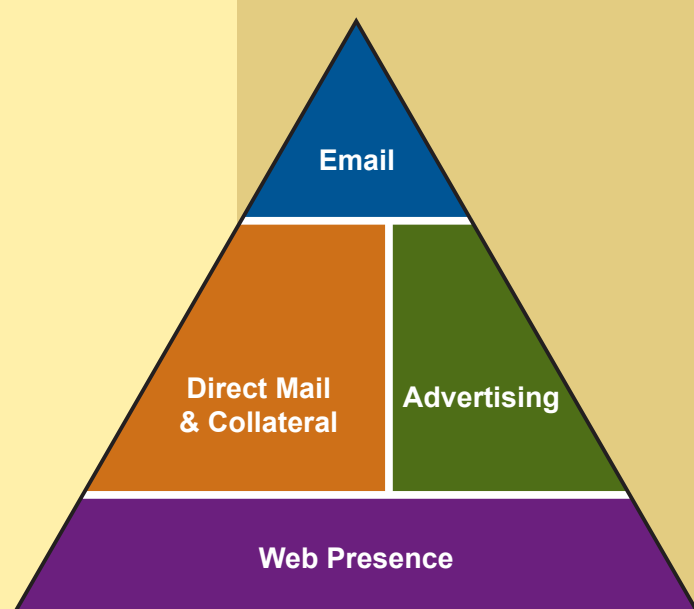


A Healthy Balance: What Marketers Can Learn from the Food Guide Pyramid

by Peggy Gordon, Director of Marketing Services

I've been thinking a lot about balance lately. Maybe it's the omnipresent economic cloud or maybe it's my personal struggle to combine a full time job with a full time family as I rocket toward forty (complete with slowing metabolism). I'm at heart an artist so it's probably a combination of all these things stirred together that caused my mind to wander recently toward the Food Guide Pyramid where I had my marketing "Aha!" moment.

Good marketing, like good health, requires a balanced diet. Instead of fruits and veggies, meat and beans, breads and grains, topped off with a smidge of fats and sugars, think of your web site as the base, your direct mail, collateral and advertising as the core, and your email as the pointy top. For most businesses, you've got to have a presence in each of these channels for good marketing communication. Eliminate a channel or go too heavy with one (at the expense of the others), and your business could start losing energy, slowing down.



EBSCO Media recommends several servings of print daily as part of a balanced, healthy marketing plan.



Email = Sugar

The trend of late has been to cut corners by cutting print. The theory being that if you can save a marketing piece to pdf and shoot it to customers in an email, then you'll save money (and trees!) by not printing. One of the problems with this theory is that the energy generated by email, like a delicious glazed donut, is fleeting. These snack-sized communications are devoured as quickly as they are forgotten at the bottom of a very crowded inbox. And when we indulge in email too frequently, as with donuts, we have problems. Our prospects and customers begin tuning us out. Worse still, they begin opting out of our communications altogether.



Print = Protein

Long-lasting energy comes from protein, which is to say: Print stays with you. It sits on your desk and your counter. It is read thoughtfully with pleasure in a favorite chair. It is savored and considered, clipped and filed. Some of the best hangs on refrigerators for years on end. Print is solid.

Balance = Health

Let me be clear. I'm not suggesting an Atkins approach to marketing—all meaty print all the time. On the contrary, print mixes beautifully with other channels. It supports your web site in long format. It complements your ad campaigns. It introduces your personalized web sites and follows up your email campaigns with tangible results.

What I *am* suggesting is that you mix print liberally in your marketing offering. Yes, print costs more. But the cost of print is an investment that will yield strong, healthy returns for years to come.

Be balanced. Use print.



Welcome Tinker Printing Clients!

We are happy to report that there are a few new faces at EBSCO Media. On July 1st Tinker Printing and Envelope—formerly a separate division of EBSCO Industries—officially merged with EBSCO Media. The Pelham location has been closed down and all equipment relocated to our Birmingham plant, which means we are able to offer more services to our all of our clients (more details in coming weeks).

In the meantime, we'd like to extend a very warm welcome to Tinker Printing customers. We look forward to getting to know you better. If there is anything we can do for you, please give us a call.

Still Registering:

Claudia McCue's Adobe Boot Camp

A few spots remain for Claudia McCue's Adobe Boot Camp (featured in last month's newsletter). Grab them before they're gone!

Basic Boot Camp Info

August 18th from 8:30 a.m. - 4:00 p.m.
EBSCO Industries International Headquarters
Lunch will be provided on site.

How Much Does It Cost?

The full-day Adobe Boot Camp is \$129. Three or more people registering at the same time (not limited to same company) pay only \$99 per person! See registration site for details.

For an sneak peak at topics to be covered, [click here](#).

To Register

Register today online by going to:

www.claudiamccue.com/bhmseminar.html

If you have any questions about the Adobe Boot Camp, simply email them to claudia@claudiamccue.com.

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