

the CREATIVE VOICE

ISSUE NO. 1

Why a Newsletter?



Marketing trends may cycle in and out of popularity, but one thing is for certain: identifying the right tactic to reach your audience is key. Part of our own personal marketing strategy includes what you see here – this brand new, monthly newsletter is something that we believe is an integral part of our marketing plan and relationship building.

Not only do newsletters help bring awareness to a company's brand and services, they establish positions of authority in a given area of expertise, capture sales leads and are awesome engagement boosters, as you're able to keep clients and customers apprised of the latest happenings with your team and industry.

When done right, they become something your audience grows to rely on, whether you send them monthly or quarterly, and helps establish a bond and builds trust that goes further than your website and social media can. We've seen this first hand with the newsletter campaigns that we've developed for our clients, which have resulted in sustained growth opportunities.

Leave Your Mark, Like Detroit Block & Top!

NEVER underestimate the importance of logo usage. It is often the very first component of your brand that people see! Outside of representing the character of your brand, it needs to work across multiple platforms —yes, even branding irons.

Detroit Block & Top is a sister company of our long-standing client, Public Lumber. Not only did we help name the company, we created the logo to represent everything their brand stands for – quality, creativity, tradition, and the city of Detroit.

This branding iron is super fun and unique, but most importantly, it incorporates and drives home the essence of the Detroit Block & Top Brand.



> > > **HOW CAN YOUR COMPANY
LEAVE ITS MARK?**

Growth Is the Result of Consistent Nurturing

It's the number one concern on most marketing professionals' minds: how can I consistently support the sales team to help grow clientele and customers?

We asked ourselves this question and came up with this answer: consistent nurturing and appreciation of leads, whether they are past, present, or prospective clients.

This nurturing should be creative, effective, and have a call to action. Support is needed beyond an email or a phone call! While these touch points are always important, take it a step further and push the envelope.

Direct mail is a great way to grab someone's attention. And no, we don't necessarily mean a letter in an envelope (although those have their time and place), we mean something that stands out and grabs attention. We wanted to create a physical piece that incorporated the idea of long-term growth. We came up with this cute watering can/planter. It's the perfect representation of how a well-thought out marketing plan can grow your business over time— and it's a fun item to keep on your desk!

***Want one for your desk or windowsill?
Email jcraven@premiercg.com we have a few left!***



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