Are you using the right social media to reach your target market(s)?



THE BIG PICTURE

Develop an annual marketing plan with specific, measurable goals. Determine who will be responsible for each part of the plan and how it will be coordinated amongst departments. Maximize your brand's reach by linking between all communications—an email signup button on your website, a dedicated url to evaluate ad response, links to your social media accounts on enewsletters, etc.



Evaluate Your Big Picture

- ◆ Do you have a marketing plan?
- ◆ Do you use analytics to evaluate marketing efforts?
- ◆ Do you include links between all company communications?
- ◆ Do you work with a professional?

WAKE UP YOUR BUSINESS IMAGE!

At Full Deck Design, we create compelling communications that result in increased business. We ask a lot of questions. We dig deep to get to the root of who you are and what you do. Inspired by your answers, we shine light on your unique value. We use the power of clean, uncluttered design to shape a consistent visual 'personality'. We are creative, hard-working and have a history of successful projects to share with you.



- ◆ Logos & branding
- ◆ Websites
- ◆ Print design
- ◆ Ad campaigns
- ◆ Email blasts
- ◆ Social media
- ◆ Presentations
- ◆ Big picture

