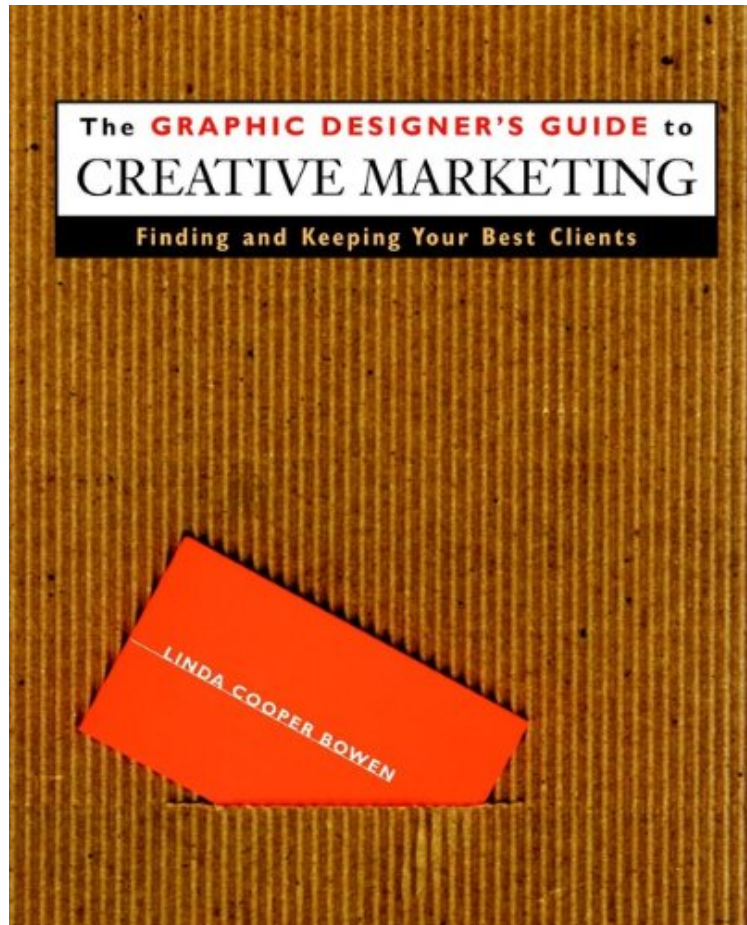


(Mobile book) The Graphic Designer's Guide to Creative Marketing: Finding Keeping Your Best Clients

# The Graphic Designer's Guide to Creative Marketing: Finding Keeping Your Best Clients

Linda Cooper Bowen

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**Linda Cooper Bowen : The Graphic Designer's Guide to Creative Marketing: Finding Keeping Your Best Clients** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Graphic Designer's Guide to Creative Marketing: Finding Keeping Your Best Clients:

0 of 0 people found the following review helpful. Outdated but useful.By abbyrowedIt was a good read with excellent concrete ideas. It was interesting to read a book that doesn't concentrate on outreach through social media (though I'm sure it would if written today) and think about how to use techniques that are certainly still valid today, if thought of less.0 of 0 people found the following review helpful. Five StarsBy Robbie S.Quick delivery, product as promised.0 of 0 people found the following review helpful. A great book for a graphic designer looking to understand marketingBy EmilyThe Graphic Designers's Guide to Creative Marketing by Linda Cooper Bowen is a must read for every graphic designer. The book supplies readers with information about how to sell oneself to clients. This is particularly important for business owners, who always need to bring in and retain as many customers as possible. However, the book is not just aimed at business owners, but at graphic designers in general. Designers always need to impress

clients and sell their skills in order to get jobs. Most of the persuasion that designers undergo to receive a project is a form of personal marketing. The Graphic Designers' Guide can teach designers how to improve their personal marketing sales pitch to clients. This guide also explains general marketing principles which can be invaluable to designers. The job of a graphic designer is to use visuals to sell an idea or product. In order to create the most successful designs, graphic designers must be aware of the tactics and logistics of marketing. Some may erroneously think that the marketing knowledge needed in graphic design is mostly common sense. There is a lot more that needs to be understood in order to be a truly successful designer. The Graphic Designers' Guide to Creative Marketing is the perfect book to acquaint graphic designers with essential marketing principles. Author Linda Cooper Bowen is a successful graphic designer and marketing consultant. Through this book she imparts her vast knowledge of both subjects. Marketing principles that she covers include: researching prospective clients, creating effective marketing materials, developing and implementing a marketing plan, and effective communication. Bowen successfully relates these concepts to real world situations to make marketing relevant to every graphic designer. This technique is a great way to introduce marketing to those designers who have no experience with the subject. General marketing trade books can introduce marketing concepts to a graphic designer, but they must then try to comprehend and relate the concepts to their own professional experiences. The Graphic Designers' Guide to Creative Marketing simplifies the process by making explicit references to daily graphic design marketing situations. The main argument that The Graphic Designers' Guide to Creative Marketing makes is that marketing is an essential tool for any graphic designer. Bowen uses a guide format to further persuade designers of the necessities of specific marketing practices. One practice that she advocates for is the importance of cross-selling. The book explains how many clients believe that the only skill that designers have is "the only specialty that they had hired them for, and were often unaware of the designer's range of capabilities" (Bowen 53). In order to maintain clients it is imperative that designers market all of their talents. The designer and the client may both be surprised that an additional service that the designer can supply is one that the client needs. The remarkable nature of cross-selling is that the client may have never realized that the service is one that they needed until the designer presents it as a possibility. The author provides very good support for all of her arguments. Most of the support that she presents is testimonies from actual designers and clients. This is a great persuasive approach because it gives first hand accounts to prove the relevance of marketing in the graphic design world. These testimonies come from real life situations that designers can immediately relate to. Bowen also consults marketing experts to help confirm her claims. There is no discrepancy as to the validity of the claims that Bowen makes because she includes statements from the appropriate professionals. One marketing professional, Mark Oliver, principal, Mark Oliver, Inc., explains that "Marketing forces us to focus on questions like, 'What makes us special?' 'What is our unique selling proposition?' 'Why should someone choose to work with us?'" (Bowen 4). This is relevant to graphic designers because they have to remember that they are selling a service. Finding a unique selling proposition is a great way to market anything including a design firm. A successful designer will inform potential clients of the special services and benefits that only they can provide. One of the only issues that I had with this book is that it is a little outdated. The book was published in 1999 and while many of the marketing principles are still relevant today there are some more recent developments that are missing. The most obvious difference between when the book was written and today is the way in which designers find and keep in contact with their clients. The book suggests that the best way to locate potential clients is through reading newspapers and magazines to determine which companies may have a need for a graphic designer. While keeping updated with current happenings is still important, the way in which people today achieve this is slightly different. Instead of conventional newspapers designers are better off following news sites and blogs to stay informed. It is also much more important for a designer today to have a web presence. A website dedicated to a designer's work is a great public relations vehicle to attract new customers. A portfolio site displays what a designer has to offer without the need to pay to advertise. All in all, I was very pleased with The Graphic Designers' Guide to Creative Marketing. Linda Cooper Bowen is very perceptive and knowledgeable on the subject. In addition to her own personal experiences and insights Bowen provides a great deal of perspectives from designers, clients, and marketing experts. The various testimonials are a great persuasive tool to convince graphic designers of the necessity of understanding marketing. Bowen very successfully relates marketing principles to daily graphic design situations. I would recommend this book to designers whose knowledge of marketing ranges from nonexistent to average. It is a great book to get familiar with important marketing principles.

You know you've got the talent, now let them know it-your complete guide to finding, winning, and keeping good clients Written by a graphic designer and successful marketing consultant, this book is the most complete guide available to marketing your services, with clear, practical, step-by-step instructions on every aspect of graphic design marketing, including: \* Developing and implementing a marketing plan \* Researching prospective clients \* Creating effective marketing materials \* Cold calling and follow-ups \* Effective communication \* Dressing for success \* Resumes, cover letters, and portfolios \* Proposals, bids, and contracts \* Keeping good clients-account management Also included are sample business forms, contracts, proposals, letters, and checklists, along with stunning full-color

examples of successful self-promotion campaigns for every budget. Throughout the book, there are fascinating and instructive interviews with clients as well as graphic designers from across the country who share what they've learned about marketing and managing graphic design services.

Bowen's advice is reality-based, kick-from-behind writing. In addition to clear commentary about marketing methods, it provides checklists and documentation systems, sample proposals, contracts, correspondence examples, phone contact scripts and questions to ask prospective clients--all of the language of successful marketing. Putting her ideas into effect can give you the presence of a fully professional designer in the target client's mind. She also talks strongly about the need for good account management, after you've hooked a good client, and the pleasure of ongoing projects. There are interviews with working designers from the design jungles of New York and California and conversations with smaller market places across the nation about marketing as a state of mind to suit your preferred workplace. A color section of the book pictures some pretty self-promotion pieces, mostly mail out tchotchkes. All of these self-promotion packages are joyfully colorful and playful. Creative Marketing is itself a useful package of helpful advice about a vital part of the graphic designer's business plans and a life of creative well-being. -- Byron Ferris, Communication Arts, Design Annual 1999

From the Inside Flap Don't be afraid of the M word. Marketing is not an option, it's a necessity. Finding and keeping good clients is the key to a thriving graphic design career, and your success is dependent not on talent alone but on effective marketing and management skills. Today's increasingly competitive environment demand that designers have a practical grasp of marketing principles in order to create new business. You will discover what makes your practice unique and how to develop a special niche in the marketplace. In this comprehensive guide to creative marketing, you will learn real-world strategies and systems that not only work, but are rewarding and fun. The purpose of this book is twofold: to help you develop a solid understanding of all aspects of marketing graphic design services, and to equip you with the necessary tools you can immediately put to work in your own business. Written by Linda Cooper Bowen, a former graphic designer and successful design marketing consultant with nearly two decades in the business, *The Graphic Designers Guide to Creative Marketing* is based on her own experiences as well as those of many outstanding design professionals and their clients who share candid comments, tips, and insights. Writing in an informal, motivational style, Bowen covers everything you need to know, from how to develop and execute effective marketing plans to knowing what to wear to meetings with prospective clients. In addition to clear, step-by-step instructions, she also provides a gold mine of useful forms, documents, and checklists, including sample proposals, contracts, correspondence, telephone scripts, client survey questionnaires, plus a full-color section showing a wide range of successful marketing and self-promotion campaigns--from modest, low budget mailings to lavish, high-quality packages. No matter what your level of experience - student to working professional, in-house, freelance, or small studio - *The Graphic Designer's Guide to Creative Marketing* is a valuable professional resource you won't want to be without.

From the Back Cover You know you've got the talent, now let them know it--your complete guide to finding, winning, and keeping good clients. Written by a graphic designer and successful marketing consultant, this book is the most complete guide available to marketing your services, with clear, practical, step-by-step instructions on every aspect of graphic design marketing, including:

- \* Developing and implementing a marketing plan
- \* Researching prospective clients
- \* Creating effective marketing materials
- \* Cold calling and follow-ups
- \* Effective communication
- \* Dressing for success
- \* Resumes, cover letters, and portfolios
- \* Proposals, bids, and contracts
- \* Keeping good clients--account management

Also included are sample business forms, contracts, proposals, letters, and checklists, along with stunning full-color examples of successful self-promotion campaigns for every budget. Throughout the book, there are fascinating and instructive interviews with clients as well as graphic designers from across the country who share what they've learned about marketing and managing graphic design services.