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A monthly e-Gram from Foster Printing Service
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Looking for a great way to keep your logo in front of your customers all year long?

Customized calendars are a great way to keep your company and services top of mind from January through December. From hanging wall calendars to desk calendars, call Foster today for cost effective calendar ideas and solutions that fit into your 2010 marketing budget.

Our knowledgeable and experienced staff is ready to help you
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Out of Sight, Out of Mind

"Out of sight, out of mind." When it comes to promoting your business, it doesn't get any simpler than that.

As companies look to trim costs in order to stay healthy and competitive, it's often tempting to cut back on print campaigns. However, historical data proves that companies who continue with aggressive, relevant marketing during the slow times are the first to benefit when the economy starts to improve.

Keeping It Strong

Why? It's all a matter of perception. According to one recent study, when potential customers notice companies cutting back during tough economic times, they see it as a sign of trouble and instability. Not only does this create "negative buzz" in the minds of your customers, but it also provides an opening for your competition. Is that the image you want to project?

By contrast, maintaining a strong market presence during slower times produces an astounding multiplier effect. It ensures your company has a significant head start in a recovering economy.

If that's not enough, here's another reason to put some extra muscle behind your marketing. When there are fewer companies in front of your customers on a regular basis, it presents a tremendous opportunity to gain market share, especially using print.

People are increasingly finding less mail in their mailboxes. This means that your well-crafted direct mail campaigns stand out more than ever.

Two Steps to Success

Here's a simple, two-step strategy that could reap big dividends for your business:

1. Leverage the effectiveness of print to target the competition's customers.
2. Present an image of strength and stability, and let these companies know that you want their business.

To achieve these two steps, develop and maintain a database of customers and prospects and contact them on a regular basis. Mail them postcards, newsletters, sales brochures and letters to keep your company's name and service on their mind.

There are many ways to save money and get the most out of your print dollars. We have the expertise to show you how. The key is to communicate with us early in the process so we can advise you on a host of ways to save money and increase your ROI.