

fall 2002

# the writing on the wall

To Our Clients,

It is my pleasure to present to you the premiere issue of our brand new client newsletter—The Writing on the Wall.

With this newsletter, Office Without Walls launches into an exciting new era of client service. We are expanding and growing—The Writing On the Wall newsletter is just one of many service features that our clients will be seeing from us. We believe in our philosophy of “design with a purpose.” Our mission is to offer tools and services that bring more business and customers to our clients. This singular mission has allowed us to grow and now to offer an even more expanded tool chest for bringing more business to you.

In the coming issues we will be bringing you information and ideas that are focused on your business. We strongly believe that now, more than ever, the strength of your business comes from reaching out and connecting to your customers. The Writing on the Wall is an effective and informative new source for you to gather ideas that will bring you more business. Each quarter we will be bringing you new marketing, customer service, and image ideas that are both topical and fresh for building and refining your business, in addition to what is happening around Office Without Walls. Beginning next quarter, we will bring you a special feature where we will share success stories from our client files.

Over the years, our team at Office Without Walls has been continually focused on bringing the absolute best in graphic design to our clients. We are now looking forward to bringing you the best in marketing combined with expert graphic design. We design with a purpose—our purpose is to bring you more business.

Be sure to explore our new newsletter. We have spent time striving to hit some important topics for our first issue. Look for articles that focus on marketing and business-building ideas, mixed with good image suggestions. Of course, if you would like us to include a particular topic for future issues, be sure and let us know. Read on and pay close attention to upcoming Office Without Walls' events.

Call any time to chat or drop me a note at [francie@officewithoutwalls.com](mailto:francie@officewithoutwalls.com).

Sincerely,



Francie Carney



# marketing 101

## DO YOU RUN A MARKETING-DRIVEN ORGANIZATION?

Since marketing is really the sum total of activity that delivers products or services to buyers, why would an organization *not* want to be marketing driven? In a marketing-driven organization, advertising ends up simply being a part of the whole picture. So how do you create a marketing-driven organization? Why would you want to? Creating a marketing-driven organization, as opposed to an operationally-focused organization, means that you are focused on delivering products to customers and continually reinforcing your company's message. Does this mean an operationally-focused organization can't be profitable? No, but marketing-driven organizations do tend to center their activities on customers and find that customer loyalty and satisfaction are easier to achieve—translating into greater profits.

Here is a simple, non-scientific test question to ask yourself about any activity in your organization to determine if you are marketing driven. "Does this activity (also) bring the prospect of more business?" So many times businesses fall into an easy trap. It is so much easier to think in terms of *lower costs*, and to think not in terms of *more revenue*. Choosing to lower costs, in most cases, is choosing not to spend, whereas generating more revenue is a little harder to do—mainly because generating revenue is tied to a host of concentric activities resulting, hopefully, with a sale.

Creating an organization that is marketing driven is not easy but, once established, feeds on itself for ideas, while generating more revenue. Look for activities that customers will pay for, and then never pass up an opportunity to tell your customers what you have that they need. A marketing-driven organization doesn't just do a lot of advertising—it is an organization that sees every situation as an opportunity to promote the excellent work they do—which usually translates into sales. Do your customers believe in you? Do your customers want to be more involved in your company?

Companies that are marketing driven have a "fan club"—a group of cheerleaders who follow them wherever they go, in good times *and* in bad times.

Maybe the best way to describe a great marketing-driven organizations is to give a real-world example. The Walt Disney Company is one of the greatest marketing-driven organizations ever developed.

While the company has many reasons for success, let's try and single out the most prominent. If you have ever been to one of Disney's theme parks, you know when you walk in that you seem to be immediately immersed in "a feeling." You feel "dipped in Disney." Now, no one is knocking you over the head with a sales pitch (that is operationally driven), but you do tend to feel like you want to spend dollars to be a part of it all. Instead, most people passively make buying decisions to become more involved with the experience. Some people buy a tee-shirt, some buy a stuffed animal, and some just send a post card. And, most people are happy to do so. Yet, all of these activities promote Disney's message and drive dollars to the company. That is a marketing-driven organization. A marketing-driven organization creates an environment that is conducive to sales that make *more* sales.

### **Help for the operationally minded:**

All is not lost. Look for activities in your organization that give you an opportunity to bring your customers together, and to bring your message to them. Don't take your customers for granted. Look for interesting ways to tell your customers that you appreciate them. Sharing information is a great way to drive a marketing-driven organization. Educate your customers on what you do and how they can benefit from your activities. Give your customers what they need to do and what they can do better. And . . . ask them to do business with you because they *want* to, not because they *have* to, even if that is the case.

# image is everything

BECAUSE PERCEPTION IS REALITY

do you want **MORE**  
**CUSTOMERS**  
or **MORE**  
**BUSINESS**  
(they are not necessarily the same)

Many times companies don't know what they really need. When you are attempting to bring more revenue to the business, ask yourself an important question: "Do we need more customers or do we need more business?" These two things are not necessarily the same. Some companies have been set up in such a way that they offer many products and services to their customers. When deciding on a direction for a marketing campaign (no matter how large or how small), you have to decide, "Do I want to create demand with new customers or existing customers?" Take a hard look at your organization. Are you offering and selling everything your company has to offer to all of your current customers? Maybe not. Customers who have already had a great experience with your company are three times more likely to buy from a company with which they already deal, rather than look for another firm.

In many cases, a less expensive, highly-focused marketing push directed toward current customers can bring in the desired revenue for a fraction of the cost of an outward new customer campaign. Another way to consider the question at hand is to look at utilization. Are your internal resources maxed out yet? (It might seem like they are, but are they really?) If you find that there are appointments not filled, capacity in service employee's time, or your own schedule, then a campaign to drive more customers might be more in order. Either way, your marketing message will be stronger by focusing your message on either new business or new customers.

Don't most of us create our own reality? Companies have been able to play on this since the dawn of advertising. Your image starts with anything that you send to customers (or potential customers). How do your customers see you? What are your marketing pieces, business cards, and e-mails saying about your company? Your image is the foundation for building your business and keeping established customers. Your image is who you are and what you do. Why not let your customers include a positive view of your company in their reality?

Ask yourself some important questions:

- What do potential customers see when they are looking for you? (Be honest.)
- Does everything that your customer receives from you look the same? (It should.)
- What does your "front door" look like? (Read on.)

Since many business transactions today are done over the Internet, on the phone, or via the mail, we use the term "front door" figuratively. Many companies today are not retail outlets or have an office that customers visit. But, think of your business as having a virtual front door. What is the first thing that your new customers see? Human beings are very visually intensive when it comes to making value judgments. So a good first impression with your "front door" is important.

When it comes to your image and identity—these two items promote your outward marketing effort: 1) repetition brings conviction, and 2) use your company's image to reinforce your message.

Quite honestly, anything (and everything) received from your company should look the same. *Everything*—your business cards, your Web site, your letterhead, your brochures, your ads, your radio announcements—even the way you answer your phone and outgoing voicemail messages—*everything*. Nothing is sacred when it comes to reinforcing your company's image and identity. When it comes to image, take every opportunity to make another impression.

**Interactive Web Design Clinic**

"Does your Web site bring more business?"

Friday, January 17th

**Database+ Design= Expert Marketing**

(Forget 1% response, how about 30%?)

Friday, April 18th

n e x t  
i s s u e

Does your Web site bring more business?

Creating Demand

Marketing 101 – Introduction to the "4 P's"

Client Spotlight : Linkous & Associates

"The Writing on the Wall" newsletter was written by Joey Borane, and designed and produced by Office Without Walls, Inc.

[www.officewithoutwalls.com](http://www.officewithoutwalls.com)

tidy up your e-mail messages **TECH IMAGE**

Do you know that you can reinforce your message each time you drop a note via e-mail? For users of Microsoft Outlook®, you can quickly and easily add a special signature section and even e-mail "stationary." To add your special e-mail signature and to select stationary, open Outlook® and select the "Tools" menu, then "Options," and select the "Mail Format" tab. You will need to use "HTML" format to use stationary. Otherwise, most e-mails will accept "Rich Text" format.

**Caution! An Image "Don't!"**

Business is business, and e-mail from your business address is an extension of your business image. Try to avoid using the "stock" images and stationary available to you. Use images that relate to your company and are a part of your overall identity. As neat as some of the images are, they may convey the wrong image for formal business e-mail. Contact us and we can create your business's e-mail stationary.



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OFFICE WITHOUT WALLS  
marketing & graphic design

