



Connecting Facebook to Your Business

Facebook offers some tangible benefits for business-to-business companies. Speedpro took considerable time in weighing the pros and cons of having a presence on Facebook, and these are the reasons why we decided to use this popular conversational medium.

1. You can Google search Facebook pages, which means it is another way for people to find you online.
 2. Clients and prospects have the option to connect with you after hours, and in a fun and relaxed environment.
 3. You can use Facebook to reinforce messages or programs you have sent out by other methods. Perhaps they did not read your last newsletter (?) but are on Facebook regularly. Re-purpose your message specific to various channels.
 4. You can inject humour, visual appeal, creativity so your followers can see the human side of your business and your personality.
- We invite you to "like" us on Facebook at: Facebook.com/speedpro.



www.facebook.com/speedpro

Picture This!

For a great idea for home or business, think about window graphics

If you're looking for a quick idea to make your storefront, vehicle or home more appealing this winter, think about dressing up your windows with graphics.

Window graphics are a great way to catch attention, and they can be done on any glass surface. For your office, they offer a great advertising venue that is current and trendy and is very cost-effective as a 24-7 advertising option.

Within your office, you can also benefit from the privacy that window graphics offer. Whether you are separating areas in a coffee shop, adding privacy to a fitness centre, or creating some visual interest on interior windows, graphics can really be a great solution. And, they can always be changed with seasons or themes.

Window graphics can also be added to the windows of your vehicles to promote your business, or even as a short-term message. Imagine wishing everyone "Happy Holidays" for the month of December on your rear window!

Finally, you can use this commercial product at home as well. If you have a window that doesn't offer much of a view, or if you draw the curtains all the time for privacy, a window graphic, or partial graphic, can create to the ambiance of your home and solve a decor issue.

Your Speedpro team can assist you with commercial or residential window graphics. Stop in today and see the options you have for work and home. You might be visually surprised!



Products

Tips For A Great Trade Show Booth

When it comes to designing a trade show booth, there are a few things that help make your investment pay off in the minds of people who see it. Following these tips can help make your booth more memorable.

Key Item To Remember

What do you want people to remember most about your booth? Name of the business? Name of a product? Web address? Once you decide on the key item, all other parts of your trade show booth should support that item.

Placement of Information

Make sure your key information is at eye-level for people. Most people will not see what is on the bottom quarter of your booth unless the booth is visible from across a room and is not impeded by other things in front of it.

Give People Some Space

While you might want to fill every inch of the display, people need a break for their eyes. Have some space that is just background filler so people can see your booth more easily. If a person feels overwhelmed by too many graphics, they won't remember your booth in a positive way.



Most people will see your booth at eye level, slightly below and slightly above. Make sure important information is where they are most likely to look for greatest impact.

Maximizing Banners

How to increase the longevity and usability of your banner investment

Banners are a great tool for attracting interest in your store or at an event. In many cases, a business has a banner created for a specific event (ie: tradeshow) and the thinking on what to have in the banner tends to revolved around that event. Here are some tips on how to maximize the use of banners beyond the event for which they were created.

1) Remove Timelines. If you are having a sale, resist putting this on your banner. Instead, use your banner to promote the product, and have a separate item to indicate the sale. This allows your banner to be re-used in a showroom when the sale is not in effect.

2) Divide Up Your Banners. Instead of trying to promote all of your products or services on one banner, consider using two or three. While this may increase your cost, if you group according to a certain theme, you can re-use the banners individually for other events. For example, if you sell shoes and winter boots, you might use two banners together at a fall tradeshow, or just the boots banner in the store during the winter months.

3) Use Banners As Sponsor Signs. In most cases, when you sponsor an event it comes with some signage. Ask the event if you could supply your own banner instead. This would save the event from the expense of another sign, and also gives you more use for your banners. You might even see a reduction in sponsorship costs if you provide your own signage.

4) Divide Your Rooms. You can use banners to divide areas of a showroom or business space for added usability. Banners work great as space dividers, and double-sided ones offer even more flexibility.

5) Send Banners Out. Have banners on display outside of your business. Maybe you can coordinate with another business to display each other's banners. Libraries are also great places to host materials if it touches on a theme they might be using.

Think outside the store for more ideas on how to maximize the use of your banner investment! Talk with your Speedpro professionals for any additional solutions we might have to help with further banner promotions.



Retractable banners have the option of working as a group or individually. Common design themes link these easily.

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