

# update

ALL THE NEWS & VIEWS FROM CBA DESIGN AND MARKETING



IN AN UNCERTAIN CLIMATE  
HOW DO YOU GET THE BEST RETURN  
FROM YOUR MARKETING BUDGET?

# ENSURE A BRIGHTER FUTURE

## THE IMPORTANCE OF GOOD DESIGN AND MARKETING, WHATEVER THE WEATHER

Marketing is an activity that often gets sidelined in both extremes of economic conditions: when you're so busy that you're getting on with just 'doing the job' or when you, along with the rest of the market, are facing a tough economic climate and budget constraints.

### **Marketing during a strong economy**

When faced with the positive situation, that you're overwhelmed with business and coping with day-to-day operations, it's important to still keep the marketing momentum going. Make the time for the networking events you were planning to attend, don't forget to issue your regular newsletter, and ensure you keep in touch with customers. In this way, when business slows down (which it will, even if you don't feel like it at the time!), you'll have some opportunities to fill your sales pipeline, rather than scratching your head and wondering where your customers have gone!

### **Marketing in an economic slowdown**

It's when faced with the negatives that the greater challenges come. While it's tempting to batten down the hatches and wait for the tough times to come to an end, this is the time when it's even more important to recognise that marketing isn't optional: it's essential and can be your best form of defence in difficult times. Focusing some attention on your marketing and spending wisely during a slowdown can enable you to establish an advantage and place your company in a better position when the economy recovers. Here are just a few examples of how you can keep your marketing going without breaking the bank.

### **Brand your business:**

You need to ensure your brand remains strong. Do you have a clear idea of what your company stands for, what's special about it and why you are well-placed to succeed? If you don't know, how will your customers? When everyone, including your customer base, is spending less money, it's even more important to stand apart from the competition with clear, compelling marketing messages. Revisit your brand, from logos to web site to marketing brochures, and ensure they are consistent, articulate, and meaningful.

### **Package with purpose:**

Rather than just describing a range of services and products that you can provide, you can package appropriately to meet the ever-increasing demands of customers. Can you identify and communicate why investing in your products and services is even more important in difficult times? Can you offer a fixed price portfolio of products and services and make it very clear what customers will get for their money? Removing any ambiguity provides customers with more confidence and increases their likelihood of purchasing from you.

### **Advertise appropriately:**

The success of advertising is hard to measure, and it's one of the activities that is often abandoned in tough times. However, try to avoid this approach: as soon as your competition see your advertising has disappeared they will pounce! Instead, why not take the time to ensure that you ask customers which adverts they have seen, what web sites they visit and what publications they read. In this way you can best target your advertising, even if budget has been reduced. Also, you can be more creative about your advertising: ask for 'advertorial' space as well, to communicate in more detail and get the most from your money. When you increase value and begin to measure results, this gives you the confidence to continue with your advertising activities.



## CBA CONTINUE TO IMPRESS WITH UNIQUE CMS SYSTEM AND PROMOTIONAL MOVIES.



CBA showed off their online skills with the recent launch of The Technology Partnership website. This included a Bespoke Content Management System (CMS) that was developed in-house and a set of promotional movies, created using composited video, hi-resolution imagery and object oriented scripting in Adobe Flash.

If you'd like to view our CMS Demo site or have any questions, please call us on: **01223 845550** or email: **studio@cba-design.co.uk**



### MARKETING ON A SHOESTRING

Small businesses are often discouraged when it comes to marketing because they don't think they have the budget for an effective marketing campaign. However, with the right combination of intelligent planning and a focused approach, many businesses can get impressive results on the slimmest budgets. Some examples of low cost marketing tips include:

- 1) Review your website:** Make sure the content includes all of the likely terms that people may search for and that the site is optimised for search engines.
- 2) Look for strategic partnerships:** Sharing the cost of marketing can be beneficial to both parties. Basic partnerships can consist merely of links to other websites that can help increase traffic to your site.
- 3) Referrals:** These are the most effective way of getting new business. Clients who are pleased with your services are often your best marketing tool – encourage them to provide referrals by offering discounts or incentives.
- 4) Sponsorship:** Sponsoring local events can be fairly inexpensive but will give you an increased awareness and goodwill within your local community (and a good excuse for issuing a press release!).
- 5) Promotions:** Prepare a calendar of promotions such as discounts, free samples, etc. These will help increase interest and give you further opportunities to shout about your company!
- 6) Industry Experts:** Establish yourself as an expert in your field by providing content to local/trade press and encourage links to your web site.
- 7) Get involved:** Networking is inexpensive and allows you to get your company's name out there.

Even the smallest of businesses can develop a marketing strategy with a minimal budget. It simply takes more planning and some creative thinking. As you go through the process, be sure to monitor it and take note of what works best. If a particular strategy isn't working, get rid of it.

***With the proper investment of time and creativity, you can easily find the right marketing mix for your company – and your budget.***

## CAMWEAVERS' FURNITURE SHOWCASED

OFFICE FURNITURE MANUFACTURERS, CAMWEAVERS LTD, ENGAGED THE SERVICES OF CBA TO PRODUCE ITS BRAND NEW PRODUCT CATALOGUE.



The challenge here was how to present Camweavers' wide portfolio of furniture, wood types, and uses without overwhelming the reader. We therefore presented a number of applications, including reception furniture, boardroom tables and the company's standard "Evolution" range of office furniture, using photographs of clients' offices. In this way, customers are able to visualise how the Camweavers' furniture could look in their own office environments.

## THE REVOLUTIONARY WAGOBIX

WAGOBIX IS A START-UP COMPANY SPECIALISING IN THE DISTRIBUTION OF INNOVATIVE NEW ELECTRICAL CONNECTORS AND JUNCTION BOX.



CBA produced a new company logo and a range of marketing materials and tools including an e-commerce website for on-line shopping and promotion.

The Wagobox brand reflected the simple push-fit connections integral to all Wagobox products. The overall look and feel was aimed at tradesman in the electrical sector with a direct, no-nonsense approach.

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

## THOROKLEEN LOOK FORWARD

A RE-BRANDING PROJECT THAT HAS GIVEN THOROKLEEN A MODERN AND PROFESSIONAL LOOK, DESIGNED TO STAND THE TEST OF TIME.



Thorokleen are a successful contract cleaning company established in 1988.

CBA were commissioned to create a brand and further marketing material that would compliment this growing company and take them forward into the 21st Century.

CBA will be applying the new corporate Identity across all areas of the business from printed literature, advertising and website to signage and livery.



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