

# WISUJAL

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

DAVID LANGTON AND ANITA CAMPBELL

# MARKETING

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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.

Thanks to our editor Dan Ambrosio and editorial assistant, Ashley Allison at John Wiley & Sons, Inc. Kudos to Geoff Williams, who wrote about me in [Entrepreneur.com](http://Entrepreneur.com), and thanks to Peter Shankman for creating HARO.

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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.

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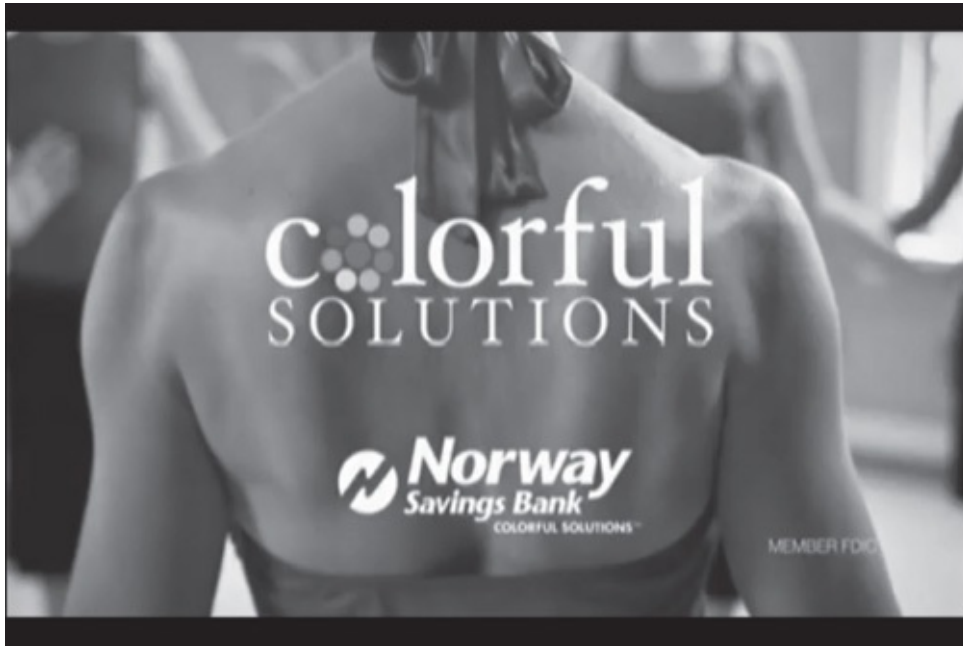
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# 1. The Color of Money: A Small Bank Makes a Large Impression with a Colorful Campaign

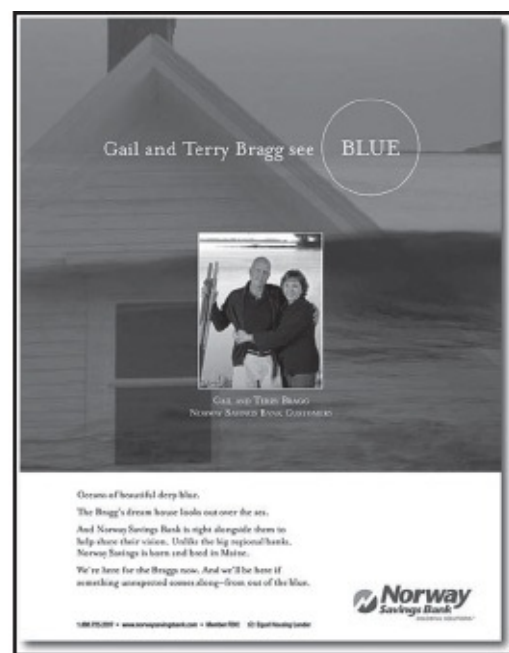


Can a small local bank take on the giant conglomerates and win? Norway Savings Bank in Maine saw an opportunity in the economic downturn. They set out to woo small business clients in a state where majority of employment is tied to small business.

## 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?

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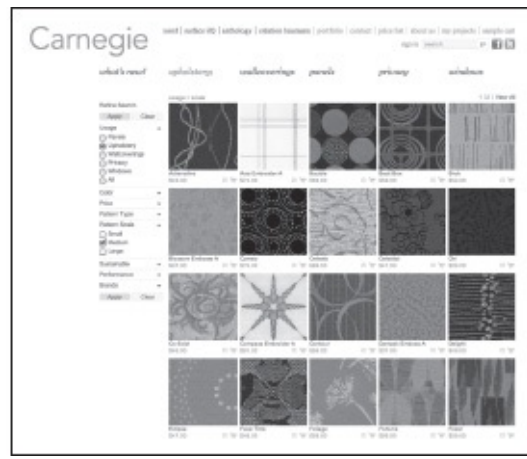
## 2. A Website Showcases a Sense of Touch: Strong Navigation and Ease of Use for an Online Showroom



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.

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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/followed 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.

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