

Milestone Marketing Guide

Create an impactful marketing campaign with ideas, services and products to truly bring your achievements to life.





Every business has its milestones along the road to success: an anniversary, a new location opening, hitting a significant sales goal or commemorating the retirement of a founder. This guide will show you how to leverage milestones into promotions that will help you differentiate your business from the competition, attract new prospects and enable growth.

Celebrating your business success

In today's tough business climate, it's important to make the most of any opportunity that can draw positive attention to your business. Your milestone not only offers a good reason to promote, it conveys to your customers and prospects that your company is doing well. A well-planned and well-executed promotion will help you:

- Increase new and repeat business
- Steadily grow sales
- Spread recognition in the community
- Boost employee morale, performance and loyalty
- Establish a clear, competitive advantage
- Grow Profits

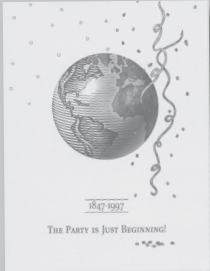
This Guidebook highlights key strategies, ideas and tactics for creating a successful promotion that will generate interest and drive new business your way. As you read through it, remember that Deluxe representatives are on hand with tips and advice to help make your campaign a huge success.

Getting started

A successful Milestone Marketing campaign starts with a solid plan that includes specific goals you want the campaign to achieve. Here are some common challenges and opportunities to take into consideration when determining what your campaign should accomplish:

- Do you want to give your business more credibility?
- Do you want to pump new life into your services or products?
- Are you ready to launch a new service or product line?
- Do you want to refresh your brand to align with a changing marketplace?
- Do you want to differentiate your business from competitors?
- Do you want to generate more awareness and sales leads?

Begin by determining a strategy that is right for the dynamics of your business culture and market, with the ultimate outcome being a clear, concise and meaningful message that supports the strategy.



Chicago Tribune 150th anniversary card, on the inside, it reads: *As we at the Chicago Tribune kick off our 150th anniversary, we want you to know that you mean the world to us. Happy New Year.*

Stability generates loyalty

Did you know that only 44% of businesses survive the first 5 years?*

That gives your business a great reason to celebrate each and every one of the “early years.”

A new calendar year is a good time to promote your anniversary since it gives you the chance to thank customers for their support in the previous year while inviting them to continue doing business with you. Even though you may have only been in business for one year, you can still leverage the same strategies used by companies that have been around for over 100! Take a look at the card published by the *Chicago Tribune* newspaper. A New Year’s message like this can work just as well for a 1st Anniversary.

Banners and signage: advertising space for your celebration

When you drive up to your store or place of business, take a fresh look at the outside. Imagine a banner featuring your logo and celebration theme — perfectly positioned for all to see. Not only is it an attention-getter, it’s an excellent way to build credibility with potential customers.

To keep the atmosphere of celebration going inside, think about extending the messaging to pennants or smaller banners. Keep a big bowl of customized chocolates wrapped in foil for everyone who comes in. Even the smallest touch can be a memorable one.

Milestone Marketing tip: Effective marketing builds equity by using the same message and graphics across a number of vehicles. Create a postcard or direct mail flyer based on the signage that announces your promotion and send it to customers and prospects a few days before your event or promotion begins.

A one-two marketing punch: combine an anniversary and sale event

Turn your Anniversary or milestone achievement into a sales-driven event by combining it with a special promotion. For example, don’t just say it’s your 3rd Anniversary. Promote your 3rd “Get Ready For Winter” Sale. This conveys both a milestone and a reason to come in for a great deal.

*Small Business Administration





Acknowledge customers: without them, you'd have nothing to celebrate

The most important audience for your campaign are the customers who supported you through the years and who continue to patronize your business. You should not only make them aware of your celebration, you should include them in it.

There are all kinds of ways to be sure they get the recognition they deserve, including:

- hand-signed “thank-you” cards embossed with your commemorative logo
- commemorative premiums such as hats or bags with your logo, a high-quality pen bearing your slogan or a customized box of chocolates

Your employees: your best ambassadors

Make sure you include your employees in your promotion. After all, each and every one is a brand ambassador. Hats, shirts, jackets — all emblazoned with your commemorative logo and slogan — will convey their pride in the company while spreading the word about your years in business.

Making the most of a retail milestone

Retailers have a big advantage during milestone promotions for the simple reason that they are regularly visited by customers. Start by announcing your milestone with a theme-printed banner that hangs on your building's exterior. Make sure you hang banners or in-store danglers inside, too. The messaging, the graphics and the logo should all be the same for greater impact.

Be sure to advertise your Milestone Marketing promotion to drive traffic. Local direct mail and online banners are easy to create and relatively inexpensive to produce and distribute. To really boost turnout, be sure to include a coupon! If you can tie the offer directly to your milestone, such as 20% off to celebrate your 20th anniversary — it will make it that much easier to remember.

A menu of ideas for restaurateurs

Restaurants can really create a lot of excitement around a Milestone Marketing campaign. You can go all out by hosting a series of events for different customer groups (i.e., business, weekend, couples' nights, etc.), offering special discounts on food and meals and creating special commemorative dishes and beverages.

Getting the word out on your website

Your website is a core component of your business and a 24 hours a day/7 days a week opportunity to promote your Milestone Marketing initiative. Additionally, email blasts and eCoupons are effective strategies for “pushing” your campaign out to your customers and prospects. Here are some actionable suggestions for taking it all online:

- Apply a digital version of your special logo and theme to your home page.
- Create a pop-up window, linked to the logo, that briefly tells your milestone story and how customers can become involved.
- Send out a series of email blasts to your customers and prospects. Include a contest, promotion or coupon to help drive response.

Add a thank-you confirmation page that allows them to sign up for future promotion alerts, special offers and new product or service announcements.

Deluxe Milestone Marketing products and services

Design Services

Any campaign relies on a consistent, professionally designed graphic look to stand out and build awareness. From typography to logo and graphic design to impactful email campaigns, our team of experienced designers will help bring a clean, impactful, professional touch to all of your campaign components. And with high-quality, full-color print services, you’ll get direct marketing materials that get noticed.

Logos & Seals

Our professional designers can create a spectacular, eye-catching commemorative logo or seal for your milestone campaign. It’s a graphic way to broadcast your business achievement and it can be used on everything from advertising to premiums, chocolates, signage and your website. Self-adhering seals can be used on packaging, envelopes, employee badges and internal communications.

Announcement Notes & Cards

Special cards announcing your milestone and thanking clients for their business, invitations to an anniversary open house or private sales event, commemorative stationery and business cards — all are great ways to keep you top of mind with prospects and customers.

These are only some of the products and services Deluxe can provide to help you bring your business achievement to life and make your Milestone Marketing campaign as impactful and successful as possible. Give us a call today to discuss your particular milestone and create an effective Milestone Marketing plan.

