

February 2009



Welcome to the Full Draw Design Newsletter

Dear Brian,

Marketing your business has become tougher than ever. With many businesses, and consumers alike, tightening their belts, your decisions are more crucial than ever. Full Draw Design has found success with e-mail marketing and we would love to show you how we can make it work for you. [Contact us](#) for more details.

Sweat the Small Stuff

Don't overlook the details when working on your marketing plan. Big ads are great, but small ads with more frequency are sometimes even more beneficial. Also, be sure your website has updated keywords and meta-data to increase your search engine precense. [Contact us](#) to learn how we can help to increase your traffic.

Stay in Touch

When competition gets tough or business slows down, you must keep in touch with your customers. Post card mailers, product/service flyers and e-mail blasts are essential to stay in front of your customers. Don't let your competition pull them away while you wait on the sidelines. Remind your clients why they should continue to choose you over the rest of the crowd.

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Featured Article

Make 2009 better than ever. We all know about the "doom and gloom" on the news, but we can put a little more effort in and not only stay afloat, but grow this year.

Don't take your eye off of the ball, continue to promote your company with cost effective marketing that will increase market share for your business.

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Brian Bychowski
Full Draw Design

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