

# WISUJAL

**99** PROVEN WAYS FOR SMALL BUSINESSES TO MARKET WITH IMAGES AND DESIGN

DAVID LANGTON AND ANITA CAMPBELL

# MARKETING

## Acknowledgments

## Introduction

### Chapter 1: Much More Than Just a Website: How Online Games, Cartoons, Apps, Infographics, and More Can Boost Your Business

1. The Color of Money: A Small Bank Makes a Large Impression with a Colorful Campaign

2. A Website Showcases a Sense of Touch: Strong Navigation and Ease of Use for an Online Showroom

3. Augmenting the Reality of Mobile Advertising: Sharing Brand Information Visually over Mobile Devices Through Apps

4. Celebrating Creativity with a Killer Smile: Creating a Viral Marketing Effect with an Online Game

5. Putting the “Self” in Self-Portrait: Finding the Right Photo to Express a Personal Brand

6. Luxury Property Shown in Many Different Lights: Focusing on Stunning Imagery to Sell Luxury

7. How Many Ways Can You Destroy Your Printer? Going Viral with a YouTube Video Contest That Plays upon Customer Frustrations

8. Making a Legal Case for Insider Jokes: Using Cartoons to Market to Your Target Audience

9. Changing the Script on Scriptwriting: Organizing a Virtual Community Around an Event to Maximize Participation

10. When Is a Cup of Tea More Than Just Another Cup? Stunning Photography on a Website Differentiates a Product

11. Just the Facts, Ma’am: Creating an Interactive Online Quiz Attracts a Target Audience with a Deeper Level of Engagement

12. Getting a Leg Up on the Competition: Gaining Media

## Visibility for an Arcane Industry Online, Through Puns and Fun on Your Website

13. Building an Appealing Design: Presenting Your Process in Your Website Showcases a Competitive Advantage for an Architectural Firm

14. A Visual Marketing Firm Uses Optical Illusions to See Things Differently: Showing Prospects What You Are Capable of in Multimedia

15. Breaking Through the Gray Noise: Using a Flash-Based Presentation to Generate Leads While Also Serving as a Leave-Behind Piece

16. Delivering a Unique Marketing Campaign: Combining Stage Marketing Events with Video and Social Media

17. Finding Your Identity: Standing Out from the Crowd with a Website That Lets Your Personality Show Through

18. A Renaissance for Today: Creating a Forward-Looking Logo That Reflects the Past

19. Good Service Is Earned: Making a Brand Statement and Creating Viral Content Through Infographics

20. Design to Put Your Best Foot Forward: Using Sharp, Detailed Close-Up Photography to Demonstrate Business Capabilities on the Web

21. Spicing Up the Ornament Market: Using Bright and Unique Online Ads to Build a Brand

22. A Reflection of Style: Incorporating Your Business Style into Your Logo

23. The Right Way to Start a Charity Today: Using Facebook and Blogs to Build a Community Around a Good Cause

24. Education Can Be Creative: Formatting the Standard “10 Tips” Article to Convey Professionalism and Authority

25. Dressing Down for Success: Appealing to Consumers with a Personal Video Demystifies a Confusing Subject and Builds Trust

- [26. A Legal Holiday: Using Electronic Greeting Cards to Position a Law Firm as Friendly](#)
- [27. A Picture Speaks a Thousand Words: Creating a Visual Interpretation of What You Do in an Industry Known for Facts and Figures](#)
- [28. Walking the Talk: Making a Website That Reflects the Principles Fundamental to Your Business](#)
- [29. Traversing from Print to Mobile: Creating a Mobile App Version of Print for Customers with a Foot in the Mobile World](#)
- [30. Promoting Logos with a Guess-That-Logo Contest: Tying in a Contest with E-Mail Marketing to Increase Client Engagement](#)
- [31. Marketing to Parents: Tailoring a Website's Look to Reinforce Your Target Niche](#)
- [32. Leading by Example: Using Stock Images in a Downloadable Tips Sheet to Demonstrate That Marketing Can Be Easy and Inexpensive](#)
- [33. Blogger Outreach in the Cloud: Using a Visually Inspired Word Cloud to Start a Conversation with a Blogger](#)
- [34. An Illustrator Draws Up Timely Reminders for Prospects: Using Remarkable E-Mail Marketing to Keep Your Pipeline Full](#)
- [35. Bringing the Topic of Skin Care to a Head: Messaging to Teens with a Clean Peppy Web Design](#)
- [36. It's Not All Business All the Time: Adding a Personalized Blog Header Brings Human Interest to a Business Website](#)

## [Chapter 2: Images are Everywhere in the Physical World: Signs, Banners, Giveaways, Packaging, and Experiential Marketing that Inspire and Persuade](#)

- [37. A Packaging Design That Really Helps the Consumer: Avoiding Lingo and Using Customers' Own Words to Stand Out](#)
- [38. A Local Brewery Makes the Case for Better Beer Branding: Using Images from Your Business and Local Area to Brand Your](#)

## Product

---

39. A New Spin on Making a Hit Record: Bringing Direct Mail Campaigns to the Next Level with a Mailer That Invites Recipients to Get “Hands-On”

40. Making the Most of Your 15 Minutes of Fame: Using Posters and On-Site Displays Together with QR Codes and Social Media to Reach 24- to 45-Year-Olds

41. Handing Your Brand Over to Your Customers: Getting Customers Deeply Engaged with Your Brand to Create Fanatical Loyalty

42. Free Stuff for Dogs and the People Who Dig Them: Using Beautifully Designed Packaging for Free Product Samples “Sells” a Premium Product

43. High-Tech Digital Communications from a 1970s Chevy Van: Marketing by Creating an “Experience” That Includes a Digital Billboard, Social Media, and an On-Site Presence

44. Designing Wine on the Inside . . . and Outside: Stimulating the Senses with High-End Packaging for a High-End Product

45. A Campaign That Really Knocks Your Socks Off: Appealing to Customers’ Comfort Evokes Emotion and Differentiates a Commodity Business

46. New Beverage Design Creates Buzz: Simplicity in Packaging Emphasizes Purity in Ingredients for the Health-Conscious Market

47. Sustaining Good Design: Creating an Intentionally Retro Look Emphasizes Underlying Values

48. Hand-Drawn Promo Excites Young Brits Who Love to Draw: Giving Away a High-Quality Gift Increases Sales by Luring People into the Store

49. Sweet! Creating an Interactive Puzzle to Increase Booth Traffic at a Conference

50. Jump-Starting a New Package Design: Creating Quality

## Packaging Can Lead to Getting Carried by More Retailers

---

51. Rewarding Good Taste: Growing Your Customer Base Through a Clever Twenty-First Century Loyalty Program

52. A New Product Popping Up: Differentiating a Product in a Crowded Field Through Unique, Uncluttered Packaging

53. Too Big to Ignore and Too Personal to Discard: Using “Lumpy Mail” to Get Your Foot in the Door of the C Suite

54. Showcasing Talented Women: Creating a Calendar with Distinctive Photography for Yearlong Marketing

55. Get Your Clients Talking about You: Custom Designing Any Promotional Giveaways Makes a Big Splash

56. Breaking the Cutesy Barrier: Creating an Urban Chic Niche in an Existing Market with Displays and Packaging

57. Waking Up Your Brand with a Little Pillow Talk: Creating a Follow-Up Campaign That Makes Prospects Laugh . . . and Buy

58. Food Trucks, Today’s Eatery Trend: Creating Cravings by Using Typography on a Truck Wrap

59. Get Me a Doctor, STAT: Using a Witty or Humorous T-Shirt to Interject Fun into How People Perceive Your Business

60. Thinking Outside the Box: Using College Lingo on an Unconventional Item to Attract Cult Status and Build Business on a College Campus

61. An A Cappella Visual Promotion for Musicians: Attracting Your Target Market with a Banner Containing Images and No Words

62. Getting a Bright Start in Branding: Using Three-Dimensional Displays Integrated with a Sales Presentation

63. Lunch Bags That Educate, Entertain, and Inspire: Maintaining a Strong Emotional Connection with Your Target Market Even as Your Brand Grows and Evolves

64. Making Friends Globally: Using Free Samples to Promote a Book and a Socially Responsible Business



## 65. Much Ado about Nothing: A Campaign with Clever Props and Giveaways Transforms a Hard-to-Appreciate Concept into Something Real and Tangible

### Chapter 3: Power to the Print Item! Posters, Brochures, Postcards, and Logos Still Pack a Punch in the Internet Age

66. Who Is Keith Beith? Capitalizing on a Unique Name and Interjecting Friendliness to Differentiate a Business

67. Face-to-Face Illustrations: Establishing an Identity That Allows Your Team Members to Express Themselves

68. Business Cards Get Social: Creating Business Cards That Mimic Social Media Icons Opens New Market

69. Changing Perceptions One School at a Time: Using a Marketing Pamphlet to Update an Organization's Image

70. Meeting Artists in Their Natural Habitat: Creating a Series of Posters Conveys the Range and Variety of a Large Event

71. The Omaha Cow and Snowboarding: Using an Iconic Symbol Updated with Current Culture to Create an Au Courant Logo

72. Translating a Global Brand into Local Currency: Making an Existing Brand Design Resonate in a Different Country

73. Getting to the Point in Acupuncture: Combining Professional Design with Do-It-Yourself Execution Keeps Expenses in Line

74. An Image Consultant Makes a Great First Impression: Differentiating a Personal Brand by Conveying Your Personality

75. A Recipe for Success in Publishing: Using Beautiful, Evocative Images Reinforces the Essence of a Publication

76. The Art of Making House Calls: Using Simple Logo Imagery That Marries Traditional Values with a Modern Business

77. An Unorthodox Community Campaign Promotes Kindness: Using a Powerful Name to Drive Action

78. A Communications Firm Stands Out: Using Unconventional Visuals Instead of Cookie-Cutter B2B Design Gets Attention

**79. Is Your Name Defining You . . . Negatively? Renaming a Business Leads to More Sales**

**80. A Condo Development Has Historical Charm: Incorporating Heritage into Marketing Visuals to Emphasize an Offering's Key Selling Points**

**81. HR with a Personal Touch: Using a Descriptive Name and a Caricature for a Consulting Business Sets You Apart**

**82. All That Jazz, Funk, Blues, Pop, and Hip-Hop: Making Modifications in Your Imagery Can Appeal to a Younger Audience**

**83. Communicate Issues Boldly: Using Bold Graphics to Drive Home the Importance of Messages**

**84. Eat or Be Eaten: Appealing to Local Tastes and Cultural Understanding in a Local Marketing Campaign**

**85. Clothing for the Cosmopolitan Outdoorsy Type: Expressing the Importance of Form and Function for a Brand in Print**

**86. Capturing the Legacy: Creating a Commemorative Book with High-Quality Graphics Conveys an Organization's Values**

**87. All for One and One for All: Repurposing Marketing Collateral on a Very Low Budget**

**88. Evoking Mood Through Design: Using Custom Invitations to Make Your Business Entertainment Last Beyond the Event**

**89. High-End Rewards: Offering Upscale Coupons Grows Loyalty, Prevents Cancellations, and Sells Add-Ons**

**90. It's a Family Affair: Making Your Business Story Come to Life with a Beautifully Designed Print Piece**

**91. An Industrial Business Bucks the Trend: Expressing Quality Through Color and Design Becomes a Competitive Advantage**

**92. Sharpen Your Sights: Using Clever Advertising That Makes Viewers Stop and Think about Their Needs**

**93. A Program for All Seasons: Creating an Overarching Marketing Theme for the Entire Year**



**94. The Express Lane for Sales: A Visual Pitch Book Captures the Sales Process and Trains an Ever-Growing Sales Team**

**95. Three-Dimensional Business Cards: Expressing Your Creativity on Your Business Card**

**96. What's a Symchych? Accentuating a Hard-to-Pronounce Name Can Be a Winner**

**97. Technology Can Be Sexy: Poking Fun at Your Industry's Stereotypes Makes It Easier for Customers to Relate**

**98. Making Saving Look Good: Delivering Vouchers and Coupons That People Want to Save**

**99. Good Design Flows from Product to Marketing: Creating Postcards That Are "Saveable" to Keep the Sales Pipeline Full**

**Credits**

**Index**

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# VISUAL

**101** PROVEN WAYS FOR SMALL BUSINESSES TO MARKET WITH IMAGES AND DESIGN

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# MARKETING



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I descended from a small-business owner and a typesetter who set type by hand. My maternal grandfather, Walter Walsh, founded his own flower shop in Woonsocket, Rhode Island; lost it in the Depression; and rebuilt it again. My paternal grandfather set type for the *Providence Journal* and edited the *Fox Point Rambler* during WWII. Both influenced my destiny.

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—David Langton, May 2013

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Last, but most important to me, is my husband, Kevin, who has put up with my long hours but is always there. You're my rock. I draw strength from you more than you know.

—Anita Campbell, May 2010

# INTRODUCTION

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This book is an idea starter. Expect this book to stimulate your senses. Inspire you. Spark ideas. The 99 hand-picked examples in *Visual Marketing* are from organizations just like yours that have successfully used visual elements in their marketing—with solid results.

## Why “Visual” Marketing?

The world is visual. We use our eyes to take in much of the content that influences our behavior, tempers our reactions, and informs our decisions. Whether it’s on the Web, in a brochure, or live in person, the most effective solutions are ones that unexpectedly grab our attention.

Thousands of books about marketing have been written, including many good ones. Few, however, focus specifically on that intersection point between design (the visual) and marketing (influencing buying behavior), or do so on a scale that small businesses will find relevant. Yet there has never been a better time in history for small businesses to explore using electronic, print, and three-dimensional visuals. Technology puts it within the reach of small businesses to use visuals in their marketing—visuals that previously only the largest corporations could cost-effectively design and implement. The Internet makes it convenient to find and hire design professionals to collaborate with to achieve your marketing goals. And for the do-it-yourselfers, today’s online software services and design tools make it easy to experiment with creating visual elements on your own.

## What’s Inside

*Visual Marketing* is a compendium of marketing tips and ideas. We looked at more than 500 examples and selected them for practicality, creativity, inspiration, and variety. For us, the key was finding projects that not only looked good but had a good return on investment for the business.

We sought out projects from all across the United States and internationally. You will find sophisticated projects that reveal the hand of talented designers, using visual intelligence in unexpected ways. You will also find simple smart projects requiring minimal resources that solo entrepreneurs executed. The examples range from technology-oriented solutions such as the QR code-enabled three-dimensional displays and posters for the Warhol Factory Party in Alaska to a can of “nothing” produced in Rhode Island to combat hunger. Some solutions are clever and complex, such as the cardboard record player that GGRP created to build buzz for its recording business. Others are as uncomplicated as a head shot taken with a handful of colorful Sharpie markers, like that of Michelle Villalobos when she redefined her personal brand.

We’ve divided the book into three chapters. The first focuses on Web and electronic solutions. The second features packaging, exhibits, and tangible three-dimensional marketing devices in the physical world. The third encompasses print solutions and logos/branding pieces. Each example ends in a Takeaway Tip distilling the examples into ideas and lessons for small-business people to put to work.

*Visual Marketing* is a compendium of winning ideas intended to inspire small-business leaders, creative professionals, entrepreneurs, and students. We hope it inspires you to think up your own ideas.



for incorporating visuals into your marketing.

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# Chapter 1

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## MUCH MORE THAN JUST A WEBSITE: HOW ONLINE GAMES, CARTOONS, APPS, INFOGRAPHICS, AND MORE CAN BOOST YOUR BUSINESS

The World Wide Web and e-mail were just the beginning of online marketing. In this chapter we show you how successful visual marketing accomplishes a variety of objectives and takes multiple forms today.

Join us as we explore how social networking sites such as Facebook and the world of mobile apps have redefined how people communicate. Explore a fabrics showroom without leaving your home office through the intuitive navigation techniques of a great website such as [CarnegieFabrics.com](http://CarnegieFabrics.com).

Some projects are all about technology yet take a relatively low-tech approach. Expert Laser Services knows all about the latest in printing technology, but instead of pushing technology, they used a YouTube contest about destroying printers to build their marketing. And some like GoldRush use the latest technology to insert an image into a virtual reality—whereas Two Leaves and a Bud Tea Company uses stunning photography of tea farmers to distinguish its brand from its much larger competitors.

And just when you think you have all forms of marketing figured out, new marketing technologies such as QR codes come along as technology evolves. We show you more than 30 examples of online visual marketing—ranging from simple to sophisticated—all to help you boost business without an exorbitant information technology (IT) budget.

- [1. The Color of Money: A Small Bank Makes a Large Impression with a Colorful Campaign](#)
- [2. A Website Showcases a Sense of Touch: Strong Navigation and Ease of Use for an Online Showroom](#)
- [3. Augmenting the Reality of Mobile Advertising: Sharing Brand Information Visually over Mobile Devices Through Apps](#)
- [4. Celebrating Creativity with a Killer Smile: Creating a Viral Marketing Effect with an Online Game](#)
- [5. Putting the “Self” in Self-Portrait: Finding the Right Photo to Express a Personal Brand](#)
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- [7. How Many Ways Can You Destroy Your Printer? Going Viral with a YouTube Video Contest That Plays upon Customer Frustrations](#)
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---

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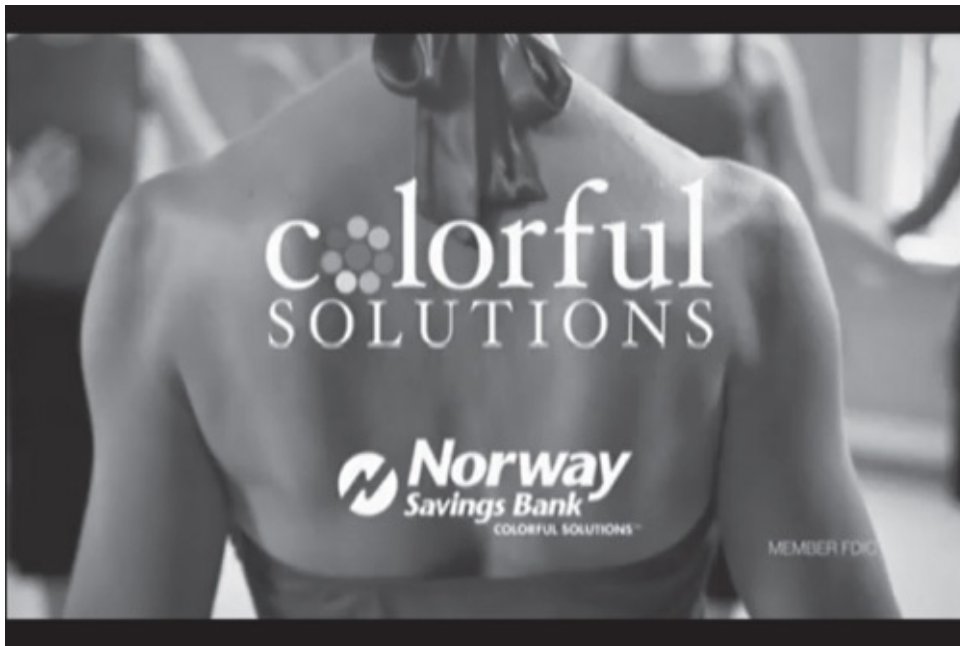
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# 1. The Color of Money: A Small Bank Makes a Large Impression with a Colorful Campaign

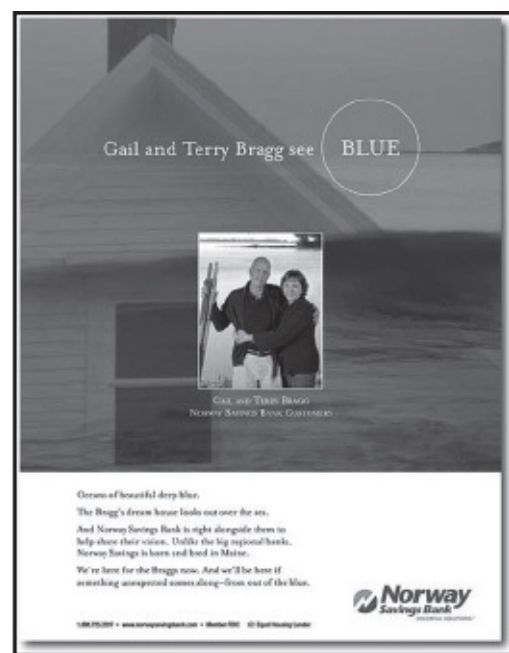


Can a small local bank take on the giant conglomerates and win? Norway Savings Bank in Maine saw an opportunity in the economic downturn. They set out to woo small business clients in a state where a majority of employment is tied to small business.

## Why It Works

The Colorful Solutions campaign with photography by David McLain of Aurora Novus showcases Norway Savings, a local bank, that proudly announces: “We’re from Maine—our roots go back to the 1800s.” They combine the familiar, friendly, and homespun wisdom of Maine with the expertise and financial acumen of full-service institutions. The campaign, created by Leslie Evans Design Associates, features profiles of six Maine business owners delivered in print advertisements, on the website, and in radio commercials, as well as in six 30-second videos shown on local television and via YouTube. Evans says the success is really about credibility. “We didn’t want to color things—but we actually shoot real people with real items in color.”

Green is for Mike Skillin, the chief financial officer of Skillin’s Greenhouse. Brown is for Andrew Charles, proprietor of Haven’s Candy, a Maine landmark. The stories show how each business owner benefits from the personal attention and wide resources of Norway Savings. Karen Hakala, the bank’s senior vice president of marketing, says that Norway Savings wanted to be the bank of choice for small business, so they created a point of differentiation with their Colorful Solutions campaign.



## Success Metrics

- Since the Colorful Solutions campaign was introduced, the business side of the bank has experienced double-digit deposit growth.
- The campaign won the Best of Show award from the American Bankers' Association.
- The Colorful Solutions campaign really resonates with people. Norway Savings has a customer retention rate exceeding 92 percent.

## Takeaway Tip

Using customer testimonials and featuring customer stories are time-honored ways to bring to life the value of the products and services you deliver. But why not kick it up a level and use visual clues to further emphasize the range of customer needs you can serve?

[Next](#) | [Chapter Contents](#)



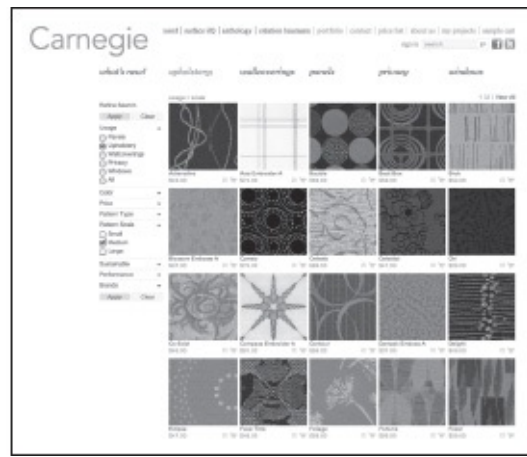
## 2. A Website Showcases a Sense of Touch: Strong Navigation and Ease of Use for an Online Showroom



How do you get to Carnegie Fabrics? The usual practice of visiting the showroom is no longer the only way to see and choose fabrics. The website has become the new destination and growing sales tool for this family-owned business. The need for an effective website is essential for the future of an industry where face time is dwindling and decisions need to be made without a trip to the showroom. Carnegie needed to show an extensive collection of merchandise while maintaining its highly regarded service and ease of browsing that clients are accustomed to in their physical showrooms.

### Why It Works

The website features a white screen with a larger rendering of the Carnegie logo. As you roll over the contents that are listed in neat columns, the patterns of different fabrics are revealed within the letters of the Carnegie logo. The primary audience consists of interior designers and architects who are looking for the highest-quality products for their clients. The Carnegie website allows the user to view the wide array of products and color/fabric swatches in a quick and straightforward manner. The details in the photography show off the textures of the materials. The previous versions of the website were more along the lines of an online brochure; with this incarnation users have the ability to order samples, search products, access product information, and see the details of the fabrics.



## Success Metrics

- Traffic to the new Carnegie Fabrics website has increased 10 percent.
- The number of samples requested online has increased 15 percent.
- By increasing the amount of online sample order transactions, Carnegie has printed significant fewer marketing materials and further enhanced its status as an eco-friendly company.

## Takeaway Tip

Your customers online expect the same level of service that they experience “offline.”

Examine the navigation and ease of use of your website to be sure the level of detail and functionality are there for online users. Instead of laying out your site like a static brochure, mimic the experience of being in your office as much as possible, including the experience of browsing merchandise and getting personalized help. When you are in an industry of tactile goods, it's especially important to have as close a substitute for the real thing as you can, with detailed photographs and descriptions.

[Previous](#) | [Chapter Contents](#) | [Next](#)

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### 3. Augmenting the Reality of Mobile Advertising: Sharing Brand Information Visually over Mobile Devices Through Apps



In a world where sites like Foursquare, Facebook Places, and Gowalla are vying for the attention of retailers and corporations, lesser-known GoldRun is actually getting it. The company is augmenting reality to get users to engage with a brand.

Users of the GoldRun app see virtual objects superimposed over real-world places where they look with their iPhone cameras. For example, in a promotion for *Esquire* magazine, a super model “appears” near the newsstand aisle at a Barnes and Noble bookstore. The idea is that it will “drive traffic to physical and online destinations, increase product sales, enhance brand engagement and bolster viral impact,” says Lucy Swope of GoldRun.

#### Why It Works

Advertisers are still struggling with the idea of going mobile in their advertising. With GoldRun, users are excited to participate and uncover secrets only they know about. It turns advertising into an experience where the advertising brand is engaged.

Because it appeals to “a wide spectrum of people from film buffs and fashion devotees, to sports fans, deal seekers and vacationers,” according to Swope, GoldRun’s app will never get old, as runs and finite and new challenges are being added constantly.

#### Success Metrics

- GoldRun has seen on average 500 to 1,000 downloads/started runs per week for runs that a

being actively promoted.

- Client Airwalk sold out of the limited edition sneakers featured in their invisible pop-up store and had the busiest weekend ever on their website following its GoldRun promotion.
- The company continues to add on high-profile clients such as Sorel, H&M, and Esquire.

## Takeaway Tip

Mobile advertising and the mobile Web are changing how people interact with the world around them. You can now communicate about your brand over consumers' small handheld devices while they are out and about (and away from their computers). Explore the range of what mobile offers—such as offering a mobile app for your products or services. With today's smartphones, you're not limited to short text bursts or voice communications—today the medium lets you share information visually.

[Previous](#) | [Chapter Contents](#) | [Next](#)

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