

# SCM Marketing SOLUTIONS

**Driven People, Dedicated To Growing Your Business.**



Combining the traditional advertising programs with modern technology, SCM Marketing Solutions gives small and medium-sized businesses the perfect blend of insight and innovation to make every marketing campaign more visible, more memorable, and more effective.

Company employee, business owner, and entrepreneur, SCM Founder Phil Golding has seen the best and worst of advertising programs. It was this perspective that moved Golding to create a new resource to help people face the challenges of starting and growing a business in a continually evolving marketplace. "New technology and new mediums," says Golding, "require new ideas to ensure ongoing success. Those ideas begin at SCM Marketing Solutions."

## We've got mail

SCM's original marketing tool was *Saving Cash Magazine*. Started in 2007, *Saving Cash Magazine* was designed to stand out among the commonplace coupon books and ad-mailers by placing a greater emphasis on the visual elements of advertising. In-house graphic design helps businesses create a message that begins to illustrate what they offer without reading a single word. The graphics team also plays a major role in layout, ensuring maximum visibility and impact for every business on every page.

*Saving Cash Magazine* adopted a unique policy of limiting the number of advertisers from a given industry. While this guideline made filling the pages a bit more challenging, it dramatically reduced the level of competition for advertising businesses. "With circulation to neighborhoods throughout the Fox Valley and Green Bay areas," notes Golding, "being perceived as the only-game-in-town is a major benefit to advertisers."

Businesses seeking a completely competition-free venue for their message prompted SCM to develop a range of unique direct mail programs. With the same attention to design that makes shared mail messages shine, SCM's graphics and creative writing teams help businesses develop promotional postcards that rise to the top of the tallest mail pile, and captivate readers in a way that makes them want to know more. And with a comprehensive knowledge of the postal programs, SCM's direct mail programs are wildly successful and surprisingly affordable.

## Websites that work for you

With 55-85% of Americans shopping online, websites have become the modern store fronts. Whatever the product or service, today's shoppers have traded browsing the shelves for searching by browser. Consumers regard the website as a source of information, and an indication of credibility. Like a store with nothing exciting on the shelves, visitors to a website that is not immediately interesting, informative, and intuitive quickly take their interest, and their money, elsewhere.

As with printed promotional materials, SCM provides businesses with the tools they need to create a website that works. Support with content, imagery, and of course, programming, merge to build a website that presents the business' identity, and communicates the business' message in a way that brings visitors to the site, and generates enough interest for the visitors to want to know more.

Explosive growth of mobile technology has taken the web from the desktop to the palms of consumers' hands. Since 2010, mobile internet search traffic has quadrupled. And according to statistics from Google, two-thirds of consumers report that a bad mobile web experience will lessen the likelihood of doing business with that company in the future. Recognizing this growing need, SCM has begun applying their programming and design expertise to mobile website development. Mobile sites are designed to be consistent with desktop sites to facilitate quick association with the business' brand. Additionally, special attention is given to the parameters that make a mobile website easy to see, navigate, and interact with: load time, screen resolution, layout and information management, menu hierarchy, interaction methods (typing vs. tapping), even potential interaction with a phone's capabilities such as contact lists, email, and GPS.

## Don't worry be 'appy

Perhaps the most exciting area of development for SCM comes from the growing popularity of mobile applications, or "apps." With 40% of Americans reporting they will use more mobile apps in the coming year, these innovative little programs provide businesses with a growing opportunity to increase interaction with current customers, and generate interest from potential customers.





Pictured left to right: Phil Golding, Lindsay Hemmersbach, Tiffany Miller, Dustin Rugotska

SCM's mobile apps increase brand visibility by placing a business' logo (or business icon) directly on mobile users' screens. Mobile app features, however, are what give businesses a quick and easy point of contact for consumers. Common information linked to mobile apps includes special offers, menus, schedules, and mapping. SCM developers also offer many unique features to help enhance your customers' experience with your business.



"GPS Check-in" acts like a virtual punch-card. Customers verifying a given number of visits to a business could earn special discounts or rewards.

Unlike text message marketing programs, "Push Notifications" deliver unlimited amounts of information, alerts, and specials through the app. This novel messaging system expands businesses' opportunities to communicate with consumers without the increased costs associated with programs that have limited the number of messages you can send, or impose per-text charges.

## Dedicated to sales, committed to success!

**S**CM Marketing Solutions is committed to helping businesses grow through effective advertising and promotional programs. More than coupons and campaigns that drive sales, SCM provides innovative ideas and insights that make new customers anxious to come to your business, and existing customers eager to come back!

"Businesses don't just call us for prices," says Golding. "They call us for possibilities."

# LOOKING FOR SUGGESTIONS

for marketing programs tailored to your business' needs? The SCM Marketing Solutions team welcomes you to contact them:

Visit the SCM offices at: 717 Eisenhower Dr., STE D Kimberly, WI 54136

Phone: 888-838-1453

[www.scmmarkets.net](http://www.scmmarkets.net)

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