



A QUARTERLY NEWSLETTER

WRITTEN BY GLORIA HILDEBRANDT
DESIGN & LAYOUT BY BRANIMIR ZLAMALIK



SPRING 2007

Gloria Hildebrandt provides rapid and reliable research, writing and editing for businesses, associations, magazines and newspapers. Although she has been very busy in the last few months, by the time you read this, she is sure to have some free spaces in her work schedule.

☎ 905-873-2834 ✉ gloria@ohouse.ca
➔ www.ohouse.ca

- 🖥 gb.com unlimited
- 🎨 Creative art direction, graphic design, illustration, fine typography,
- ➡ wayfinding solutions, design and project management.
- ☎ 905-844-5667
- ✉ gb.com@cogeco.net
- ➔ www.gbcomunlimited.com

Reasons to Invest in a Newsletter

Paul Subject, president of STANMECH Technologies Inc. of Burlington, Ont., has been using my services for a year or more, along with those of designer Branimir Zlamalik, in the creation of a quarterly newsletter.

Paul decided to invest in a corporate newsletter in order to, as he says, “a) reinforce our corporate image and message with our customers, b) provide meaningful and insightful information that will provide our customers with potential money-saving ideas and strategies, c) provide a vehicle to showcase the excellent team we have at STANMECH, and d) show potential customers the value of working with our company.”

The newsletter appears to be meeting Paul’s goals for it. “It provides another opportunity for us to reach out and touch the customer, to show that there is a real human element to our company and that the people that work for STANMECH care about the challenges that our customers face,” he says.

Paul distributes his newsletter in a variety of ways. A printed version gets mailed out with quotations to customers and prospects. “It is also used in conjunction with our leave-behind corporate folder to expand on the

As a writer and editor, it’s in my interest to convince you of the benefits of producing a regular newsletter. What might have more value to you, is to see what a company owner says about his corporate newsletter.



people side of our company as well as highlight the features and benefits our company offers,” he adds.

“A PDF version of the newsletter is used as an attachment to emailed correspondence, quotation and product information,” Paul continues. “We use a digital version of the newsletter that has been converted to an email newsletter format to send out to 4,000 customers. Each edition of our newsletter is posted on our Web site for our Web visitors to read.”

As for the results of the newsletter, Paul identifies two primary ones. “Customers are really enjoying the newsletter and its format and our sales team takes great pride in distributing it,” he notes.

For a better look at the STANMECH newsletter [click here](#).

Too Busy for Promotion?

I have not been practising what I preach.

I have found myself so busy with real, paying work that I have let my marketing slip. I have had to, for my own health and sanity. When you’re working from early in the morning to late at night, and on weekends too, and secretly dreading more demands on your time, promoting yourself just doesn’t make it to your To Do list.

I have not been able to produce a winter issue of my newsletter. I even turned down an invitation to appear on **Behind the Story**, a TV program that has journalists commenting on recent news coverage. My commitment to my clients was my first priority.

I feel guilty that I didn’t do all I should do, and that I may have disappointed people. Then I worry that I won’t be asked to appear on TV again. It’s a mistake to miss opportunities. Yet perhaps falling behind with your marketing is like slipping up on a diet or dropping your exercise routine. Experts say it’s best to resume your plan and keep going.

So if you’ve failed to implement or gotten behind with your marketing strategy, don’t give up on it, schedule time for it when possible and keep your business vital. We’re only human, and satisfying plenty of customers or clients is the best measure of your promotion in the end.

Marketing Mistakes to Avoid

Often, attempting your own marketing can have terrible results. Here are a couple of ways you can do more harm than good.

Doing it yourself when you don’t know what you’re doing.

Before Christmas I received a mailing from a local spa. It was black and white, on thin white computer paper. It screamed “cheap, do it yourself, this is not luxurious.” These are hardly the associations you want to make with a spa. Yet worse than this was that there was absolutely no contact information provided, not a phone number, Web site, address, not even a town name. I had no idea which spa in my broad area, this was. The owners did not make it easy to respond to their mailing. What a complete waste of time and money. I have heard a rumour that this spa has since gone out of business.

Refusing or neglecting to follow your own marketing strategy.

If you have approved a marketing consultant’s strategy to raise your profile in public, you can only sabotage your efforts if you stray from the plan. It’s never a good idea to 1) keep changing your company name, 2) refuse to use the company slogan or 3) create a new slogan that’s not being

➔ Click to continue

➔ Marketing Mistakes to Avoid

used in any advertising. Marketing, promotion and advertising is all about getting prospective customers to recognize and think well of you. Too much change in your basic identity is not good for markets that value consistency and quality. Not using strategic tactics is almost as bad as wild creativity that produces new directions at whim. Trust the experts that you've hired, and make a commitment to follow their strategy for about a year. It can take time to see any results of marketing. Giving up too soon can mean missing opportunities that were about to come your way if you had only stuck to the plan.



A QUARTERLY NEWSLETTER

WRITTEN BY GLORIA HILDEBRANDT
DESIGN & LAYOUT BY BRANIMIR ZLAMALIK



SPRING 2007

Guess Who's Coming to Dinner: Mac or PC?

Is the TV ad featuring the young Mac dude and the chubby PC guy having the opposite effect than intended? Which character is more interesting and entertaining, the slim, hip, cool one or the beleaguered fellow who needs to join a rigorous hiking club?

I identify completely with the bespectacled one – yes, because he wears glasses and is “curvaceous” – but also because he’s funny and a fighter and very human.

If Apple is targeting only young people as their market, this ad might work for them. But for the rest of us, who don't even bother going to university reunions any more, PC man probably represents most of us. We have security challenges and need updates, but we use PCs and will probably buy other PCs in future.

I'd sooner invite PC bloke to a dinner party than the cute youngster who never seems to have anything interesting to say.

Branimir Zlamalik, being a graphic designer, is loyal to Mac, and has this to add:

Recently I read a book about new archeological findings that can rewrite history, but the author pointed out that our official history is written and accepted. For those people who could rewrite it, it's more convenient to put new facts in the category of legend than to reconsider what may no longer hold water.

Having said that, I agree with Gloria. I would also invite the PC guy for dinner. Not because he has something interesting to say, but to show him what he's missing, how wasteful at least 25 per cent of the time he spends with his PC is, and to show him what a joy it can be to work with a computer.

Back in 1984, one had to have a diploma in rocket science to operate a PC. When Apple introduced Macintosh, their slogan was “A computer for the rest of us.” A year later, with the introduction of Windows, Apple changed their slogan to “Macintosh – The power to be your best.”

Ransom Paid for Halton's White Oak

The 250-year-old white oak that the Region of Halton had decided to cut down for road widening unless \$343,000 was raised, has been saved. Through media coverage and word of mouth, enough money was received to change the road plan. One does have to ask how much money is needed to draw a road around a tree, and why this wasn't done initially, but people cared enough to pay extra to correct this mistake. More details are [here](#).



To donate computer equipment,
call 905-845-5200 x 502.

Photo: Christina Annis

Branimir (left) donated used equipment from gb.com studio to the Futures program at White Oaks Secondary School in Oakville. Accepting for the program is teacher Ryan Luyk (right). “When I retire a piece of equipment, I like it to go to another good use,” says Branimir. “This program has a good purpose.” Branimir has also been asked to speak to the students and help them develop a logo for a business they're starting.