



Advertising
Specialty
Institute®

Elevate Your Brand With Creative Self-Promos

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Today's Outcomes...

- Start and evaluate your strategy;
- Understand the inner workings of a successful creative marketing campaign;
- Find & archive ideas, create metrics, build & implement track, follow up. REPEAT

My goal is to help you think differently about how you promote yourself!



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EVERY STEP OF THE WAY™

What's different...have YOU looked lately?

The screenshot shows the ASI website homepage with several callout boxes highlighting key features:

- NEED IT FAST?** WE OFFER 1 DAY RUSH SERVICE CALL 1-800-603-0042 TODAY! ASK ABOUT A FREE SAMPLE & DISCOUNT
- Everyone say's this** (pointing to the navigation menu)
- Fast Delivery** We have the fastest turnaround on promotional products to meet your event date! VIEW ITEMS →
- #1 in Service** Every customer is assigned their own Account Manager. CONTACT US →
- SAVE 10%** REGISTER TODAY AND SAVE ON YOUR FIRST ORDER CLICK HERE TO FIND OUT HOW
- Wearable Promotions** Whether at a tradeshow or on the job, prepare to be noticed. We have a wide variety of apparel, caps and hats. BROWSE SELECTION →

The navigation menu includes: HOME, PRODUCTS, TESTIMONIALS, FAQ, PROGRAMS, ABOUT US, RESOURCES, CONTACT US. There are also links for Sign In and My Account.

The left sidebar contains a SEARCH bar with a magnifying glass icon and a Go button, and an Advanced Search link. Below the search bar are two sections: PRODUCT QUICKLINKS and PRODUCT CATEGORIES.

PRODUCT QUICKLINKS

- Fast Turnaround
- Current Specials
- New Products
- Trade Show Giveaways
- Premium Business Gifts
- Environmentally Friendly Products
- Golf Products

PRODUCT CATEGORIES

- Apparel, Caps, and Hats
- Automotive Accessories



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What's different...have YOU looked lately?

Enter Catalog Item # or Keyword [Advanced Search](#)

[Sign in](#) [Sign up](#) [Chat](#) [Cart](#) [Co](#)

Apparel Badge Holders Bags & Totes Drinkware Lanyards Neck Wallets Pens & Writing Badge Ribbons New Products Sales & Closeouts 24-H Item

QUICK SHOPPING CENTER

- 24-Hour Items
- Closeouts
- Eco-Friendly Items
- New Promo Items
- On Sale Products
- Shirts & Hats
- Trade Show Products

TRADE SHOW & EVENT ESSENTIALS

- Badge Holders
 - Top Loading
 - Color Coded
 - Side Loading
- Badge & Ribbon Boxes
- Bags, Totes, Portfolios

Get **FREE** Samples and Special Deals. Sign up Now! [Privacy Policy](#)

Promote Smart. IT'S EASY!®

Join the tens of thousands of customers who have trusted us since 1964

- ▶ **FREE** Samples!
- ▶ **FREE** Art!
- ▶ Your order is **FREE** if it doesn't ship on time!
- ▶ Lowest Prices or **Triple-the-Difference** Back!
- ▶ Over **600** 24-Hour items!



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Difficult | Requires Work | Requires Creative & Strategic Thinking

Measurement
R.O.I & R.O.O.

40 TO 70%

MARGINS

36 TO 39%

5 TO 35%

Price Oriented



Solutions Driven

Develop a Balanced Approach

Product Driven



Results Oriented

100%

SELLING MODE

97%

Branding & C.P.I.

Easy | Short Term | Frustrating | Time Consuming | All in the Game

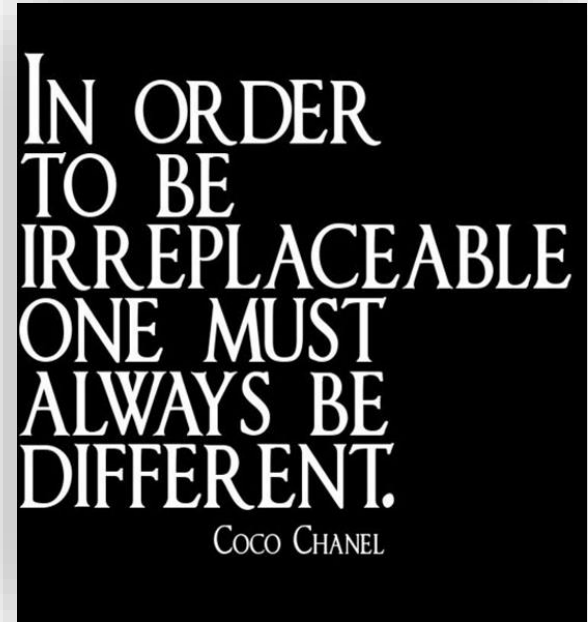
EVERY STEP OF THE WAY™



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Creating the Unusual, Making a Difference...

- ✓ Questions
 - ✓ **Do discovery...be intuitive!**
- ✓ Challenge Assumptions
- ✓ Do your homework, research ideas
- ✓ Be Different – FIRST!
- ✓ Act Different, Talk Different
- ✓ **Be Passionate, become the chef!**



Establishing yourself as the EXPERT



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Become a Specialist Make higher profits!



Hueber Keller, *Executive Chef*
"Fleur" Mandalay Bay, Las Vegas
EVERY STEP OF THE WAY™



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Periodic Table 143 Elements for Creative Marketing

1 CA Cards															136 RLG Religion					
2 PA Paper															137 HOS Hospitality					
3 IK Ink		The critical elements for a successful creative campaign													118 ENG Engagement		127 BKG Banking		138 SPT Sports	
4 BKL Booklets	12 CTV Conservative	22 PNS Pens	30 INN Innovative	38 BRL Brilliance	46 EN Enrich	54 TYP Type	62 BAL Balance	70 SKU SKUs	78 CC C. Carrier	86 FOL Folds	94 LAB Labels	102 TU Tubes	110 SML Smell	119 RTN Retention	128 FIN Financial	139 TCH Technology				
5 FLR Flyers	13 UNQ Unique	23 APP Apparel	31 UTY Utility	39 INS Inspire	47 INV Invite	55 COL Color	63 IMG Imagery	71 STG Storage	79 COU Counter	87 EBS Emboss	95 GLT Glitter	103 PBX Pillow Box	111 TA Taste	120 TAU Target Audi.	129 INS Insurance	140 TVL Travel				
6 PC Post Cards	14 RQE Risque	24 CA Caps	32 GEN Genius	40 COL Collaboration	48 INS Inspire	56 SH Shapes	64 PHO Photography	72 KIT Kitting	80 FX FastEx	88 DBS Deboss	96 DSB Dye-Sub	104 CTM Custom	112 TCH Touch	121 BGT Budget	130 LGL Legal	141 POL Political				
7 BRO Brochures	15 F Fun	25 TK Tech	33 IM Imagination	41 OOX Out of Box	49 ENG Engage	57 PAT Patterns	65 VID Video	73 SHP Shipping	81 DHL DHL	89 SP Screenprint	97 TDP 3-D Print	105 PBG Polybags	113 HR Hear	122 AUT Automotive	131 MFG Manufacturing	142 AVI Aviation				
8 FLY Flyers	16 ENG Engaging	26 DI Desk Items	34 IN Inspiration	42 ORG Originality	50 AWN Awareness	58 STY Style	66 DSN Design	74 CS Co Stores	82 WEB Website	90 LZR Laser	98 TRN Transfer	106 POP Point Sale	114 STE Sight	123 CON Construction	132 MDA Media	143 ACC Accounting				
9 DIE Die Cut	17 SMP Simplistic	27 CGF Corp Gifts	35 VSN Vision	43 MOT Motivate	51 TRF Transform	59 LO Layout	67 INV Inventory	75 ASB Assembly	83 SCM Social Media	91 ETC Etching	99 VNL Vinyl	107 BGS Bags	115 ROI Rtn Invest	124 EDU Education	133 MED Medical					
10 PAN Panone	18 ADV Adventurous	28 AWD Awards	36 OR Originality	44 CHG Change	52 PRV Prove	60 SP Spacing	68 DS Drop Ship	76 USM US Mail	84 EMB Embroidery	92 FCP 4C Process	100 BX Boxes	108 TNS Tins	116 ROO Rtn Objctve	125 ENT Entertainment	134 NPR Non-Profit					
11 BND Blinding	20 BG Bags	29 BUT Buttons	37 ICB Incubation	45 IFM Inform	53 FNT Fonts	61 TEX Texture	69 TKG Tracking	77 UPS United PS	85 PP Pad Print	93 DGL Digital	101 TIS Tissue	109 BPK Blister Pack	117 KPI Key P. Ind.	126 EVT Events	135 RES Real Estate					

- Print
- Theme
- Products
- Creative
- Purpose
- Senses
- Graphics
- Distribution
- Fulfillment
- Decoration
- Packaging
- Measurement
- Industry

The critical elements for a successful creative campaign

Cliff Quicksell Associates Periodic Marketing Chart©2020



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EVERY STEP OF THE WAY™

Gathering Ideas



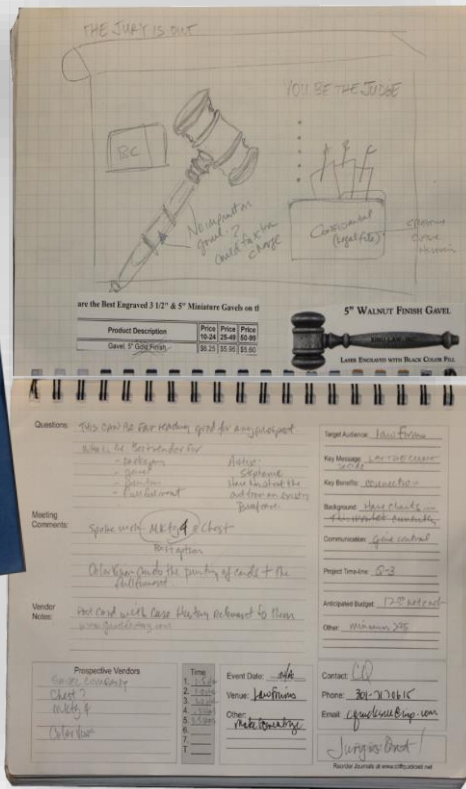
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“The Jury Is Out...You be the Judge”

Journalize Your Ideas

From Concept...



Targeting Marketing Directors
of Law Firms

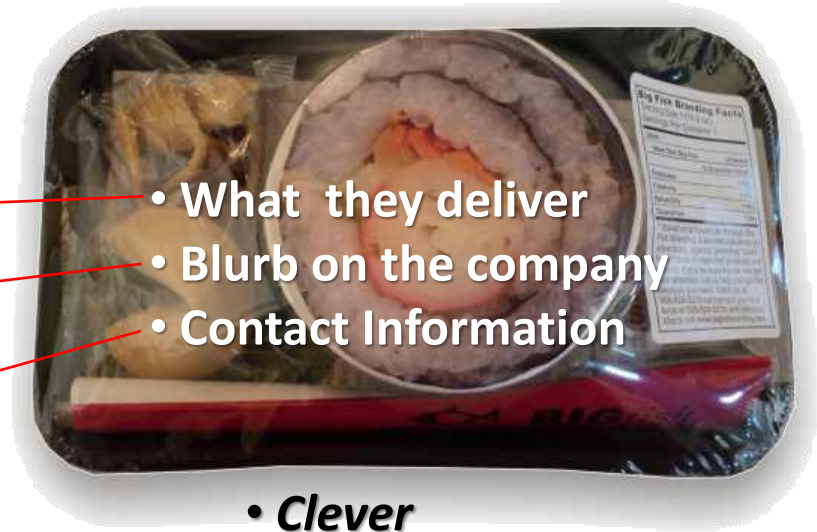
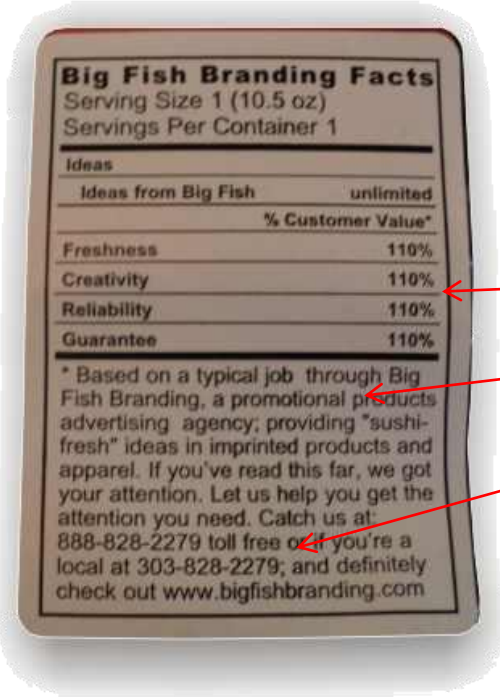


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Big Fish Branding

An Award-Winning Marketing Campaign



- What they deliver
- Blurb on the company
- Contact Information

- **Clever**
- **Unique, memorable**
- **Award Winning!**

EVERY STEP OF THE WAY™



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“The Jury Is Out...You be the Judge”

Case Histories At Work



Designed for

- Legal Related Businesses
- **60% appointment rates**



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Measurable Case History...*What NOT TO DO!*

“Stupid Stunt Causes Bomb Scare Chaos”

They sent out a total of 40 “time bombs” to businesses, shops, a handful of embassies and even the offices of a newspaper group.

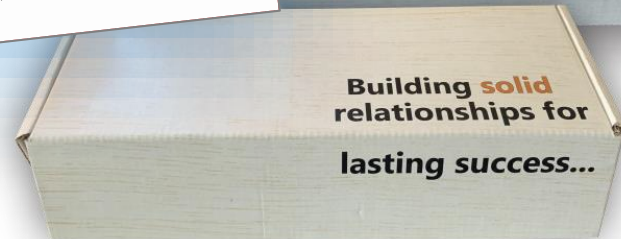
“To raise awareness of the dangers of losing data, we sent a comic-book style alarm clock to symbolize the fact that time is running out on data safety,”



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Creative Marketing Case History



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“ I’m Puzzled...we’ve worked...”

Case Histories At Work



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Creative Marketing



Use Idioms

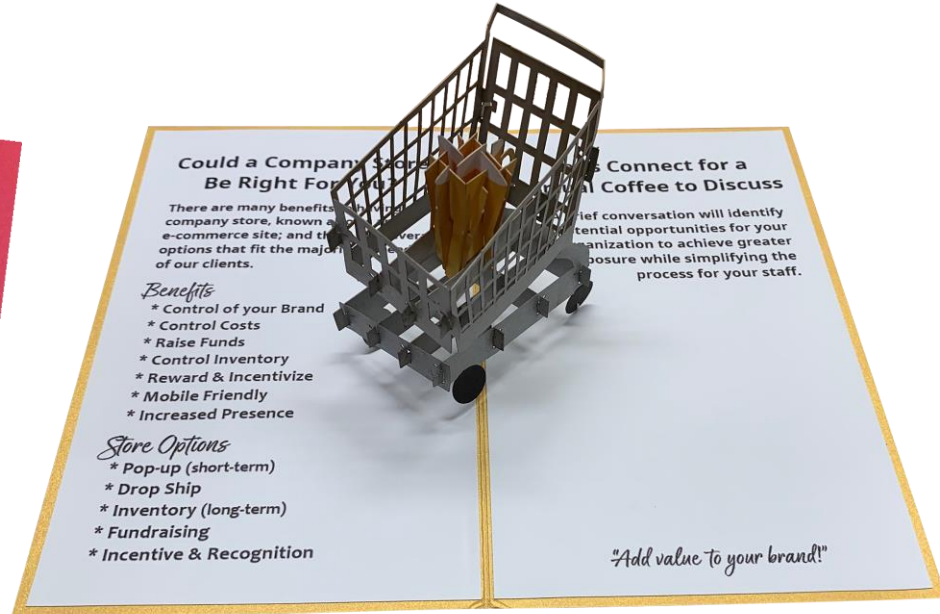
Award Winning Campaign

*“Cliff - I wanted to thank you and share a big success I had today which was direct result of the PMI marketing program... we had another call where the President committed to a **\$30,000 budget** for a coordinated marketing and sales incentive program targeting 300 prospects!!” – Art Silverman*



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Leveraging Your Community

“Take the Cold Out of Cold Calling”



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Creative Self-Promotion

“What’s In Your Closet?”



**“YOU HAVE
GOLD SITTING
IN YOUR
CLOSET”**

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Creative Self-Promotion

“Connecting Over Coffee”

We Love Branding
a-Latte...
Ideas Are Brewing!

Have A Coffee On Us!



Hi Kerry, Let's have a cup of coffee some morning soon, I would really love to share some amazing new ideas we have brewing to creatively elevate your brand, generate leads, engage clients and your employees. I have included a gift card in the event we do this over the phone, or via ZOOM!

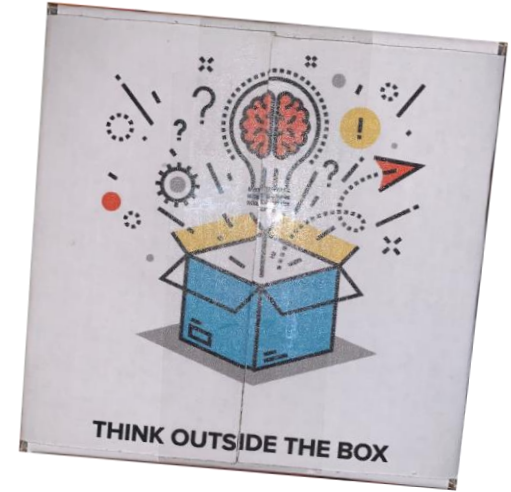
Looking forward to our chat -
Cliff



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Samples and Welcome Kits



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“Boy Scouts of America Annual Report”



Boy Scouts of America, Inc.
Annual Report with Gift
Designed by: Paul Zafarana, President
Easy Green Shop



**For a
MOMENT!**

Go beyond what
is requested
suggestion is
powerful, clients
want to be
different!

Be Different!

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Major Clients & Prospects Value Uniqueness and Creativity

DIRECT & DATABASE

Microsoft uses old media to tout new

New direct campaign featuring Search Master Steve targets small and midsize businesses

BY CAROL KOHL
STEVE MARVIN seems to have to help. As the face of Microsoft adCenter's advertising campaign, Steve has been educating small and midsize business owners and their staff on the benefits and cost of search engine marketing in ongoing print, direct mail and online ads to prospects via ad agency WoodmanRoutledge.



WOODMANR. BLOOM

Microsoft uses a familiar paddle game to lure customers to adCenter.

WoodmanRoutledge used good, that's right, old-fashioned print ads to promote its new direct mail search, a list of online channel partners and a new direct mail search, which uses a big share of the market's ad spend. Steve Marvin, senior copywriter at WoodmanRoutledge, says the campaign was designed to be a high-impact, low-cost strategy to promote the new search engine.

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Where is the product?
Where is the value?
What portion do you own?

WORKS OF WUNDERMAN Wunderman's work in the past year included this direct mailer that was part of a campaign developed for Microsoft Corp.



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Creative Client Marketing



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What do these programs all have in common?

- RISKY
- Innovative
- Creative
- NOT in a CATALOG
- NOT subject to being shopped
 - Creates Differentiation

MEASURABLE & SUCCESSFUL!



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Develop Your Passion

Learn to Fly...be a Kid Again



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Speaker's Contact Info

About Cliff Quicksell, MAS+

Having been a distributor owner for over 16 years, former director of sales & marketing for the \$185 million-dollar promotional marketing firm iPROMOTEu and launching two successful supplier companies from ground zero, Cliff now takes and shares that 37 plus years of knowledge and expertise as a full-time consultant, business coach and trainer. He provides personal one-on-one or group coaching & training. Regardless of your needs or challenges, he speaks your language –he is available by phone or in person for one-on-one hourly consultation or should you need more time, longer contracts can be arranged.

Sign up for Cliff's Weekly BLOG "30 Seconds to Greatness"



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You can also purchase his "NEW" *Creative Marketing Journal* along with various other education topics on both CD and DVD at his website at

www.quicksellspeaks.com

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