

Ask an Expert

Featuring interviews with a wide array of marketing professionals. This series was first published in the GrooveMaster Graphics e-Groove electronic newsletter during 2010. It may be found online at GrooveMasterGraphics.com. [Visit the online archive](#)

GrooveMaster Graphics would like to thank all the professionals who participated.



Bonita Richter, Director
Illinois Small Business Development Center, Harper College

January

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Q: Briefly, describe the Illinois Small Business Development Center

A: The Illinois Small Business Development Center's mission is to help small businesses start, expand, prosper, and contribute a positive economic impact in their communities. This is achieved through the formation of new small businesses, the expansion of existing businesses, and job creation and retention.

Small businesses contribute over 50 percent to the GDP, so the federal government is very interested in helping them succeed. Small Business Development Centers are funded through a cooperative agreement between the U.S. Small Business Administration (a federal agency), Illinois Department of Commerce and Economic Opportunity (a state agency), and host institutions, such as Harper College. Anyone who is starting or owns a business in Illinois is eligible to receive our services.

Q: What are the common issues with which small business owners need help?

A: The most common issues include how to increase sales and market a business more effectively, how to write a business plan, access to capital and funding, information about SBA loan programs, how to start a business, financial management and analysis, operations management topics, cash flow budgeting, and e-commerce, to name a few!

We have a wide network of service providers, so we can refer a small business owner to trusted contacts for banking, accounting, legal services, printers, graphic designers, web designers, and so on.

Q: What are the major benefits the SBDC offers solo entrepreneurs and small businesses?

A: Many small businesses do not have the financial resources to hire a business management consultant. Because our services are offered at no charge, business owners enjoy huge cost savings. Also, they can obtain an objective view from someone outside the business to look at the issues and challenges they are facing. Another benefit is having our clients accountable to us to help keep them on task.

We are also a resource in that we provide timely educational classes and workshops. This helps business owners increase their knowledge and business management skills to be more successful.

Q: Who are the advisors who staff the SBDC?

A: We have four business advisers - all of whom are experienced in entrepreneurship and small business management. Each is an expert in a variety of fields. All of them currently own or have previously owned their own businesses and now offer their expertise to help other small business owners become successful.

Q: What would be your one recommendation to small business owners and prospective owners?

A: Know who your customer is very precisely so that you can market to them effectively. Many small business owners don't have a clearly defined target market which wastes a lot of money because they aren't reaching their target market.

I'd also recommend doing a cash-flow budget that looks out at least three months into the future. Doing so will alert you to a need for cash, shortages or perhaps even surpluses. Then good decisions can be made in a timely fashion about getting funding, or increasing sales and marketing efforts to build the business, or cutting back expenses to stay liquid.



Fred Broviak, President, Broviak Communications

February

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Q: *How can Public Relations benefit businesses in this unsettled economic environment?*

A: Traditionally, Public Relations is associated with stories in the news media which creates greater awareness and credibility for businesses. News stories and articles provide a “third party endorsement” for businesses. In an unsettled economic environment people are looking for “good news.” So, having positive news reported in the media is a positive image-builder. Prospects and clients will be more likely to do business with companies having upbeat stories in the media.

Q: *What sort of business or community activities might be picked up by the media? What has news value?*

A: New developments that positively affect other businesses and benefit individuals are important. For example, health issues, kids or family-related, saving money, new consumer products/outlets, and new technological developments. Anything you do to be visible to the public and your prospects is PR. This can also include special events, charitable/service work, fund raising, volunteering at local area events, speaking out on issues that are important to the community and your prospects, association work, or hosting educational programs.

Q: *Is it necessary to hire a PR specialist in order to submit a story and increase the chances of its being picked up?*

A: Not always. For instance, a company can file its own News Release with on-line publications like TribLocal. Getting other media like the Wall Street Journal, Chicago Tribune, Daily Herald and Crain’s Chicago Business to report on a business usually requires the expertise of a PR specialist.

Q: *Once a story is picked up by the media, how can the business use it to get more traction?*

A: E-mail those on your contact list to announce the story with a link to the on-line edition, if possible. Making reprints of the story, with permission of the publication, and distributing these is also a good idea. Also, announce this on your website and to your Social Media contacts.

Q: *How do you avoid the appearance of blatant commercial promotion?*

A: First of all, the media will not report on blatant commercial promotion. They want you to buy an ad for this. The content of the news should be more “informational,” focusing on benefits to others versus to the business itself.



Janice Long, Owner, JANLONG COMMUNICATIONS

March

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Q: *How does copywriting work with graphic design to make marketing communications successful?*

A: An edgy graphic design will do its job of catching the reader's attention, but you need a compelling headline to entice that person to read the meat of your message. The layout leads the reader's eye across the page to each copy block. Finally, the eye is drawn to the precisely written call to action element by the treatment of color, images and type style. In the end, successful marketing communications relies on your graphic designer and your copywriter working in harmony.

Q: *What kind of information does a business need to provide a copywriter with in order for the writer to generate appropriate copy?*

A: Gather upfront client and project information. That includes learning the essence of why the company is in business and how it achieves its purpose. Learn the philosophy and values to create a specific behind-the-message thread that links the two. Find out if the business is conservative, edgy, innovative, part of the pack or an out-of-the-box leader to know what verbiage is comfortable to the client. See what the competition is saying so you don't say the same thing. Ask exactly what the audience needs to know. These initial efforts make the writing part much more focused and fruitful.

Q: *What kinds of projects can a copywriter help with besides ads and brochures?*

A: After your business plan, you'll need press releases to spread the word you exist. Then come taglines, brochures, and a formal biography/profile for media purposes. Sales and marketing collateral follow with ads in business and trade publications, direct mail pieces, or online newsletters. Of course, your website requires professionally written and optimized content. For co-owners, you may also need to have a partner's separation manual for an orderly transition from two owners to one. The need for a professional copywriter is ongoing in every phase of your business.

Q: *Most business owners can write a paragraph or two about their product or service. What can a copywriter bring to the table that the business owner can't? What are the pitfalls of do-it-yourself copywriting?*

A: DIY copywriting has the same results as any non-professional attempting another trade. Unless you are an experienced marcom writer, it is very difficult to write copy at a level that competes with copy written by the professionals your competition has hired. DIY writing will cost you more and cause you unnecessary aggravation. If you want to see your business grow, concentrate on what you do best and let the professionals with proven experience in this medium to handle all your business-building collateral.

Q: *Does a copywriter need to have previous experience with an industry, product or service in order to create compelling copy?*

A: Writing technical material and writing marketing communications usually requires the services of two different specialists. You'll find writers whose background and expertise are in a particular industry. That person will be called upon for specific types of technical writing. However, a marketing communications copywriter can write marcom content for most any industry. Preliminary background research on new client industries regarding history, terminology, audience and competitors gives the writer a base from which to begin. This builds a copywriter's comfort zone when not starting out as a full-fledged expert in the field. And, working closely with the client bolsters your knowledge base. The more opportunities you have to write for certain industries, the easier the writing becomes.





Bob Peickert, Owner, Minuteman Press, Glendale Heights

April

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Q: *Do you feel that the printing industry is moving toward an environmentally friendly, green model? If so, do you think traditional inks, solvents and papers will ever go away completely?*

A: While I don't think recycled paper will ever totally replace regular paper products, depending on a number of environmental factors, its usage could significantly increase. Use of eco-friendly solvents and inks is more likely to increase more rapidly. These changes take time and the growth is slow, but necessary.

Q: *Besides the obvious use of recycled paper and eco-friendly ink, what other factors determine if printing is truly green?*

A: Equipment is also a consideration in green printing. We are in the process of purchasing a digital printer that is made of recycled material and which will be completely recycled when no longer in use. We also recycle all of our scrap paper products. Our machine and equipment cleaning products are also eco-friendly.

Q: *What positive effects does green printing have on day-to-day life – pertaining to both printers themselves and the public?*

A: Health factors, jobs and dependence on foreign petroleum products are three that come to mind. Eliminating the harmful fumes from inks is important to those who come in contact with such materials. Use of non-petroleum inks will create local jobs and reduce our dependence on oil. The recycling of paper products and the removal of toxic inks is also a health benefit.

Q: *Are there any organizations that accredit printers as being green?*

A: There are a number of independent groups that provide some type of certification. The Green Business Bureau, Sustainable Green Printing Partnership (SGP), and the Forest Stewardship Council are three that come to mind. There are different requirements for each, but the result is the same – recognition for using eco-friendly material and standards in your printing business.

Q: *Is eco-friendly printing more expensive and what added benefit does it offer a business?*

A: Green printing is not really more expensive. Although there is a slight, but not significant, difference in the cost of vegetable-based inks and recycled paper. We don't charge more for using non-petroleum based inks. If anyone gets a significantly higher price for eco-friendly printing, they need to do more shopping. By going green, a business also has the option of the "Printed On Recycled Paper" or "Printed With Soy Ink" slogans printed on their materials. This tells others that your company is concerned about the environment and may be just the incentive for like-minded businesses to select you as their vendor of choice.



Jackie de Boer, Owner, Accredited Virtual Assistance

May

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Q: *What are the benefits of a business having a Facebook presence?*

A:

- Facebook has over 400 million active users
- Facebook pages are indexed by search engines
- Create awareness for your product or service
- Brand building
- Build community with prospects and customers/clients
- Facebook analytic tools are a good source for market research
- Increase SEO ranking
- It's free
- Gives you the opportunity to interact with your target audience and get feedback
- Opportunity to add limitless photos and videos

Q: *How does a business use Facebook that differs from the general public's use of it?*

A: Facebook offers a profile intended for personal use and pages for businesses, brands and celebrities. A profile owner is able to choose who to accept as a 'friend' and who can view their profile. A page, however, is open for viewing by anyone on the internet. Facebook pages, formerly referred to as fan pages, used to have a 'become a fan' button. This recently changed to a 'like' button.

Q: *How do you get people to know about your Facebook presence?*

A: Add your Facebook URL to marketing materials, use it in your e-mail signature.

It's important to engage your audience. Think about your target market and their interests and concerns. For example, a real estate agent might post tips on selling a home in the current economy, links to articles about interest rates, or property listings.

Q: *What is not acceptable to post on your business Facebook page?*

A: Never post spam. If you're using your Facebook page to represent a business, product or service, avoid posting anything too personal. Think of it as a company website and post accordingly.

Q: *Are there any negatives with regard to publishing information about yourself and/or your business on Facebook?*

A: Sadly, these days there is the potential for identity theft. I advise my clients to hide birth dates on their profiles and to review and adjust their account privacy settings, if necessary.



Rich Pfisterer, Owner, Blue Span Associates

June

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Q: What is the downside of not having a website?

A: Most people expect businesses to have a website especially when they are comparing business services and product offerings. Sometimes visitors receive their first impressions of a business from its website. That is why it is imperative that a website clearly communicates the values of the business and its brand; is creatively engaging; and, is easy to use. If these tenants are not followed, the business should consider removing the site, for it may be more of a liability than an asset. A website should be part of your overall marketing plan.

Q: Do you think most businesses get the highest ROI from their websites? If not, why not?

A: There are many ways to determine ROI of a website. If you have an e-commerce site, the ROI is relatively easy to determine. If your site is for marketing, you can determine the ROI based on leads generation and closure. To realize ROI, you need people to visit your site and take action. Many companies believe that taking a website live and promoting it on their sales and marketing collateral is enough to bring customers to it. This only gets you on the playing field. You still have to play the game. Common methods of site promotion include:

- Search Engines Marketing (SEM)
- Facebook™
- Internet Directories such DMOZ
- Search Engines Local Business i.e. Google™, Yahoo™ and Bing™ local businesses
- Press releases
- Making sure the site's link is mentioned everywhere the business information is posted
- Special "Internet Only" offers

Q: Define SEO and SEM and how they differ.

A: SEO is Search Engine Optimization meaning a site is optimized for the highest listing on the Search Engines Results Page (SERP).

SEM is Search Engine Marketing meaning a business uses all facets of the search engines to promote its business.

Q: What other online marketing opportunities are available besides a website?

A: There are several ways to promote your business on the Internet. Many are part of today's social media explosion – Facebook, Twitter™, blogs, business directories, search engine Local Business Directory, Yelp.com, Yahoo Local, and Bing Local. Whatever platforms you use, make certain you seek professional help to make the most of each one.



Michael Beightol, President, Coyote Marsh & Associates, Inc.

July

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Q: What do you think small businesses or start-ups should do about marketing?

A: I think one of the mistakes small companies make is that they stray from marketing on a regular, consistent basis. My mantra is “Market Relentlessly.” The idea is to spend time and money every week on outreach to new customers. I’m a lot like many of my clients — I always feel best when my new business pipeline is full. In the first few years of my agency we marketed in a surge-forward, fall-back manner. We’d surge ahead with marketing, sign new clients, take care of the work and when the project was completed we’d fall back to start the process all over again.

Q: Where is the best place to start?

A: Frankly, way before doing a newsletter, brochure, advertisement, website or anything else, we help our clients work on an “Elevator Speech.” Most small business owners would be surprised to think that something so basic is so critical to their success. A great elevator speech is concise, offers a solution to a problem and ends in a provocative way that prompts more questions from the listener. It’s really a critical building block for a successful marketing campaign.

Q: How much time is involved in marketing relentlessly?

A: So many people start a business because they have some sort of expertise or technical skill. In my case, I was trained as a journalist and had years of experience working for the media before getting the bug to join a marketing agency. I caution small business owners about getting too wrapped up doing things outside their area of expertise, especially hands-on marketing. For my business I rely on outside experts for financing, tax planning and technology. As much as I may want to save some money by doing these things myself, it makes far more sense for me to hire an expert so I stay focused on what I do best.

Q: What makes the most sense for a small business when it comes to social media?

A: There are so many options these days that seem cheap and easy. I’m hard-pressed to say that one thing or another makes the most sense. Over time, if I’ve learned anything it’s that integrated marketing works best for any company, organization or non-profit. The idea here is that the business owner uses a balance of tools – website, point-of-sale, targeted advertising including Google Adwords, design, networking and media – in a consistent, relentless manner. When it all comes together the new business pipeline stays full.

Q: Are there any guidelines for deciding what percentage of revenue or expected revenue should be spent on marketing?

A: Do what’s comfortable, but don’t stay locked in. A good rule of thumb is that 5 – 10 percent of total revenue should be spent on marketing. There are plenty of examples, though, of companies that spend far more or less and get the results they want. What it boils down to is this – can we ever have too many customers?

Q: Is there any way besides trial and error to determine what marketing tactics are best for a particular business? That is ads vs. direct mail vs. e-mail, etc.

A: For my small business clients I always recommend that some sort of tracking system be instituted to see how customers found out about a business. More sophisticated outfits, regardless of size, are continually polling customers on not just satisfaction, but also on what influences them. A simple survey goes a long way in determining just what makes a customer happiest. I never like trial & error. I think it’s really important to look at what the competition is doing AND saying, and then figure out how to differentiate my clients so they stand out more. When we figure that out, sales improve and life is good!



JJ Kim, Owner, Orange Video Productions

August

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Q: What are the benefits of video marketing for small businesses in today's 24/7, multitasking, online world?

A: People spend less time in front of their TV's nowadays. They can watch most of what they like online via computer, or their cell phones. TV spots are very expensive and limited. People still have to take a break, go to the bathroom, and go to the kitchen to get more popcorn or soda during their prime time shows, right? Almost of all of my friends (including myself) do a Google search if we are interested in anything; from restaurants, insurance, shopping locally, anything you can imagine. Here is a simple reason for that; the computer/smartphone is a big part of daily life in present time. It's so easy to access! By having an online video on your website, it will catch someone's attention and attract them instantly.

Q: In order to effectively promote one's goods or services, what are some guidelines regarding length and content? And in regard to content, are online viewers turned off if they feel like they are just watching is another commercial?

A: If it's short "eye-catch" video on your home page, it should be somewhere between 30 seconds to 1 minute (very similar to a TV ad spot). If it gets longer than one minute, your audience will most likely click away to other pages. If you want to have more "in depth" video, have a separated page for a lengthier video (such as testimonial videos, or new product introduction video).

Have it done professionally. There is nothing more of a turn off than poorly produced video talking about "YOUR OWN" business. It shows how serious and passionate you are about your business. Even simple slide show with short voice over would work well as long as the photos are taken by professionals. Look around on Google or Youtube, and see it for yourself. If you are turned off by certain style of videos, take a note and write down "why" you didn't like it, and vice versa for good ones.

Q: Assuming TV ads are out of the question, are online videos an affordable option for many businesses?

A: TV ads have certain time slot, and the cost can be extremely expensive for a more popular time slot. Online video is up 24/7, 365 days per year (as long as your website is up and running). Your audience doesn't have to wait for a certain time slot, rather they can watch it every single time they visit your website (or wherever your video is embedded).

Q: Beside your own website or DVD, What channels are available to spread your videos and make them go 'viral'?

A: Following organizations if available: local advertising agency website (yellow-pages.com, Dexknows.com, etc.), local Chamber website, your customers' blog by reviews, and social media page (Facebook, Twitter, etc).

Q: How do search engines like video? Are they listed in search results like text is?

A: You would have to click on "video" tap on the top of the search engine screen most of the time. But if there are large numbers of videos made under the searched words, the video will show up based on the number of hits (views), tags, right naming your video with title and description.



Marlene Frykman, President, Aardvark Web Works, LLC

September

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Q: *Do users' needs and expectations differ when viewing a website on a mobile device?*

A: If they're just seeking information, then no. I believe their needs and expectations would remain the same no matter what device they are using. However, if they are looking to interact with and/or make purchases on a website, then yes – their needs and expectations will, indeed, be different. For the best user experience using a mobile device, the site must be streamlined by eliminating any unnecessary content.

Q: *What issues arise when developing a site so that it looks and works properly on both a mobile device and a computer screen?*

A: You have just under 21K of screen real estate on a mobile device to make a point, answer a query or make a sale. There can be no wasted search time. Instead of having two or three columns on a website, one will give the visitor maximum readability and ease of use. Having your website on a mobile device is all about legibility, ease of information search and ease of purchase.

Q: *Is it necessary to develop independent sites for mobile and computer use? If so, how does a device (mobile or desktop) know which one to load?*

A: It is a good idea for most websites to have an additional domain with a .mobi URL for creating a second site suited specifically for mobile devices. There are many things that need to be done on the back end besides extra clean, lean and mean coding. You need to create a mobile XML Site Map. Specific mobile tags and titles should not be longer than four words. A mobile device knows which website to upload according to the extension, such as .mobi after the domain name along with how it's coded.

Q: *Since not all mobile devices have the same size screens and capabilities, is additional development needed to handle them all?*

A: No. Although it's true mobile devices do have different configurations, if you create a site for one, it should work for all.

Q: *What technology trends do you foresee regarding mobile devices?*

A: Today, nearly 47% of adults have Internet access on their phones. I predict more iPad-type devices coming in use, plus phones with larger screens. I just purchased a Droid X. This phone does everything I need – except to develop a website on Dreamweaver. It has 2 different GPS systems – one for driving directions and another called Latitude that, in conjunction with my daughter's similar phone, can tell me within feet where she is. We might see more surgically implanted microchips and virtual reality contacts implanted on our retinas – which already can be done.



Steve Robinson, Regional Development Director,
Constant Contact - Illinois

October

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Q: *What are some common mistakes new e-mail marketers make?*

A: First, they build their lists wrong. It is very important to build your list with permission at every point of contact with customers and prospects. Don't add anyone unless they want to be added. Second, new e-mail marketers try to do too much with each e-mail. Focus on a few key messages. Use your e-mail to drive people to your website and elsewhere to read full articles.

Q: *If you had to choose three basic components in a single e-mail that need to be spot on for success, what would they be?*

A:

1. Make the e-mail short and to the point. What are you trying to accomplish? Does it give people reasons to do what you want them to?
2. Market to peoples' interests. You don't have to send every e-mail to your entire list. Segment your e-mails sending info that is valuable and relevant.
3. Use the appropriate format and frequency. Over-communicating is the number one sin of some e-mail marketers.
4. Also, make sure that every e-mail is not a promotion. Provide value through education and information.

Q: *How can you achieve maximum opt-ins for your list?*

A: Create an expectation of what someone will receive by joining your list. Once they opt-in and you fulfill their expectation, your list will grow and your "unsubscribes" will be minimal.

Q: *Can you recommend an emailing frequency that is balanced between too many for the recipient and not enough for the marketer?*

A: The right frequency is tough to determine and is different for every business. Monitor your unsubscribes and open rates to be sure they are not changing drastically with each e-mail. If your unsubscribes start to rise and your opens start to decrease, then your frequency may need to be adjusted.

Q: *Have you seen the SPAM/Phishing problem drive some away from e-mail marketing and back to print? If so, to what degree?*

A: Not really. More businesses are now using e-mail marketing than ever before. It remains important to use a variety of methods to reach your target markets how and where they want to be reached – which clearly, today, includes e-mail.

Top Tips for being successful with e-mail marketing:

1. Build your list with permission
2. Segment your list and communicate with people about what they are interested in
3. Use the appropriate format and frequency. Don't just promote but provide valuable and relevant information that positions you and your business as an expert at what you do.
4. Track your results and refine your strategy. The beauty of e-mail is that you can learn something from every e-mail you send and do better with the very next e-mail!



Lee Brown, Branch Manager
Arlington Heights/Elk Grove Village, SCORE Chicago

November

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Q: How would one schedule a counseling session and can he or she meet with several counselors in different areas of expertise?

A: It's easy to schedule sessions online at www.scorechicago.org or by calling our Chicago office at 312-353-7724. Our website lists all of our city and suburban locations so you can choose the one most convenient to you. Our counselors will be happy to discuss your specific needs and will arrange your meeting with as many mentors with expertise in these areas as necessary. And, one of the best benefits a business owner gets from signing with SCORE is that there is no limit to the number of sessions it takes to help you keep your business healthy and prosperous.

Q: Tell us a little about SCORE – what is its purpose and who are its volunteers?

A: SCORE "Counselors to America's Small Business" is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow and succeed nationwide. It's a resource partner with the U.S. Small Business Administration (SBA). SCORE's mission is to grow successful small businesses across America, one business at a time. There are over 12,000 volunteer members in our nearly 390 chapters. In the greater Chicago area, over 100 counselors are available. Our volunteers are working or retired business owners, executives and corporate leaders who share their wisdom and lessons they've learned in business.

Q: What kinds of business topics can SCORE counselors help with?

A: The topics cover all aspects of operating a business. For example, helping develop business plans, determining your legal structure, estimating finances for a start-up, reaching your sales potential, marketing and PR guidance, and creating profit and loss statements are just some of the areas in which our counselors can help local entrepreneurs.

Q: Is there any charge for working with SCORE mentors?

A: SCORE Chicago Business Solutions, the consulting group of SCORE Chicago, provides free management consulting for select small businesses with sales of \$3 million to \$50 million that never seem to have enough cash, face challenges to profitably growing the business, or want better rewards for the time and money they commit. However, free counseling is available to all business owners whose companies are under \$3 million in sales. There are also discounted fees for our Business Certificate Workshops for everyone that are held in our downtown location, but these fees are very low cost.



Gary Swiontek, owner of GrooveMaster Graphics

December

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Q: *How can a graphic designer improve my marketing efforts?* — **Dr. Mario Palermo of Palermo Eye Care**

A: I think most of us would agree that you only get one chance to make a great first impression. Your graphic designer will make certain that all of your marketing communications deliver the image that you want your prospects to see at first glance - an image that positions your business as professional, serious and first-class. Without this critical first step in place, your potential customer may never take the next steps of reading your enticing message and taking immediate action.

Q: *How can you help me when I have no clue what my sales and marketing collateral should look like?* — **Bob Peickert of Minuteman Press**

A: A client should not have to know what his or her marketing pieces should look like. Communicating with the client and researching the client's brand, target audience and method of delivery are all part of a good designer's job. By doing so, the designer can narrow down the scope of possibilities and create something that delivers the message and enhances the image of the client.

Q: *Is a graphic designer in a position to help put a plan together that specifically meets the need of reaching our target markets?* — **Maxine Goldstein of Alexian Bros. Center for Mental Health**

A: Many graphic designers have marketing experience in other areas than graphic design. Even though copy writing or marketing strategy may not be their focus, a good graphic designer will want to know what audience the piece is intended for and how it will get to it. In addition, designers can recommend other marketing professionals from which a marketing team can be assembled.

Q: *Why is graphic design important and how could you ever track the return on your investment?* — **Bud Domagata of Lifetime Assurance**

A: Great question and one that I've heard before. I'm going to answer using some previous inquiries. First, see Dr. Mario Palermo's query in this article. Second, take a peek at the question Fred Broviak posed in a previous issue of e-Groove. [Read More About ROI](#)

Q: *Is it always possible to see samples of previous projects showing a designer's different skills?* — **Peggy Curran of PROforma Century Promotions**

A: Most graphic designers maintain a portfolio of previous work to present to prospective clients. Today, that portfolio can usually be found on the designer's website. GrooveMaster Graphics keeps an online portfolio and updates it as new work is completed. We are also happy to personally present hard copy samples of our work.

Q: *How long does the design process usually take including alterations?* — **Bobbi Baehne of Shelter, Inc.**

A: That depends on several factors, such as 1) The scope and complexity of the project; 2) The workload of the design team; 3) How quickly the client responds to communications and drafts. GrooveMaster Graphics does its best to meet its contract's delivery date. Some small projects might be done in hours or days, however, traditional projects usually take several weeks. Regarding alterations, they can become time-consuming turning into a never-ending cycle. Our contract terms limit the number of revisions before imposing additional fees.

Q: *How does creating graphic design for printed collateral differ from online graphics, i.e., a website?* — **Jackie de Boer of Accredited Virtual Assistance**

A: GrooveMaster Graphics doesn't offer website design, but we have enough knowledge to address the issue. There are major differences between production for print, web or mobile devices. Here are two.

First, Color Gamut: Print uses (C)yan, (M)agenta, (Y)ellow, (B)lack. These are what printing presses like. Online uses (R)ed, (G)reen, (B)lue. These are what monitors and mobile devices like. Each gamut is capable of producing certain colors. Some colors are impossible in one gamut or the other.

Second, Resolution: Most print requires at least 300 pixels per inch of resolution. Online is much lower at 72 ppi. Presses need high resolution so that the output will not show pixels or obvious dot patterns. Files for print are large while files for online use are much smaller to minimize download time.



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January	Bonita Richter	Illinois Small Business Development Center, Harper College
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April	Bob Peickert	Minuteman Press, Glendale Heights
May	Jackie de Boer	Accredited Virtual Assistance
June	Rich Pfisterer	Blue Span Associates
July	Michael Beightol	Coyote Marsh & Associates, Inc.
August	JJ Kim	Orange Video Productions
September	Marlene Frykman	Aardvark Web Works, LLC
October	Steve Robinson	Constant Contact - Illinois
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December	Gary Swiontek	GrooveMaster Graphics

Click a company name to visit expert's website