

# BUSINESS *Line*™

*Quality Printing... Personal Service*

A Printing Publication for Today's Professionals

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## Pinterest Builds Interest



Foursquare.com has proven itself a strong marketing resource for businesses. Restaurants and bars have used its location-specific tools to promote specials, increase loyalty, and draw in new business.

But what if you're not location-specific? What if you're an online business or a business that serves clients in a different way, such as interior design or catering?

Perhaps Pinterest can help you build interest. Pinterest is an "online pin-board" where users collect and share images they find online. Users can create their own boards, browse those of others, and swap, re-pin, and share throughout the community.

People use Pinterest for everything from wedding planning to collecting images and sharing styles, favorite products, and recipes. Businesses can use Pinterest to engage customers, build their brand, promote a lifestyle, or even simply drive more traffic to their website.

Collecting and sharing things that inspire you can help you engage with customers in new and exciting ways. It can also help you discover what interests your ideal customers.

Here are two creative ways to use Pinterest:

- **Contests and Competitions:** A specialty bakery could ask brides-to-be to pin images of their dream cake. Other users could vote on their favorite, with the winner receiving the cake as the prize. Second- and third-place winners could get discounts on their own cakes. The social engagement could then continue, as the bakery shares images of each wedding cake's creation, building a continuous buzz and anticipation toward the next contest.

- **Surveys or Suggestions:** An interior designer can use Pinterest to showcase new looks and ask for feedback. The designer might even ask the community for challenges so they can show their chops, like suggestions for an unusual fusion of styles that inspires them to stretch in creative new ways. Finally, don't forget to use your existing social networks such as Twitter and Facebook to promote your presence on Pinterest.

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- Website Design



## Goal Setting: A Smart Approach



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*Life can feel like a merry-go-round: you're on the horse, but you're going in circles. At work, it can be hard to step back, see the bigger picture, and set some goals.*

You might think you don't have time. But by making time, you will enjoy the rewards. Try the "SMART" approach, a classic guide for goal-setting success.

- **Specific:** Avoid goals that are too broad or general. For example, "I'll work out four times a

week" will make a better fitness goal than "I'll try to work out more."

- **Measurable:** Establish criteria to measure progress, and use it often.

- **Achievable:** Set realistic goals. All the goal-setting in the world won't make you CEO in a year if you're a junior sales manager now.

- **Relevant:** Make sure your goals are in step with your career and personal ambitions.

- **Timely:** Set deadlines, and keep them. Break a major goal into smaller, progressive goals to keep yourself focused and motivated.

After all, the "SMART" person knows it's time to get off the ride and reach for the prize.

## Building the Best Brochure



Brochures are the classic marketing tool. Not much larger than a postcard when folded, brochures have far more surface area to play with—giving you more chances to get your message across. It's important, however, to use that real estate wisely.

- **The Cover:** Many people will not move beyond the cover, so make sure it sings. Like a news headline, the cover of a brochure draws people in. Make your text and images compelling, and always include a call to action.

- **The Brand:** Start with the basics. Your branding image and the colors and graphics you've chosen to represent your company should always be present in your brochure, so it's instantly recognizable.

- **The Message:** First, write your text. Then edit it. Then edit it again. Then again. Get the picture? Make sure your text is clear, concise, and compelling. While you have a good deal of room to work with on a brochure, there's no need to use words frivolously.

- **The Design:** One sure fire way to make your brochure work for you is to make it unique. Incorporate surprising elements like texture, cutouts, or an unusual size or fold. Anything that captures the eye and sparks curiosity will make your brochure stand out from the rest.

*Brochures are a versatile and fun way to market your business and introduce new products. Call Bromley Printing to design and print brochures that really hit the mark.*

## Is Your Leadership Lost at Sea



*Elizabeth Bromley*

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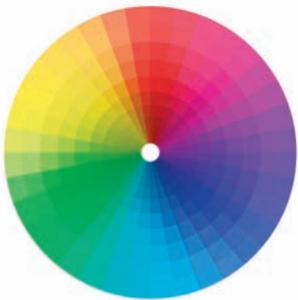
*After a certain amount of time in the business world, most managers will gravitate toward a single management style, depending on their personality or line of work. Those styles include facilitative, authoritative, or somewhere in between.*

But any good captain will tell you there is danger in complacency. Relying too heavily on one style will not serve you or your team well in the long run.

If you find yourself lost at sea or stuck in a rut, it might be time to try a different tack in order to keep the wind in your sails. Different situations often call for different managerial styles. In a crisis, for example, you don't necessarily want to be facilitative. On the other hand, when you're making decisions where some of your employees may have more knowledge about the subject, you should probably avoid the authoritative style.

Good captains and good managers will recognize each situation as unique and choose the style they think is best to ensure smooth sailing for everyone.

## Color Correction: Your Brand Unforgettable



*In the darker days of winter, we dream of color.*

*Color adds richness, texture, and interest; color creates an atmosphere of joy.*

People crave color; they need it. That's why color is such an effective means of capturing attention, as research has proven again and again. That's why marketers use color. It works. From your logo to your letterhead, color increases brand recognition by up to 80%.

Shoppers walking down the aisle won't stop to read every label; they'll scan for the color of their favorite brand. Think fast. You're craving a Coke. What color do you want? Red.

And what if Pepsi is more to your liking? Blue. It's that fast. Color builds brand recognition.

Color also conveys meaning. In a world where the primary colors of red, yellow, and blue are king, why might a company like UPS choose boring old brown? First, from a practical perspective, brown is easier to keep looking fresh and clean. Second, UPS wanted to invoke their parent company, Pullman Brown, which is associated with the luxury and tradition of Pullman railcars. What color were those cars? You guessed it: brown.

The big brands know the power of color, and the effectiveness of their color campaigns is seen on every store shelf, magazine ad, and Web page that showcases their goods. Those same principles can apply to smaller businesses as well.

*Take a look at your own company colors—what do they say about you and your business? Could they say more? Let us help you stand out and get noticed with color.*



**reasons to invest in a website**



**Get your company's name out - 24 / 7.**

Anyone can access information about your company with the click of a button. Not only do websites increase awareness, they can also boost sales - 24 / 7.



**Anyone can have a website.**

Web advertising is often a more affordable marketing route than television or radio. While the initial cost of creating a website varies, the maintenance cost is minimal, especially when compared to other media.



**Your options are "virtually" unlimited.**

Since the Internet is flexible, you can change it as often as you'd like, and unlike other media, frequent updates are easy and highly desirable.



**Improve online presence.**

Seeing as most firms have a site, revamping an already existing site to serve up more engaging content and tap into customer's interests is key. With the booming popularity of online communities adding Facebook, Twitter and LinkedIn, to your site are important tools to attract traffic to your website. Creating this online interest and a new look could result in better visibility for your corporate site and doesn't require busting the budget.

**Bromley Printing can design or redesign your website. Call us to get started!**

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