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**#1** in a series

business start-up

**Start-Up Ideas:**

Our services range from designing your new image on a per project basis, to handling every aspect of marketing and advertising on a retainer.

**Remember to:**

1. Budget for Advertising and Marketing. Have you heard, "Build It and They Will Come?" Well, they won't. Having a beautiful building and stationery for people that don't know you exist will soon have you wondering why you went into business.
2. Decide on your image well ahead of move-in and stick to it for the tone and look that you want your company to project. Start with Classic, Trendy, Discounted, Friendly, or Convenient to develop your image. Follow through with your image when selecting colors,

typefaces, and style. And be yourself. Rather than emulating role models, choose the leaders you've known in your field and analyze why they've succeeded... or failed...and choose what to do the same or differently from there.

3. Send an announcement to your existing, or a purchased list. This can be a simple announcement card or, better yet, a benefit-driven marketing campaign proclaiming your new or extended capabilities. Start a buzz before you even open.

4. Have a Corporate Brochure ready for new inquires when they call or stop in. These will be useful for Chamber of Commerce Events and Networking opportunities.

**Things You'll Need Right Away:**

**Budget:** 10% of projected annual income for the first year.

**Marketing Plan:**

This determines who you will market to and why.

**Strategic Plan:**

This determines where you will market your company.

**Advertising/Creative Plan:**

This determines how you will market your company.

**Materials needed will include:**

- Stationery
- Corporate Brochure or Presentation Folder
- Advertisements
- Press Release
- Building Signage
- Web Site / E-Commerce
- Sales Materials
- Collateral Materials



★ epps advertising builds long-term relationships with clients to help them grow in an ever-changing marketplace.