

Marketing – Creative Work

Creative Work on a Budget

To improve sales, you need to build customer awareness with the right marketing campaigns. Unfortunately, for a small business this can cost a lot of money, and with finances a precious resource, creative work is often neglected.

Learn from advertising

What advertising do you see that succeeds in capturing the attention of your target market? Can you think of any campaigns that don't work? Are there parallels you could learn from in your own campaigns and literature?

Quality matters

Professional graphic design and photography send a message of quality to potential customers and clients. The impact on your target market is much more forceful when the right people are employed for the job.

Although you may be tempted to do the work yourself, this will be time consuming and the creative will almost certainly be of inferior quality.

How do you get good creative work on a budget?

There are agencies that specialise in small campaigns when it's imperative you stick to a budget. Freelancers are also available on an individual basis. The Yellow Pages, trade directories and the Internet all list suitable agencies and individual designers.

Photographers who are just starting up in business can also offer an economically viable option. They may offer their services for less than the going rate in exchange for adding you to their portfolio, a credit in your literature or networking opportunities.

Alternatively, you could search photo libraries for inspiration, but here costs vary and can be high. It may be more helpful to contact a company in the relevant line of business. Their photos are sometimes available for free, assuming the picture is appropriately credited. To do this, however, you must confirm that the copyright for the picture is actually theirs.

Investigate other small firms in your area – provided you are not competitors, there may be benefits in sharing the cost of creative. Should you pursue this option, maintain the uniqueness of your brand identities. The actual designs should be distinct.

Manufacturers are sometimes open to co-funding publicity and providing promotional items for personalisation, in exchange for crediting them in your publicity. The product managers of your suppliers, and local manufacturers, are a good place to look for this sort of arrangement.

Cutting costs can be high-risk, but there are plenty of opportunities out there for cost effective, impressive creative work.