



CARTY DESIGN + MEDIA

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CD+M

Image and perception help drive value: with an

Good Design Is Good Business

Thomas Watson

Increase and target your marketing but how do you say more with less?

RECESSION REALITY: SAY MORE WITH LESS

CD+M: Keys to Smart Communications

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BRANDING

RECESSION REALITY: SAY MORE WITH LESS

It's generally accepted wisdom that in down times, corporate communications, both internal and external, are not only more important than ever but an opportunity to add to competitive advantage. If your organization isn't receiving a taxpayer funded bailout anytime soon, but rather cuts to budgets being more likely, what can you do?

Spend smarter. Large traditional campaigns are expensive and don't reach specific targeted markets. Print campaigns (newsletters, brochures etc.) have their benefits and advantages but if you need to reach more people quickly, with current updateable information for less money, than nothing works as well as the web and on-line delivery of content and information.

Now is a perfect opportunity to update your content and solidify your branding. It's time to ensure that your brand is consistent and that your message is clear, dynamic and authentic.

Pay-per-click advertising offers a better return on investment than traditional advertising and in addition to search engine optimization, will bring more viewers to your website and recognition of your brand.

If you haven't already, have a look at social media options. They offer cost effective and creative ways to reach your customers. Update your blog, try a podcast or videolog and get informal response to questions with Twitter.

Keys to smart communications—saying more with less:

1. Ensure all brand touch points are consistent and delivering authentic, credible, distinctive and memorable content
2. Shift, where possible, print campaigns to on-line communications: (a) newsletters, (b) capability brochures (c) one sheets (d) catalogues
3. Pay-per-click advertising
4. Social media: (a) blogs, (b) You Tube, (c) Facebook, (d) podcasts, (e) videologs, (f) Twitter
5. Measure response: Develop formal and informal feedback loops to keep your content and media relevant and to be aware of prevailing conditions.

If you have any questions about how you can communicate more with less, give us a call. Download additional [whitepapers](#) from the CD+M website.

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