

MARKET

Settings

A newsletter directed to SMS clients and prospects to communicate topics of common interest.

Winter 2005

Catalog Preparation Costs and Confusion Getting You Down?

If you're considering (or dreading) the creation of a new catalog, updating an existing one, or some of each, SMS' proven experience in catalog organization, preparation, and production can help you create a better sales tool quickly and with expanded utilization and savings.

SMS Experience Makes Catalog Production Easy

Every year for more than 25 years we've created some of the industry's best catalogs in sizes as small as 8 pages and as large as 300 or more pages. Producing an effective, working catalog takes skill and experience, especially in these days of internet marketing.

Catalog and Internet Interactivity

Modern catalogs take advantage of internet interactivity, and proper preparation techniques can reduce production costs while maximizing utilization and reducing printed quantities.

- ◆ Web site compatible selling
- ◆ Easily updateable production files
- ◆ Parallel on-line catalog creation
- ◆ Web site interactivity
- ◆ CD-ROM and DVD compatibility
- ◆ Multiple utilization of art and content
- ◆ Selective price and product changes
- ◆ Coded pricing levels
- ◆ Easy reorganization
- ◆ ...and more

SMS In-House Services Make the Difference

We take your catalog from creation, to organization, to preparation, to on-press supervision, to final print, CD or DVD production—or any combination; and our digital, computer controlled photographic studio and staff of artists improve product and graphic appearances at lower costs... with no surprises!

Single Source Coordination and Responsibility

As a single source producer, SMS can save you time, effort, and money at every stage of catalog creation. We can help your people avoid costly, unnecessary multiple corrections, and our organizational experience and printing knowledge makes catalog production efforts proceed on time—and on budget.

No Obligation Quotations

Getting an SMS quotation on your catalog is simple.

1. Send us a copy of your catalog (don't have one yet? but budgeting? Call Cheryl or Anita at 856-697-1257 to review specifications and we'll get you an approximate price).
2. Tell us how many copies you normally print. (or, tell us how you plan to promote it, and we'll give you usage estimates based on our experience).
3. Tell us if web interactivity is important (or tell us your markets and we'll tell you what we think).

We do the rest, and you get an estimate based on your requirements and instructions. That's it. We might even make some helpful suggestions.

Call **856-697-1257** today, or visit smsmktg.com/catprep and get your catalog preparation and production into a new and more efficient mode.

-the above article is set in Formata.



Is Your Company Getting its Fair Share of Publicity and Market Intelligence?

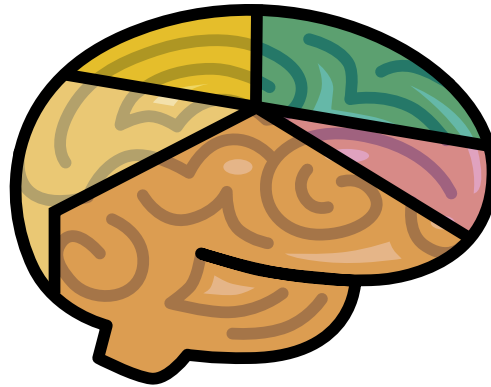
A properly implemented publicity program can be an extremely powerful promotional tool that can enhance your company's credibility and perceived competence in the marketplace. Unfortunately releases are frequently given a low priority on everyone's schedule. As a result, the entire corporate image must be carried by more expensive methods such as advertising, exhibits, and personal sales contacts.

Here's how our unique program works:

Our proprietary lists are constructed to cover more than just one marketplace. Lists are compiled to include a variety of related markets that range from closely related to moderately related to somewhat related. The purpose of this publication is twofold. First, we get to expose client product information across a broad audience interest; and second—and equally important—the interest level of editors of the related publications is an indication of possible new applications and/or new niche and emerging markets.

Regular programs get results!

Many clients have found that a program of one or two releases each month, regularly scheduled and coordinated to complement advertising or other sales activities, pays very large dividends in reducing the cost of advertising inquiries, keeping the company name evident in the marketplace and uncovering new markets.



Three easy steps to get started

1. Choose from one of our 30+ Specialized Lists including:
 - ◆ General Research (210 publications)
 - ◆ Life Science (123 publications)
 - ◆ Environmental (119 publications)
 - ◆ Food & Pharmaceutical (85 publications)
 - ◆ OEM (146 publications)
 - ◆ Industrial Safety (100 publications)
 - ◆ Semiconductor (86 publications)
 - ◆ Healthcare (50 publications)
 - ◆ Plastics (120 publications)
 - ◆ Industrial Chemical & Control (167 publications)

...and more. Ask about our FREE custom list creation.

2. Send us a photo and the data on a product or service.
3. SMS writes the release; returns it to you for approval; and prints, stuffs, and mails the approved release and photo to your chosen list.

Call today to start earning your fair share of free market intelligence. You'll start seeing results in as little as 2 months. Most clients see the number of inquiries produced by publicity equals, or exceeds, the number produced by all other promotional activities combined, at one tenth—or less—of the cost.

DID YOU KNOW? Most publications post press releases on their web site for at least 3 months and some archive for a year or more! This added exposure makes press releases the most valuable tool in your marketing mix. Don't forget them.

This article was set in Sabon.

Do Your Customers—and Prospects—Want to be Contacted Using E-mail?

We thought that question was an important one, so we set out to find the answer to that question and other timely information as well.

What We Did

First, we designed the instrument and honed in on the important elements in e-mail communications to avoid any relationship to SPAM.

Next, we selected e-mail addresses from our SMS customer lists and elsewhere, and e-mailed the instrument.

What Happened

We received a 3% return and began to compile them. The results are very interesting to those who would like this title question—and more—answered.

What You Can Do

1. Call Anita at 856-697-1257 and ask for a copy of the report.
2. E-mail Anita at anita@smsmktg.com.
3. Go to our web site www.smsmktg.com, under Free Stuff—SMS Promotions. Read the report and/or print it out.
4. Suggest other areas of marketing or sales where we can help you.

The above article was set in Gill Sans Light.

Visual Sales Media:

Fancy New Names for Tried and True Solutions...

...and, I suppose, cost-effective improvements in visual technology. Okay, let's get this out of the way: "visual sales media" is another way of saying "video", only without the associate images of bulky, impermanent, tape-cassette formats and VHS machines that blink 12:00 o'clock pretty much all of the time. Many of you out there are way ahead of me on this, but I find that a description of today's visual sales technologies and array of uses in the marketplace often bears repeating and reviewing. The break of the new millennium brought terms such as "digital media," "mpeg," "video-streaming," "Flash," "media player", and "multi-format" into the trenches of the workplace. We've seen dozens, if not hundreds, of CD-ROMS and DVD's cross our respective desks, in every shape, size and manner of colorful packaging. Now, in 2005, some of us may even be sending e-mail with our contorting and animated visages exploding onto the "desktops" of our colleagues. It's getting to the point where nothing we do anymore in the world of electronic communication is complete without getting it moving, or at least putting a face on it. We've come a long way, baby.

And yet, much has stayed the same, especially for those of us in business-to-business marketing—which of course, is all of us if we want to make a living. We still have a message that needs to be succinctly expressed, a story to be told. What is also still true is that, the better and more effective that message is presented, the better the chance for sales to increase and our companies to continue to grow.



Which brings me back to the terms introduced, or re-introduced, in the opening paragraph. Short of hauling a cast of trained professionals to each and every ear and eye of every prospect waiting for your message to save their day, video, or visual medium of every sort, is still the best way to reach them. And as technology improves and diversifies, it's becoming more affordable and less time consuming to get it out there.

SMS has been producing visual sales presentations for web sites, sales meetings, trade shows, corporate CD and DVD integrated sales campaigns—even employee retirement and promotion fetes—for the past fifteen years. And in the last few, we've been doing it faster, and more cost-effectively. Today, a U.S. client can make a phone call to a prospective customer overseas and, while they're on the phone, show him or her a product demonstration.

How? By pointing them to a web address (URL), helping them choose which format is best used to view depending on the capabilities of their computer, and telling them to hit "play". It's being done, and incorporated into the sales mix, to great results.

We're excited about the things that are being done here at SMS with visual media, and our ability to provide it in new, and far more affordable ways than ever before.

Check out Services-Video Production on our web site for samples.

The above article was set in ITC Bookman.

Coming Soon: E-Jottings!

For many years our clients have been receiving our issues of SMS Market Jottings like the one you're reading now. It has given us the opportunity to connect with you on a variety of marketing-related and miscellaneous topics in a format that is easily digested and, we hope, fun and interesting. We certainly like producing them, and will continue to do so.

What we've always wanted, however, was a more interactive method of sharing information with our clients that retained that light, at-your-leisure feel. Finally and thankfully, the technology has caught up with our dreams. SMS E-Jottings will include all of the same information that you'll be getting in our snail-mail, paper version, but with a few extras as well. They'll be links to information on the web that we think you might find entertaining and/or useful, plus articles now and then that you won't find in your regular Jottings newsletter.

What we really are looking forward to is feedback from our readers. You'll be able to comment on what you've read, add something if you wish, and e-mail the SMS staff. We want to hear from you, so don't be shy.

So "jot" this down: check your inbox!

The above article was set in Meta Plus.

SMS Goes Green

We're not absolutely certain what PMS color represents The Philadelphia Eagles green (Emerald, #334?) but nearly everyone came out in their own version to celebrate our local team's march to Superbowl XXXIX versus the New England Patriots. Alas, despite a valiant effort, our men came up a little short. Plans are already in the works for next year, where it has been suggested that we start Eagle Friday a bit sooner. Whether full pads and gear are necessary remains to be seen!

The above article was set in Optima.



Color Chips -by Dave Ricci

