



## **Graphic Design Services and Marketing Consultation for Print, Internet and Special Events**

### **Why Is Marketing Important?**

Marketing is your strategy for success.

Basically, marketing includes everything you should do to successfully develop and promote the products or services offered through your business, organization, or event.

Marketing begins ... at the beginning. Because marketing is so entwined in the success of your endeavor, it should be considered from the outset.

Marketing incorporates budget, research, design, branding, advertising, packaging, public relations, pricing, sales and distribution.

It is also determining and finding the right audience - the people most likely to use your product or service or attend your event.

Take the time to research and understand your audience. Find out who needs or wants your product or service and how to effectively reach them.

Identify your competition, find out what they're doing and determine your advantages.

Once you understand your marketing environment, a clear, direct message is usually the most effective. Choose your strongest asset and focus on that.

Establish your image. A clear, recognizable logo is key to advertising and promoting your business, organization or event. Keep your brand simple and consistent in all packaging and promotions.

Keep your name in front of your audience. Based on your budget, identify the best media for your message and the frequency of advertisements. Consider other programs or promotions, such as sponsorships. Network within your community and become active in professional organizations, chambers of commerce, business groups and committees.

Define your expectations and set your objectives. Determine how you will measure success. Analyze the results and make changes as needed.

Remember, marketing is important because it is the compilation of all that is needed to successfully place your product or service into the hands of customers. And, because marketing includes research and analysis, it should be ongoing to maintain a high profile and to continually broaden your consumer base.

Route 1 Design can be an affordable, effective part of your marketing team, providing strategic information as well as professional graphic design. Marketing services include: professional logo design, branding, sales and training collateral design, direct mail design, newspaper and magazine advertisements, Internet marketing and optimization, website design and online advertisements, special event promotions, public relations and marketing consultation.

If you would like to discuss how a marketing plan can benefit your organization, contact Route 1 Design.

**Route 1 Design© consistently delivers quality graphic design services that enhance advertising and marketing efforts in print, on the Internet and at special events.**

**Route 1 Design Graphic Design Resource**  
211 SW South River Drive, #203, Stuart, FL 34997

Email:

[design@route1design.com](mailto:design@route1design.com)

Phone:

772-600-5214 (M-F 9am-4pm ET)

[www.route1design.com](http://www.route1design.com)

*Helping You Communicate Through  
Personalized, Punctual, Professional Design Services*