

BBBI

BUSINESS BUILDING IDEAS

Q&A

Dear GW,

Our new construction company is looking for a way to establish ourselves. It's hard to seem very credible when we are have just opened an office and don't have a lot of business yet. Our marketing department is working on getting some press releases out and we have a new website, but how can we get people to take us seriously?

Sincerely,

New Business

Dear New Business,

A great way to make your business look credible through the media is by publishing some type of research. You could do surveys or polls about various subjects in relation to your business. Tally the results and publish them in press releases, stories, newsletters, and on the website.

This is the type of information that can not only make you look like you know your stuff, but it's easy to do and the information can be used at various times though out the next few years. However, you will definitely want to update the survey and/or poll results every few years so that it's still current.

Surveys have a pretty basic format, and you can cover various topics. You want to pick a certain audience to survey. For you, it may be other construction companies, customers of construction companies, construction workers, the general public, or all of the above. Depending on your topic, you will want to pick the target audience and have the information recorded. The great thing about polls and surveys is that you can choose to have them done over the phone, online, or in person. You can also hire a polling company to do the work for you if you don't have the time.



We are a marketing communications company geared toward helping equipment manufacturers grow.

We create new ideas for small and large companies eager to build their business with increased sales of their products and services.

We've been doing this for over 50 years because we believe in the entrepreneurial spirit.

There are always great opportunities to grow.

The question is, always —
"Are you Ready?"

A handwritten signature in dark ink, reading "Harold Wallace". The signature is fluid and cursive, written in a professional style.

Harold Wallace

Call me anytime: 405.834.5836 (cell).



GALLOWAY WALLACE

GEARED TO BUILD BUSINESS FOR EQUIPMENT MANUFACTURERS

This way, you can do what's most convenient for everyone.

Happy Polling!

GW

Dear GW,

My business can't afford to hire a graphic artist to re-design our logo, but it definitely needs an update. Our business cards, stationary, website, and overall look has needed to be refreshed for some time now. Can you give me any advice on how to update our look without the expertise of a graphic designer?

Thanks,

Store Owner

Dear Store Owner,

My advice would be to look at examples. Figure out what direction your company is headed and what type of look or symbol you want it associated with. Some companies do better with something simple and modern; some do better with something bright and bold. You want to keep your target audience in mind when picking a new design. What is something they could see that would cause them to not only associate it with your business, but remember something positive about it?

We all see the red circle with another red line around it and as simple as this may be, we automatically associate it with Target. We see the ram and associate it with Dodge. Finally, I suggest you take your time in choosing a new look. If you choose the right one, it will be well worth it!

Best of Luck,

GW

**If you have any questions or need advice, feel free to send us your questions.
Comments are also welcome!**

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