

# The five things every start-up business needs



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As business owners, we all have many ways we can spend our precious start-up capital on marketing. Do we start small and build as we go, or burst onto the scene with a splash and get the jump on our competition?

The first scenario is frequently chosen because many new business owners fail to see the big-picture value of investing in marketing. Are there advantages to both scenarios?

Absolutely, but consider this: your customers work hard for their money and you need to prove to them that you are worth the investment.

A strong brand immediately builds confidence and trust, things that will compel new customers to pick up the phone and

remind your existing customers that they made the right choice.

While establishing a professional visual identity for your business requires an investment that may be hard for new small business owners to swallow, its value far exceeds its cost.

The trick though, is to invest only in the tools you need to market your business right the first time and do the rest later. To help you figure out which is which, here's a short list of what every start-up business needs:

**1. A logo** — Make sure your logo is clear and easy to understand. Equally important is proper construction - it needs to be scalable and to be visible on both dark and light backgrounds. You will also need different file types for web, digital print and spot printing.

**2. Business cards** — Your business card is often the first piece of advertising your customers will see, and from which their vital first impression will be made. Maximize this opportunity and make a meaningful connection

with your customer by succinctly explaining your business.

**3. A website** — Today, a business with no website is like a business with no phone. Websites are expected, but if you can't afford an elaborate one right now, hope is not lost. Build in stages. In only a few pages, you can describe your products and services and explain why you're better than your competition. Don't forget to throw in some testimonials and your contact info.

**4. Social media** — Facebook, Twitter and

LinkedIn are a few ways you can engage with your customers for free. Your customers are online, so start building relationships with them.

**5. A brochure or rack card** — A rack card or brochure is a fabulous leave-behind that provides information about your products and services.

A compelling, effective brochure will show your customers you understand and can fix their problem, while motivating them to act.

You probably have to make fewer sales than you think to cover the cost

of this investment. You work hard to promote your business and well-planned, attractive and consistent marketing materials will sell for you, allowing you to focus on providing great products and services.

*Kris Trudeau is the owner of PixelPoint Design and Consulting, offering experienced and professional website and graphic design as well as online marketing. Reach Kris at [www.pixel-point.ca](http://www.pixel-point.ca) or 250.941.1905.*

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