

DESIGN EXPRESS

The graphic services newsletter for promotional products pros



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WINNING BRANDS CAN START WITH A LOGO



Whether or not you've read the bestselling business [book](#) entitled *Just Do It: The Nike Spirit in the Corporate World*, you may be familiar with the story behind how this fledgling shoe maker, founded in 1964 as Blue Ribbon Sports, became possibly the biggest brand in sports.

According to the official account of Nike's history, its world renowned logo [came about](#) when Phil Knight commissioned a Portland State University student to create it in 1971. Carolyn Davidson charged \$2 an hour for her work and submitted an invoice for \$35, for what would later be known as the Nike "swoosh". Supposedly, part-owner and future chairman Phil said "I don't love it, but it will grow on me."

Certainly, the growth of Nike from a small concern to a global juggernaut would not have happened without a lot of wins over its 50-year history. As Oscar and Emmy-winning film producer Brian Grazer [writes](#), Phil Knight and Nike would not be where they are today without Michael Jordan helping to sell billions of pairs of sneakers. But in signing Michael Jordan early on, Knight — perhaps a visionary in branding more than in basketball — knew that he was latching onto a superstar. But there was more to it. Under Knight, Nike would set their brand apart from other shoes and other sports outfitting companies.

Aiming beyond the goal of simply selling shoes, Nike's marketing

CLIENTS ARE RAVING

"I appreciate all the work the team has done for us lately! They have done a great job."

— Glenn Beckmann
Director of Marketing
Communications
Schutt Sports

NOTABLE QUOTES



"When I [believe in something](#), I'm like a dog with a bone."

— Melissa McCarthy, comedian



"What [helps people](#), helps business."

— Leo Burnett



"Intelligence is the [ability to adapt to change](#)."

— Stephen Hawking

efforts didn't just produce ads with photos of Jordan and other athletes making game-winning shots. Nike articulated to the consumer, the sports fan and the athlete who they were by addressing their passion and [enjoyment of sports](#). But having a unique and recognizable logo helped start things off

Whether or not the Nike chairman liked the original logo, it is ubiquitous today. Every ad, product or footprint of the shoe company anywhere bears the swoosh, which tells a story of something much greater than shoes originally [made](#) with a waffle iron.

In defining your own company's identity, a logo can be the starting point of an epic story about who you are. Look to the experts at Idea Custom Solutions to help you design the right look for your business or for the customers you serve.

PERSONAL TOUCH STILL MATTERS IN BUSINESS

In 2015, technology and social media are changing not only the way people interact socially, but also new apps and new concepts such as the [Internet of Things](#) are changing the way both consumers and businesses buy things. And it's not just about digital ads anymore. Marketers of all kinds are using social media and [contextual marketing](#) in the hopes of interacting with people to influence buying decisions.

You might scratch your head and wonder where business people will fit into the future. But you can rest easy that robots are not taking over and humans aren't going anywhere.

As adaptive and innovative as social media and technology might be in today's world, nothing can replace the value of human interaction in business. There reasons are simple. People value having someone they can talk to about how products and services of all kinds can help them.

If you are specialty advertising distributor or an entrepreneur in that in any way helps businesses reach more potential customers, you know that relationships count. Yet, it is vital for business people to remember that a business relationship goes further than a familiar name or an open account. Regular interaction with your best clients and newest prospects can strengthen your business relationship while leading to ongoing sales and business referrals.

Face-to-Face Still Counts

Dropping in to see customers can be one of the best things you can do for your business. During the initial stages of building the relationship with a new client, in-person interaction is of course necessary for efforts such as product demonstrations and negotiating. But face-to-face meetings aren't just a tool for the traveling sales person.

Whether you are a small one-person business, or the head of a major company, visiting your customers, prospects and partners regularly is essential. Just listen to the words of one CEO.

Last spring in *Inc.* magazine OnDeck CEO Noah Breslow [wrote](#) about his goal of having more face time with clients. His efforts were not just for the sake of securing the account or getting follow-up business. Breslow also wanted to better understands customers, while also



"Repetition makes reputation and [reputation makes customers](#)."

— Elizabeth Arden



"Profit in business comes from [repeat customers](#), customers that boast about your project or service, and that bring friends with them."

— W. Edwards Deming



"Being an entrepreneur is a mindset. You have to [see things as opportunities all the time](#)."

— Soledad O'Brien



"There's no lotion or potion that will make sales faster and easier for you — unless your potion is [hard work](#)."

— Jeffrey Gitomer

EMPLOYEE SPOTLIGHT

reinforcing his company's own value to the customer.

First off, Breslow pointed out in his personal discovery that “customers are always busy”, sometimes too busy or engaged in their own daily business to convey to you what they really need. By dropping in or scheduling an appointment, you are making the process of working with you and your company much easier and more user-friendly. Breslow also said that by connecting in-person with customers, you make your solutions more assessable and more desirable than competitors who don't.

Digging deeper, business writer Sarah Lahav underlines some straightforward and simple aspects of doing business-in-person. Specifically, Lahav writes that people feel most comfortable buying from people and that comes from seeing a person's face versus talking via computer. A lot of it has to do with the fact that trust is built interpersonally.

Companies “can't hide behind clever marketing or branding,” she says, when your mission is to “build trust” and provide better service than competitors. Just by being there as a resource to your customers, you are more likely to gain trust than your competitors who don't put forth that personal effort.

The Power of a Friendly Voice

Sure, some of us hate getting caught up on the phone. It is easier to send a text or an email, but others of us fear that follow-up calls to customers and prospects may come off pushy or aggressive. So it sometimes helps to think of yourself as a friendly resource and contact your customer for nothing other than the sake of offering assistance while truly staying in touch.

In emphasizing that “Phones Aren't Just For Texting”, HubSpot blogger Amber J. Tiffany lays out how phone calls are more than just an alternative to an email or electronic interaction.

Speaking with your customers and future customers is often the quickest way to get a response on pending business or technical matters. Also, by simply initiating conversation you can also assist customers and prevent future problems. If you rely solely on the written word or text or email, there is also a lot that you could miss, whether it is questions about your solutions or even extra orders.

In addition, Tiffany writes, one helpful tactic is to make sure your own phone number is readily available. When attempting to contact customers by phone, always leave your number when leaving a message. Also, put your company's phone number in your website header and throughout the site. The number should be clickable when the site is accessed on mobile devices.

Most importantly, when it comes to sales, phone calls are still the real deal. No matter what business you are in, phone calls convert to sales, the author says, up to 10 to 15 times more often than website leads.

For entrepreneurs in marketing, business services as well as distributors of specialty advertising and promotional products, using the personal touch to initiate contact with customers — by voice and in person — is a winning strategy even in today's digital world. You will build valuable business relationships that will benefit your customers and your bottom line.



Kailash Nagpure Unit Supervisor, Operations

Kailash Nagpure has been with the company for 15 years and is currently the unit supervisor of operations for digitizing. He says everyone should know that Idea Custom Solutions is the best company in graphic and production services!

About his job, Kailash comments, “I feel I am the luckiest team member, since I have worked in most of the functions in the company”. He went on to say, “I have always tried to do the work assigned to me with the utmost dedication and commitment.”

His favorite accomplishment since joining Idea Custom Solutions has been his promotion to team leader.

When not at work, Kailash loves to spend time with his daughters and wife at home watching movies and going on outings with friends. On the weekends, he likes watching classic comedy movies and sports channels, especially cricket.

Kailash's hobbies include reading historic and fictional novels and riding his bike to nearby places. In fact, he dreams of touring by bike Leh-Ladakh (a region of India in the state of Jammu and Kashmir, which is one of the most sparsely populated areas).

Something unexpected about Kailesh is that he sometimes cooks and brings food into work to share with coworkers.

As a leader, he has wise words for all his colleagues at our company,

Idea Custom Solutions can help you build credibility and deepen the trust customers have in your company with fast and professional design of marketing materials (including brochures and sales sheets) and business documents (such as business cards and letterhead) that will help you stand out from the crowd.

With the launch last month of our new Custom Creative Services, we give you more reasons to reach out to customers and a profitable new sales opportunity. You can have conversations to explore the full range of their promotional needs, whether that means eye-catching t-shirts to event banners to posters.



Embroidery Digitizing



Vector Artwork

telling them: "Believe in yourself."

TWEET THAT!

Let Idea Custom Solutions help you find content for social media:

Peyton Manning addressed [@ASiChicago](https://goo.gl/EIsNfV). "Don't be stymied by change, be stimulated."

[Tweet That!](#)

[#PromoProducts](http://goo.gl/zZ89VU) aren't just for salespeople. Tech firms are buying into power of specialty advertizing.

[Tweet That!](#)

Following business, cities are retooling [#brands](http://goo.gl/eKrvfw). Ft. Lauderdale is rebranding beyond sunshine and yachts.

[Tweet That!](#)

[#PromoProducts](http://goo.gl/8b0Mvy) aren't just tangible marketing. Study says they're cost-effective multi-sensory branding.

[Tweet That!](#)

The Starbucks' mermaid [#logo](https://goo.gl/MbdSkn), designed as a siren to seduce coffee lovers, was originally racier.

[Tweet That!](#)

Be aware of what your [#website](http://goo.gl/Fb0IWj) says about your brand, your company.

[Tweet That!](#)

Salons are entrepreneurial [#SMBs](http://goo.gl/hEhm33). Their marketing benefits from branded [#PromoProducts](#).

[Tweet That!](#)

Know your type: The right look and fonts are key to designing great [#MarketingCollateral](http://goo.gl/OFi2yX).

[Tweet That!](#)



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