

FOR IMMEDIATE RELEASE

Company Folders Offers Tips, Discount for Spring Cleaning Your Marketing Collateral

Keego Harbor, MI – March 5, 2013 – With the “spring forward” of Daylight Savings Time, thoughts turn to starting fresh, welcoming better weather and, of course, spring cleaning. This is an ideal time for organizations to take stock of their marketing communications and materials, ensuring that they’re up-to-date and effective. Even materials just a year or two old can quickly look outdated, and innovative marketing materials reflective of customer needs often drastically increase sales.

What follows are a few tips to help you assess your marketing communications approach from Vladimir Gendelman, founder and CEO of Company Folders, an online folder boutique providing an extensive variety of high-quality custom marketing materials.

- **Business Cards for the Digital Age** – A classic necessity, business cards now frequently feature social media contact information, including URLs for Twitter, LinkedIn, Facebook, Pinterest and more. Remember to include the full URL as opposed to just an icon to ensure that audiences know how to reach your [social media channels](#).
- **Email, Social, Text, Direct Mail or Other** – When was the last time you asked your customers about their preferred method of contact and the best times to contact them? While it may be easier and seemingly more cost-effective for you to do an email blast, not everyone prefers this method of communication. Direct mail and hard copy letters are regaining popularity as they don’t get lost in a sea of spam. Text messages and social media can also help you stand out by allowing you to personalize your approach for each customer.
- **Brochures, Sales Collateral, Press Packs** – Do your materials look consistent, or were they developed so far apart from one another that they don’t really match? When was the last time you updated your materials? Take time to critically measure the effectiveness of each piece of marketing collateral and track the leads it generates to see if it’s still useful. Are you representing your brand authentically and appropriately for 2014? Have you included an effective call to action? By qualifying and quantifying the outcomes you hope to achieve this year, you’ll find it easier to refresh each piece so that it’s relevant and timely for your audience. You should also try browsing online for [design examples](#) that might inspire a fresh take on your existing content.

According to Gendelman, "Being a thought leader means developing great content that captures the hearts and minds of your audience, and effective marketing communication provides the platform to do so. It doesn't always have to be a printed piece; it can be a video or multimedia discussion. The key is to be current and open to the needs, pain points and wants of your customer base."

Through March 31st, Company Folders will offer a special “Spring Cleaning Package” reflecting a 10 percent discount on all new orders. To take advantage of this discount, please visit <http://www.companyfolders.com/> and use promo code CFSPRING14.

About Company Folders, Inc.

Company Folders is an online presentation folder boutique providing an extensive variety of high-quality custom marketing materials. Working with an array of clients ranging from small family-based ventures to major corporations, the company prides itself in helping businesses achieve a printed image they can be proud of. For more information, please visit <http://www.companyfolders.com>.

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