

the writing on the wall

What is an 'Office Without Walls?'

Everyday we speak with new clients and more often than not they are curious about what we mean by 'Office Without Walls.' Office Without Walls, Inc. is a full-service firm specializing in expert marketing and graphic design for our clients. We take to heart our ability to create the special magic without boundaries that our clients are looking for and to help them forward their individual business. We find that each of our clients' businesses are unique and measure success in different ways. Our clients tell us that they choose us over and over again for their marketing plans and programs, graphic design of logos, ads, and company images, as well as integrating all the elements into their Web site and web development—all geared toward a common goal—unmatched success of their business.

Everyday we dream up new ways for our clients to affordably bring new business to their front door. Office Without Walls' approach is like few others. We have always believed that our clients should expect a lot from their creative marketing. We do much more for our clients than just develop ads, letterhead, and logos. We make these essential items for business . . . perform.

As we begin a new year, you may be considering some changes in your business and planning for the future, just as we are. We would like to meet with you to discuss some interesting ideas we have in driving you more business. There is always something exciting about the new year—we enjoy looking back at our successes of the past year and using those experiences as a springboard for the coming opportunities in the next 12 months. In this issue of *The Writing on the Wall*, we are pleased to offer you ideas and direction for you to bring more success in the new year. Explore this edition of *The Writing on the Wall* and take special note of the article "Does Your Web Site Bring More Business?" I look forward to seeing you at our next business building training course on Friday, January 17, of the same name.

The concept of Office Without Walls really translates into two things: 1. Adding a high quality, high impact marketing team to your organization without your having to employ a team 'within your walls,' and 2. Designing expert marketing without boundaries. We look forward to being part of your marketing team, big or small, because your success is our business.

If you missed previous issues of *The Writing on the Wall*, log on to our Web site at www.officewithoutwalls.com. To register for our training class or to chat about your business plans for 2003, call me at 480.948.5342 or drop me a line at francie@officewithoutwalls.com.

Sincerely,



Francie Carney

marketing 101

INTRODUCTION TO THE 4 P's

When you ask five different business owners or managers what they do for marketing, you may get five completely different answers. The reason may be that the word 'marketing' means many things to many people. Most people think of marketing as 'advertising.' Advertising is only one small part of marketing. In our previous issue of *The Writing on the Wall*, we explored the concept of running a marketing-driven organization. Marketing is really the sum total of activities that deliver goods and services to customers. Advanced college degrees can be earned on the concepts and theories of marketing. Most of us aren't interested in the theories, but rather the practices in order to drive more business. So over the next couple of issues we are going to explore putting into practice the "Four P's of Marketing." The Four P's of Marketing are the heart and soul of what drives an excellent organization. You already use them. Let's explore marketing's foundation through this introduction to the Four P's:

Your Product
The Price

Your Place
The Promotion

First, Your Product. What is it that you sell? Be careful how you answer. Many times companies believe that they only *sell* a product. Does McDonalds only sell burgers and fries? No. McDonalds sells a whole *feeling*—kids love to go to McDonalds. Why? Because the burgers and fries are so much better than the 'no name café' on the corner? Of course not. McDonalds does not believe that burgers and fries are their products; they know that the "McDonalds Experience" is really their product. Mickey D's only happens to charge for the burger and fries part. Knowing exactly what it is that is so special about the product or service can help you decide exactly what it is that makes your customers choose your company over others. This one quality is really your product, and what you should be advertising when we talk about the "Promotion P" of marketing.

Next, The Price. What you charge for your product has a lot to do with the type of customer you are going to attract. As a society, we have been conditioned to believe that if it costs more, it must be better. Price also has a lot to do with the number of customers whom you will attract. Great marketing uses the axioms of

economics. It is most apparent when we talk about price. There are good reasons to be the most expensive company among your competition. There are an equal number of good reasons not to be. The price you charge becomes just one component of driving more business.

Now, Your Place. We are touching a little on theoretical marketing topics and none more so than your 'place.' You may have heard it called your marketplace. Your place can be many things, such as geographic location, industry, or target customers. Some people refer to it as your 'niche.' This is time for dreamers to put their two cents worth into the marketing. For goal setting and making decisions in the next part—promotion—use this as the benchmark. Where do you want to rank in your marketplace? "I want my firm to be the number one [insert your product here] firm in [insert your marketplace here]." Completing this answer makes the decisions in the promotion segment a lot easier.

Last, The Promotion. Promotion is what most people think of when they hear marketing—mostly because it is the only part of the Four P's that you can actually see or do. Promotion is divided into two parts—advertising and public relations. How do you know the difference? Advertising is the marketing promotion for which you pay—public relations is the marketing promotion for which you cannot pay. We believe in combination marketing promotion—combining expert marketing advertising with good public relations. You cannot successfully do one without the other .

Call us at 480.948.5342 to schedule some free time to talk about your marketing and how we can help you with the Four P's for your individual business. And, watch for more in-depth information about the fundamentals of marketing from our series on marketing in upcoming issues of *The Writing on the Wall*.

CLIENT spotlight



Linkous & Associates is a highly specialized search firm that provides recruitment services for neonatal nurse practitioners. Judy Linkous, owner of Linkous & Associates, understands the importance of image, identity, and marketing. Linkous & Associates continuously reinforces their image on their Web site (visit www.judylinkous.com) and on other integrated pieces. In addition, Judy aggressively promotes her firm using several different marketing avenues, including out-bound mailings and tradeshow participation. In a recent conversation, Judy told us, "I believe that keeping our name in front of our clients and prospective clients is our biggest key to success." We couldn't agree more.

Office Without Walls is proud to have helped Linkous and Associates with all of their image pieces and integrated marketing.

Does your web site bring more business?

Your Web site is probably your most important tool to drive more business, and keep to a competitive edge by giving your current customers excellent service. Web sites, in general, got off to a bad start. At the beginning of the dot-com boom everyone clamored to develop a Web site, even though they weren't exactly sure why they needed one—they just knew they had to have one. Now, customers are more sophisticated and demanding when it comes to using a company's Web site. Your Web site should bring you more business and also help keep the business you have. Web sites are not just static billboards, but should be useful tools for your customers.

A Web site that brings more business combines pleasant images and has the utility and services that your customers look for in your business. Join us for our one-day, small-business training seminar, "Does your Web site bring more business?" on January 17.

CREATING DEMAND

There is a difference between marketing and sales. When you get right down to it, sales is the operational side of marketing. When great companies combine their sales and marketing leadership, they realize that they can't rely on just a strong sales effort and, likewise, rely totally upon a strong marketing effort to bring more business. Great marketing creates demand for your products and services. The fallacy of not needing a strong marketing effort if you have a strong sales team is risky thinking. If your organization relies solely on a sales team, you are forcing your sales department to do the marketing (creating demand) rather than having them focus on what is most important—closing sales. You cannot make sales if there is no demand for your product or service. Again, great marketing creates demand.

Creating demand with creative outbound marketing drives business to your sales team rather than having to have your sales team dig up sales. Whether your sales team is very large or very small, driving customers to your front door is much more powerful than looking for customers one at a time. While marketing comes in many forms, the goal is always the same. Marketing your message to potential customers creates demand. Ask yourself, "How do my customers find me?" Now think about if you could increase the number of customers who find you. Would you be able to close more business? Chances are that you would.

Call us at Office Without Walls and let's discuss how we can create an expert plan for you to create demand for your business.

"Does your Web site bring more business?"
Friday, January 17, 2003

Database+ Design= Expert Marketing
Friday, April 18, 2003

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i s s u e

- Image: Bringing it All Together
- What Great Ads Do
- Client Feature: KSA Engineers
- Putting the Four P's of Marketing Into Practice: Part 1. Your Product

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

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don't ignore a **TECH IMAGE** favorite

Next to e-mail, most businesses are addicted to their fax machine. Faxes (now short for facsimiles) have become a staple for sending copies of important documents "on demand." One of the most often abused courtesies is the common fax cover sheet. We have all heard the expression "image is everything." Nowhere does it exclude your organization's fax cover page. Take every chance to reinforce your company's identity. Take a close look at the cover page you last used to send a fax. Did you include a proper cover page or did you just scribble something on a blank piece of paper? While there are a handful of preformatted cover sheets included with popular software packages and office suites, these don't give you the ability to promote your image. Sure, your company's fax cover page may sound like a small detail, but you know that success in your business is a game of inches. Take every opportunity to get your image and message in front of people. Here are some fax image suggestions:

1. Don't make copies of a copy—always use a printed original for your cover page.
2. Consider using an electronic template in your favorite word processor.
3. Include your official logo and company tag line.
4. Treat your fax source documents as if they were being hand delivered, i.e., good source documents create good fax deliveries.
5. Don't trade the convenience of a fax for documents that really should be sent via express delivery.
6. Let Office Without Walls design your fax cover page to integrate with the rest of your company's image.

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OFFICE WITHOUT WALLS
marketing & graphic design

