



## Small Business Marketing...

Is Yours Consistently Generating the Attention You Need?

### **Do you struggle to get regular and consistent results from your small business marketing?**

If you're like most small businesses, you probably love your work but find it a difficult task to do the marketing necessary to constantly gain more business.

### **Fortunately, it is possible for you to become a better marketer.**

Yes, you can be a better marketer. It's true! Put a more systematic approach in place that keeps you constantly marketing.

### **Developing your own small business marketing system starts with understanding how people are attracted to you and how they buy your services.**

Then it's a matter of following simple, but proven small business marketing solutions that consistently generate great results.

If you come to APS Communications looking for a print ad, of course, we can help you. We're here to help you accomplish everything you need. But depending on your objectives—are you launching a brand? building awareness? looking to increase foot traffic?—there may be other solutions worth considering as well. Maybe your print ad is just the first step of an integrated 3-tiered marketing plan along with a new website and targeted e-mail blasts. Whatever your goals are, we're here to help you create the most effective solutions within your desired budget.

*We provide everything you need.*

With APS Communications, you have access to our entire menu of comprehensive marketing services – everything from logo and web design to direct mail, print ads and more.

Whether you know exactly what you're looking for or don't even know where to begin, we're here to help you find precisely the right solutions for your specific marketing needs.

## Creative and Design Services

The APS Communications' Creative Team consists of experienced copywriters, designers, web developers and promotions experts at your disposal, ready to satisfy the unique needs of your particular project. You'll work closely with our Creative Team throughout the entire process, reviewing and approving work as you go, until you have exactly the finished products you were expecting.



Here is a sample of our  
Small Business Package services and starting prices:

### **Logos and Business Collateral**

Our Creative Team will consider everything about your business—who you are, what you do and how you'd like to be perceived—and condense it into a single, striking graphic representation.

***Small Business Package price starting at \$850 for logo development***

***Small Business Package price starting at \$300 for complimentary stationery design***

### **Advertising**

(Newspaper ads, magazine ads, billboards)

Staying top of mind with consumers requires consistent, targeted and creative advertising solutions. We'll get the most out of your advertising budget by helping you define your target, hone your strategy and create a compelling message and look that will prompt your target audience to act.

***Small Business Package price starting at \$300 for single print ad***

### **Brochures**

A brochure lets your prospective customers know, in detail, who you are and what you're all about. But a good brochure is more than just information on a page. With your insight, we'll tell your potential customers your unique "story" in a way that's both informative and compelling.

***Small Business Package price starting at \$400 for basic brochure design***

### **Interactive**

(Web sites, web tools, e-mail marketing)

In today's world, a web site is often the first stop for your prospective customer, so having a great one is absolutely essential. Our in-house Interactive Team can create the high impact, informative web site that your business needs as well as recommend other easy tools – from admin features to search engine optimization – that will add to your site's effectiveness.

***Small Business Package prices for interactive services to be determined based on needs***

### **Direct Mail**

Very few marketing tools deliver a message with the precision of a direct mail piece. Our team of writers and designers can create a strategic postcard, brochure or flyer that gets your unique message in front of just the right people. We can also make sure your mailing list is current and targeted, hitting just the right audience.

***Small Business Package prices for direct mail services to be determined based on needs***

### **Broadcast**

(TV and Radio)

There's no better way to reach a high volume of potential customers than with a targeted TV and/or radio campaign. Of course, there are also few things that are more intimidating. But relax. We can help you with every aspect of your broadcast campaign, from budgeting and media placement, to scriptwriting and casting.

***Small Business Package prices for broadcast services to be determined based on needs***