



# PPMS Marketing Guide

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**Notes**

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# Introduction

Welcome to the PPMS Marketing Guide for certified companies! In this guide you will find helpful suggestions and resources for marketing your company's PPMS designation, including promotional components and implementation ideas. You simply choose which marketing tools are the most appropriate for your audience(s) (Current Clients, Potential Clients or Employees)\* to help you accomplish your business goals.

The enclosed CD-ROM is a convenient supplement to this guide, containing the marketing resources that are covered. The CD also contains two PPMS PowerPoint presentations—one explaining how to implement the marketing materials within your organization and the other targeted to your clients, highlighting the benefits of doing business with a PPMS certified company.

The CD-ROM also includes a file that will enable you to print a PPMS certification poster. This simple-language poster outlines each of the PPMS elements, allowing you to clarify and promote PPMS internally to staff, as well as display the overall efficiency and professionalism to external clients during site visits.

To assist in ACA's continued efforts to provide you with the best marketing services possible, please fill out the survey at the end of the guide after you have had a chance to use the marketing items. We appreciate your feedback and suggestions for continuous improvement of the PPMS Marketing Kit.

\* **Current Clients:** Those clients you currently do business with who may be familiar with the PPMS logo and what it means, but should be made aware of the enhanced benefits they gain from doing business with a PPMS certified company.

\* **Potential Clients:** Those clients you do not currently do business with but would like to, who may or may not be familiar with the PPMS logo and what it means. They should be made aware of PPMS and the benefits of doing business with a certified company.

\* **Employees:** Internal staff who use PPMS and are motivated to continue using the system by being made aware of what benefits they derive from the process.

**Notes**

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# Marketing CD-ROM

The enclosed CD-ROM is a multi-purpose tool that contains the electronic versions of the PPMS logo, press release template and layout options for banners mentioned in this marketing guide, as well as two PowerPoint presentations for different audiences—clients and employees. These core marketing components will save you time and allow for easier marketing implementation.

## Contents:

### **PowerPoint Presentations:**

- Employee PowerPoint Presentation:  
“Effective PPMS: Implementing the Process for Success”
- Client PowerPoint Presentation:  
“Benefits of Business Relationships with PPMS Certified Agencies”

### **PPMS Logos Folder:** (see “PPMS Logo Use” for instructions)

- EPS files (color version, black & white version)
- TIF files (color version, black & white version)
- JPG files (color version, black & white version)

### **Public Relations Folder:**

- Press release template

### **Graphic Displays Folder:**

- Banner layouts
- PPMS certification poster  
The CD-ROM contains two files for the poster. The file with the “jpg” extension is for previewing the poster’s contents. It is not to be used for printing.

The “eps” file is a print-ready format for you to take to any print vendor. The eps file can be reduced or enlarged. (For example, the eps dimensions are set up at 9” x 11.333” but you may choose to enlarge the file to 27” x 34” or even larger—only the proportion remains the same.)

## Notes

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# PPMS Logo Use

The PPMS logo is a sign of agency credibility. It reflects the efforts made to implement processes and procedures to provide overall efficiency and professionalism for both the agency and credit and collection industry by and large.

Retaining the integrity of the PPMS logo is extremely important, which is why certain graphic and layout guidelines must be followed. The PPMS logo is one complete graphic image, made up of design elements that are never to be separated and used individually or as part of another graphic. This also pertains to the type; the logo has been created in a graphics program, and the type is part of the logo. The logo should never be recreated because this could compromise the integrity of the original design.

The PPMS logo should be used in the exact proportion that it comes into your layout program. If you need to shrink the logo due to space consideration, please size the logo down while maintaining its proportion. Even the slightest misuse on proportion compromises the integrity of the original design. Please avoid enlarging the logo beyond its original size whenever possible. Enlarging the logo can distort the graphic, decreasing its impact, visual integrity and consistency. **Note: Electronic versions of the official PPMS logo in different formats are included for your convenience on the CD-ROM in the “PPMS Logos” folder.**

**EPS files:** Use these when sending to a print vendor, or for layout if you are using Adobe Illustrator.

**TIF files:** Use these in Word or similar programs, or for layout if you do not use Adobe Illustrator.

**JPG files:** Use these for Web sites or PowerPoint files. JPG files should not be used for any print materials.

Incorporating the logo into various marketing materials makes a strong statement. Not only does it show clients they are working with a company that has highly respected business practices, but with consistent use it creates brand recognition that sets a company apart.

## Marketing to Current Clients

Current clients may be familiar with the PPMS logo and what it means, but your marketing efforts should reinforce the benefits they gain from doing business with a PPMS certified company. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

**Marketing Ideas:****Identity System**

Use the PPMS logo on the company **identity system** (letterhead, envelopes\* and business cards) and send out a mass mailing to current clients promoting the additional benefits of doing business with your company that might not have been available prior to PPMS certification, such as:

- Increased efficiency for better customer service
- Improved solutions to compliance issues
- More effectively trained staff
- Faster resolution of client services issues
- Documented procedures for consistent performance
- Improved data security and physical security
- Enhanced disaster recovery
- Continuous measurement of client satisfaction
- Company-wide commitment to quality assurance

\*The PPMS certified log should not be printed on envelopes used to mail collection letters so as to comply with §808 (8) of the FDCPA that prohibits the use of any language or symbol on an envelope when communicating with consumers.

**Mass E-mail**

Use the PPMS logo, along with the company logo, on a **mass e-mail** to current clients promoting the additional benefits of doing business with your company that might not have been available prior to PPMS certification, such as:

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

**Pens and Notepads**

Use the logo, along with the company logo, on **pens and notepads** to give to clients. Have two to four client benefits printed on both the pens and notepads and include a brief promotional blurb hand-written on the top page of the notepad or printed on letterhead, such as:

*We do things the “write” way! PPMS streamlined our systems so you receive:  
(pick 2-4 benefits)*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*Thank you for your business as we upgrade client satisfaction practices!*



### Web site

Use the PPMS logo on your company **Web site** with an overview of PPMS and how it benefits clients. Direct clients to your site by sending them information on letterhead or by e-mail with a link to your site. You may also link to ACA Online for credibility and more information on the PPMS program and requirements.

### Table Tents

Use the PPMS logo and list key benefits on **table tents**.\*

*We streamlined our systems with PPMS so you now receive:*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*Thank you for your business as we upgrade client satisfaction practices!*

\* A table tent is a type of point of purchase sign that can be placed on any flat surface, including tables, desks, shelves or countertops. It is a tri-fold piece made of thin cardboard or other rigid material that, when the two edges are joined, becomes three-dimensional and looks like a tent.

### Direct Mail or Brochure

Use the PPMS logo on a **direct mail card** or **brochure** featuring the newly improved benefits provided by your company, along with information directing clients to the PPMS portion of your Web site.

### Company Apparel

Place the PPMS logo on **company apparel**, such as short sleeved polo shirts, t-shirts and jackets, to name a few. Use these items as gifts when you celebrate an anniversary of doing business with a company.

### Newsletter

Add the logo to the company **newsletter** and feature, in order, one of the 17 elements in each newsletter. Include a brief explanation of the element and the benefits clients receive, such as:

#### **#16: Training**

Continuous training of all staff is essential to provide the best quality service possible to clients. This leads to less conflicts and mistakes, while increasing efficiency overall.

## Notes

### Calendars

Use the logo on **calendars**, along with your company logo, and send out at the end of the year as a holiday promotion incorporating the 17 elements of PPMS into the calendar by printing them at the bottom of the page, one per month (five of the months will have two). Include a holiday letter with the logo, directing clients to your Web site and promoting the benefits of doing business with your certified company:

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

### Marketing to Potential Clients

Potential clients may or may not be familiar with the PPMS logo and what it means. When marketing to potential clients, the emphasis is on awareness of PPMS and the benefits of doing business with a certified company. **Note: This message can be reinforced by using the client-targeted PPMS PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

### **Marketing Ideas:**

#### **Identity System**

Use the PPMS logo on the company **identity system** (letterhead, envelopes\* and business cards) and send out a mass mailing to potential clients explaining what PPMS is and promoting the benefits of doing business with your certified company:

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

Offer a new client discount and direct them to your Web site.

\*The PPMS certified log should not be printed on envelopes used to mail collection letters so as to comply with §808 (8) of the FDCPA that prohibits the use of any language or symbol on an envelope when communicating with consumers.

## Mass E-mail

Use the PPMS logo, along with the company logo, on a **mass e-mail** to potential clients explaining what PPMS is and promoting the benefits of doing business with your certified company:

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

Offer a new client discount and direct them to your Web site.

## Web Site

Use the logo on your company **Web site** with an overview of PPMS and how it benefits clients. Direct clients to your site by sending them information on letterhead or by e-mail with a link to your site.

## Pens and Notepads

Use the PPMS logo, along with the company logo, on **pens and notepads** to give to potential clients. Have two to four client benefits printed on both the pens and notepads and include a brief letter explaining what PPMS is, a list of the 17 elements and the benefits to the client. Offer a new client discount to start the relationship. Direct them to the PPMS information on your Web site.

## Calendars

Use the PPMS logo on **calendars**, along with your company logo, and send out at the end of the year as a holiday promotion incorporating the 17 elements of PPMS into the calendar by printing them at the bottom of the page, one per month (five of the months will have two). Include a holiday letter with the logo, explaining what PPMS is and promoting the benefits of doing business with your certified company:

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

Offer a new client holiday discount and direct them to your Web site.

## Table Tents

Use the logo and key benefits on **table tents\*** that are placed on conference room tables, reception areas, and other highly visible areas that potential clients will be seeing. These can also be used in tradeshow booths and on seminar tables, along with PPMS handouts explaining the benefits to clients.

\* A table tent is a type of point of purchase sign that can be placed on any flat surface, including tables, desks, shelves or countertops. It is a tri-fold piece made of thin cardboard or other rigid material that, when the two edges are joined, becomes three-dimensional and looks like a tent.

## Notes

### Direct Mail or Brochure

Use the logo on a **direct mail card** or **brochure** explaining what PPMS is, a list of the 17 elements, and the benefits to the client. Offer a new client discount to start the relationship. Direct them to the PPMS portion of your Web site.

### Invitation

Use the logo on an **invitation** to a guided tour of your company to see how your certified agency works. Include a PPMS presentation (see CD-ROM) and provide them with merchandising materials with the logo before they leave, such as pens, notepads, coffee mugs and key chains or any other items of choice with the logo.

## Internal Marketing to Employees

Build internal support and encourage employee use of PPMS by using the logo in strategic places along with repeating the internal benefits to employees when they use PPMS. **Note: This message can be reinforced by using the employee-targeted PPMS PowerPoint presentation (“Effective PPMS: Implementing the Process for Success”) included on the CD-ROM in the “Presentations” folder.**

### Marketing Ideas:

#### Pens

Use the PPMS logo, along with your company logo, on **pens**. Have one of the 17 elements of PPMS that pertains directly to employees printed down the length of the pen as a question, with the answer on the other side:

Q: Why is Continuous Improvement important?  
A: It reduces cost while continuously improving services  
*WE ALWAYS WORK SMART!*

These can be used alone or bundled with the notepads or coffee mugs. (see below)

#### Notepads

Use the PPMS logo, along with your company logo, on **notepads**. Have one of the 17 elements of PPMS (or a different one on each page) screened as a watermark in the background. Print the internal benefits of using that element across the bottom of the page:

Watermark: Management of Records/Data  
Benefits: Our agency records are readily available.  
We achieve required service quality.  
We use records to help improve our service.  
We can define how long records are kept.  
*WE ALWAYS WORK SMART!*

## Drawings

Hold **daily or weekly drawings** of correct answers to PPMS trivia. Send a PPMS-related question by e-mail or post on a common bulletin board with the PPMS logo on it, announcing a trivia quiz drawing based on the 17 elements and a prize to the winner(s) drawn:

Do you know your 17 elements of PPMS? Here's your chance to find out! Take our daily (or weekly) PPMS trivia quiz. All correct answers will go into a drawing and the one drawn will win (insert whatever prize is appropriate).

So if you don't know the answer, find out fast! If you don't win the drawing one day, you have several other opportunities. Good luck!

(Insert trivia question here)

## Mini Posters

Print the PPMS logo onto **mini posters** of the PPMS process for employees to hang in their offices and cubicles, including the words: WE ALWAYS WORK SMART! across the top

## Coffee Mugs

Print the logo on **coffee mugs** for employees and create a survey that also includes the logo that can be rolled up and inserted into the mugs with pens. The survey should provide feedback on how well PPMS is being received and implemented:

1. Which element(s) of PPMS are the easiest to implement and why?  
\_\_\_\_\_
2. Which element(s) of PPMS are the most difficult to implement and why?  
\_\_\_\_\_
3. Do you feel that PPMS has been helpful with overall efficiency and making your job easier to manage? Why or why not?  
\_\_\_\_\_

This survey can be repeated quarterly to monitor any increase or decrease in employee support.

## Newsletter

Add the PPMS logo to the company's internal **newsletter** and feature one of the 17 elements in each newsletter. Include a brief explanation of the element and the benefits derived from using it:

### **#16: Training**

Continuous training of all staff is essential to provide the best quality service possible to clients. This leads to less conflicts and mistakes, while providing an opportunity for employees to gain professional growth through ongoing practical education.

## Notes

### Direct Marketing Piece

Place the PPMS logo on a **direct marketing piece** that is inserted with employee paychecks or payroll stubs quarterly. This could be either a one or two-sided piece that fits well inside the envelope and thanks the employees for their role in implementing PPMS:

*WE ALWAYS WORK SMART* because of your support. Thank you for making the difference in implementing PPMS! Without your continued support we would not have the potential to offer the time-saving and efficient practices that set us apart from the competition. (If there are statistical increases, insert here). We appreciate all your help and look forward to another great quarter!

Another option is to use the **direct mail piece** vehicle, inserted with employee paychecks or payroll stubs, to invite employees to an official PPMS kickoff party. This could be an interoffice event that celebrates the certification process by combining a PPMS presentation (see CD-ROM), including company goals, with a catered lunch.

### Reward Certificates

Place the PPMS logo on employee “**reward**” certificates when they have performed some PPMS function(s) correctly.

### Company Apparel

Place the PPMS logo on **company apparel**, such as short-sleeved polo shirts, t-shirts and jackets, to name a few. Use these items as giveaway promotions for “PPMS Employee of the Month” (person who uses PPMS most effectively that month to either increase efficiency in some way or lower expenses).

PPMS company apparel can also be used as a giveaway prize at various company events, such as a PPMS kickoff party (see above), company holiday party or company picnic.

## Preferred Vendors for Identity Systems

It is a good idea to use a preferred vendor when coordinating marketing efforts versus changing vendors repeatedly. This creates consistency in final results because there is a relationship with the vendor that is based on trust and prior knowledge of how projects develop. Good vendors also contribute ideas and ways to increase efficiency when producing a marketing piece.

Interview various printing vendors to get a feel for what works well with your particular company and use them for their particular marketing specialties, such as identity systems. One suggested printing company is Johnson/Anderson, which offers professional results and a discounted rate to ACA members. Please visit their Web site at <http://www.johnsonanderson.com> or call 1-800-777-7374 for more information and let them know you were referred by ACA.

*Marketing tips:* When hiring a preferred vendor, ask for any introductory discounts they might offer. Once the relationship is established, periodically ask for discounts as a repeat customer. Not all vendors do this, but most are willing to negotiate something for your business.

# Merchandising Materials

The official PPMS logo can be applied to many different merchandising materials, including pens, notepads, calendars and apparel, to name a few. These promotional items can be used to effectively market the various PPMS messages to the different audiences.

## Marketing to Current Clients

Current clients may be familiar with what PPMS means, but need to have the benefits they gain from doing business with a PPMS certified company reinforced. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

### **Marketing Ideas:**

#### **Pens and Notepads**

Use the PPMS logo, along with the company logo, on **pens and notepads** to give to clients. Have two to four client benefits printed on both the pens and notepads and include a brief promotional blurb hand-written on the top page of the notepad or printed on letterhead, such as:

*We do things the “write” way! PPMS streamlined our systems so you receive:  
(choose 2-4 benefits)*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*Thank you for your business as we upgrade client satisfaction practices!*

#### **Company Apparel**

Place the PPMS logo on **company apparel**, such as short-sleeved polo shirts, t-shirts and jackets, to name a few. Use these items as giveaways to those clients who have done business with you for 3 years or more (or whatever timeframe is appropriate).

## Notes

### Calendars

Use the PPMS logo on **calendars**, along with your company logo, and send out at the end of the year as a holiday promotion incorporating the 17 elements of PPMS into the calendar by printing them at the bottom of the page, one per month (five of the months will have two). Include a holiday letter with the logo, promoting the benefits of doing business with your certified company:

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

Direct them to your Web site.

### Letter Openers

Use the logo on **letter openers** that bullet point the additional benefits of doing business with your certified company and send it with a direct mail piece that ties in with the opener, such as:

*Is it more efficient to tear open your mail or cut it cleanly with this? That's the difference in efficiency you'll see now that we are PPMS certified. The additional benefits you will receive are:*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*Thank you for your business as we continue to cut inefficiency!*

Direct them to your Web site.



## Marketing to Potential Clients

Potential clients may or may not be familiar with the PPMS logo and what it means, so the emphasis is on what PPMS is and awareness of the benefits of doing business with a certified company. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

### Marketing Ideas

#### Pens and Notepads

Use the logo, along with the company logo, on **pens and notepads** to give to potential clients. Have two to four client benefits printed on both the pens and notepads and include a brief letter explaining what PPMS is, a list of the 17 elements, and the benefits to the client. Offer a new client discount to start the relationship. Direct them to the PPMS information on your Web site.

#### Calendars

Use the logo on **calendars**, along with your company logo, and send out at the end of the year as a holiday promotion incorporating the 17 elements of PPMS into the calendar by printing them at the bottom of the page, one per month (five of the months will have two). Include a holiday letter with the logo, explaining what PPMS is and promoting the benefits of doing business with your certified company:

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

Offer a new client holiday discount and direct them to your Web site.

#### Merchandising Materials

Use the logo on an invitation to a guided tour of your company to see how your certified agency works. Include a PPMS presentation (see CD-ROM) and provide them with any combination of the following **merchandising materials** with the logo before they leave: pens, notepads, coffee mugs, and key chains (or any other items of choice with the logo).

## Notes

### Letter Openers

Use the logo on **letter openers** that bullet point the benefits of doing business with your certified company and send it with a direct mail piece that ties in with the opener, such as:

*Is it more efficient to tear open your mail with your fingers or cut it cleanly with this? That's the difference in efficiency you'll see with our PPMS certified agency. The benefits you will receive are:*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*We cut inefficiency to provide results you can see.*

Direct them to your Web site for more information.

### Internal Marketing to Employees

Build internal support and encourage employee use of PPMS by using the logo in strategic places along with repeating the internal benefits to employees when they use PPMS. **Note: This message can be reinforced by using the employee-targeted PowerPoint presentation (“Effective PPMS: Implementing the Process for Success”) included on the CD-ROM in the “Presentations” folder.**

### Marketing Ideas

#### Pens

Use the logo, along with the company logo, on **pens**. Have one of the 17 elements of PPMS that pertains directly to employees printed down the length of the pen as a question, with the answer on the other side:

Q: Why is Continuous Improvement important?  
A: It reduces cost while continuously improving services  
*WE ALWAYS WORK SMART!*

These can be used alone or bundled with the notepads or coffee mugs. (see below)

**Notepads**

Use the logo, along with the company logo, on **notepads**. Have one of the 17 elements of PPMS (or a different one on each page) screened as a watermark in the background. Print the internal benefits of using that element across the bottom of the page:

Watermark:	Management of Records/Data
Benefits:	Our agency records are readily available
	We achieve required service quality
	We use records to help improve our service
	We can define how long records are kept
	<i>WE ALWAYS WORK SMART!</i>

**Coffee Mugs**

Print the logo on **coffee mugs** for employees and create a survey that also includes the logo that can be rolled up and inserted into the mugs with pens. The survey should provide feedback on how well PPMS is being received and implemented:

- |  |
|--|
| 1. Which element(s) of PPMS are the easiest to implement and why?<br>_____   |
| 2. Which element(s) of PPMS are the most difficult to implement and why?<br>_____  |
| 3. Do you feel that PPMS has been helpful with overall efficiency and making your job easier to manage? Why or why not?<br>_____ |

This survey can be repeated quarterly to monitor any increase or decrease in employee support.

**Company Apparel**

Place the PPMS logo on **company apparel**, such as short-sleeved polo shirts, t-shirts and jackets, to name a few. Use these items as giveaway promotions for “PPMS Employee of the Month” (person who uses PPMS most effectively that month to either increase efficiency in some way or lower expenses).

Use **company apparel** as a giveaway at an official PPMS kickoff party. This could be an interoffice event that celebrates the certification process by combining a PPMS presentation (see CD-ROM), including company goals, with a catered lunch.

**Company apparel** can also be used as a giveaway prize at various company events, such as the company holiday party or company picnic.

## **Preferred Vendors for Merchandising Materials**

It is a good idea to use a preferred vendor when coordinating marketing efforts versus changing vendors repeatedly. This creates consistency in final results because there is a relationship with the vendor that is based on trust and prior knowledge of how projects develop. Good vendors also contribute ideas and ways to increase efficiency when producing a marketing piece.

Interview various merchandising materials vendors to get a feel for what works well with your particular company. One suggested company is Spartan Promotional Group, which offers professional results at a discounted rate to ACA members. Please visit their Web site at <http://www.spartanpromo.com> or call 1-800-927-7041 for more information and let them know you were referred by ACA.

*Marketing tips:* When hiring a preferred vendor, ask for any introductory discounts they might offer. Once the relationship is established, periodically ask for discounts as a repeat customer. Not all vendors do this, but most are willing to negotiate something for your business.

# Signage/Graphic Displays

One of the most traditional methods of marketing and promotion is signage. Well-planned posters and banners are graphically pleasing and provide an easy read that can convey the marketing message in a matter of seconds. A poster is included with this Marketing Kit as your first graphic display of PPMS. **Note: Various layout options for banners are included on the CD-ROM in the “Graphic Displays” folder. Please review these for ideas.**

Graphic displays can incorporate various visual elements to serve the same purpose as signage by creating awareness or promoting a product or service. These include (but are not limited to) photos, shadow boxes, display cases, trophies, plaques and table tents.

## Marketing to Current Clients

Current clients may be familiar with PPMS and what it means, but need to have the benefits they gain from doing business with a PPMS certified company reinforced. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

### **Marketing Ideas:**

#### **Table Tents**

Use the PPMS logo and list key benefits on table tents\*:

*We streamlined our systems with PPMS so you now receive:*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*Thank you for your business as we upgrade client satisfaction practices!*

Place on conference room tables, reception areas and other highly visible areas that clients will be seeing. These can also be used in tradeshow booths and on seminar tables, along with PPMS handouts explaining the benefits to clients.

\* A table tent is a type of point of purchase sign that can be placed on any flat surface, including tables, desks, shelves or countertops. It is a tri-fold piece made of thin cardboard or other rigid material that, when the two edges are joined, becomes three-dimensional and looks like a tent.

## Notes

### Group Photo

Hang a framed company **group photo** in a common area where clients are sure to see it when they come in, such as the lobby or reception area. Create a collage including the photo, framed certificate and PPMS poster. This shows that the entire company supports PPMS, which is how clients receive the benefits.

### Shadow Box

Use a large **shadow box** in a common area where clients are sure to see it when they come in, such as the lobby or reception area. Create a collage based on the client benefits of PPMS, such as having a tag for each benefit underneath a photo representing that benefit, and/or framed newspaper clippings about your company implementing PPMS.

### Back-lit Sign

Hang a **back-lit sign** with the logo and bullet pointed benefits, such as:

*We streamlined our systems with PPMS so you receive:*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*You'll see the difference that certification makes!*

Post in a common area where clients are sure to see it when they come in, such as the front lobby or reception area. Use table tents in the same area to reinforce the message along with any PPMS brochures or handouts that highlight the 17 elements and emphasize the benefits. This idea can also be used as part of your tradeshow booth.

### Display Case

Place the framed certificate and any framed news clippings in a display case, along with any trophies, plaques, etc. that were won after implementing PPMS. Create a small sign with the logo inside the case, listing the 17 elements and bullet pointed benefits, such as:

*We streamlined our systems with PPMS so you receive:*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*You'll see the difference that certification makes!*

## Banner

Hang a PPMS **banner** where current clients are sure to see it, announcing your certification and listing bullet pointed benefits:

***PPMS Certification: The Next Evolution of Proficiency***

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

***Start seeing what you've been missing!***

Have a second one available for tradeshow booths, used with PPMS handouts highlighting the 17 elements and explaining the benefits to potential clients.

## Marketing to Potential Clients

Potential clients may or may not be familiar with PPMS and what it means, so the emphasis is on what PPMS is and awareness of the benefits of doing business with a certified company. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

## Marketing Ideas

### Table Tents

Use the logo and list key benefits on **table tents\***:

***We streamlined our systems with PPMS so you receive:***

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

***Let us show you the difference that certification makes!***

Place on conference room tables, reception areas, and other highly visible areas that potential clients will be seeing. These can also be used in tradeshow booths and on seminar tables, along with PPMS handouts explaining the benefits to clients.

\* A table tent is a type of point of purchase sign that can be placed on any flat surface, including tables, desks, shelves or countertops. It is a tri-fold piece made of thin cardboard or other rigid material that, when the two edges are joined, becomes three-dimensional and looks like a tent.

## Notes

### Group Photo

Hang a framed company **group photo** in a common area where potential clients are sure to see it when they come in, such as the lobby or reception area. Create a collage including the photo, framed certificate and **PPMS poster**. This shows that the entire company supports PPMS, which is how clients receive the benefits.

### Shadow Box

Use a large **shadow box** in a common area where potential clients are sure to see it when they come in, such as the lobby or reception area. Create a collage listing the 17 elements and base content on the client benefits of PPMS, such as having a tag for each benefit underneath a photo representing that benefit, and/or framed newspaper clippings about your company implementing PPMS.

### Back-lit Sign

Hang a **back-lit sign** with the logo and bullet pointed benefits, such as:

*We streamlined our systems with PPMS so you receive:*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*Let us show you the difference that certification makes!*

Post in a common area where clients are sure to see it when they come in, such as the front lobby or reception area. Use table tents in the same area to reinforce the message along with any PPMS brochures or handouts that highlight the 17 elements and emphasize the benefits. This idea can also be used as part of your tradeshow booth.

### Display Case

Place the framed certificate and any framed news clippings in a **display case**, along with any trophies, plaques, etc. that were won after implementing PPMS. Create a small sign with the logo inside the case, listing the 17 elements and bullet pointed benefits, such as:

*We streamlined our systems with PPMS so you receive:*

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

*Let us show you the difference that certification makes!*



## Banner

Hang a PPMS **banner** where potential clients are sure to see it, announcing your certification and listing bullet pointed benefits:

***PPMS Certification: A Powerhouse of Efficiency***

- Increased efficiency for better customer service
- Improved data security and physical security
- Improved solutions to compliance issues
- Enhanced disaster recovery
- More effectively trained staff
- Continuous measurement of client satisfaction
- Faster resolution of client services issues
- Company-wide commitment to quality assurance
- Documented procedures for consistent performance

***Come see what a certified agency can do for you!***

Have a second one available for tradeshow booths, used with PPMS handouts highlighting the 17 elements and explaining the benefits to potential clients.

## Internal Marketing to Employees

Build internal support and encourage employee use of PPMS by using the logo in strategic places along with repeating the internal benefits to employees when they use PPMS. **Note: This message can be reinforced by using the employee-targeted PowerPoint presentation (“Effective PPMS: Implementing the Process for Success”) included on the CD-ROM in the “Presentations” folder.**

### Table Tents

Use the logo and list key internal benefits on **table tents\***:

No more searching for disorganized files!  
 No more confusing client records!  
 No more reinvention of systems!  
**WE ALWAYS WORK SMART!**

These can be placed on employee lunchroom tables and other areas more exclusive to employees that have tables or counters, such as break rooms.

\* A table tent is a type of point of purchase sign that can be placed on any flat surface, including tables, desks, shelves or countertops. It is a tri-fold piece made of thin cardboard or other rigid material that, when the two edges are joined, becomes three-dimensional and looks like a tent.

### Group Photo

Hang a framed company **group photo** in a common area where employees are sure to see it, such as the lobby or reception area. Create a collage including the photo, framed certificate and PPMS poster. This shows that the entire company supports PPMS, which gives employees a sense of ownership and responsibility.

## Notes

### Shadow Box

Use a large **shadow box** in a common area where employees are sure to see it. Create a collage listing the 17 elements and base content on the employee benefits of using PPMS, such as having a tag for each benefit underneath a staff photo representing that benefit, and/or framed newspaper clippings about your company implementing PPMS.

### Display Case

Place the framed certificate and any framed news clippings in a **display case**, along with any trophies, plaques, etc. that were won after implementing PPMS. Create a small sign with the logo and small company group photo inside the case, with an employee appreciation message, such as:

*As you can see, our employees make the PPMS difference that clients appreciate by working more efficiently with less effort:*

- Improved internal communication
- Increased efficiency for better customer service
- Faster and more accurate data
- Effectively trained staff
- Client satisfaction continuously measured

*Thank you to our staff for all your hard work!*

### Mini Posters

Print the logo onto **mini posters** of the PPMS process for employees to hang in their offices and cubicles, including the words: WE ALWAYS WORK SMART! across the top

### Sign

Create a “PPMS Employee of the Month” **sign**. (This is the person who uses PPMS most effectively that month to either increase efficiency in some way or lower expenses.) The sign has the logo, employee benefits of using PPMS and a space where the employee’s name (and photo, if desired) can be changed each month, as well as a brief explanation of what PPMS element(s) the employee utilized.

## Preferred Vendors for Signage /Graphic Displays

It is a good idea to use a preferred vendor when coordinating marketing efforts versus changing vendors repeatedly. This creates consistency in final results because there is a relationship with the vendor that is based on trust and prior knowledge of how projects develop. Good vendors also contribute ideas and ways to increase efficiency when producing a marketing piece.

Interview various sign/graphic display vendors to get a feel for what works well with your particular company.

*Marketing tips:* When hiring a preferred vendor, ask for any introductory discounts they might offer, and once the relationship is established, periodically ask for discounts as a repeat customer. Not all vendors do this, but most are willing to negotiate something for your business.

# Public Relations

In addition to advertising and marketing activities that will communicate to audiences the value of your PPMS certification, seek opportunities to spread the word through public relations, or “PR”, efforts as well.

While marketing and advertising involve paid placement of your messages, public relations can be described as “cost-free” attempts to tell your story, parlaying your PPMS certification into positive awareness in the community and possible media coverage. By using advertising, marketing and PR together you can create a comprehensive communications plan that will give your agency more credibility and help you reach more people. Note: A press release template is included for your convenience on the CD-ROM in the “Public Relations” folder.

## Marketing to Current Clients

Current clients may be familiar with PPMS and what it means, but need to have the benefits they gain from doing business with a PPMS certified company reinforced. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

### Marketing Ideas

#### Press Release

Use the **press release** template provided on the enclosed CD-ROM to announce your certification in a local newspaper, business journal or trade publication targeted to current clients. Such announcements should be kept brief (usually 400 words or less). Use a quote or two if possible from the head of your company on what benefits current clients will receive from your certification.

#### News Story

Approach a reporter working for a publication read by current clients to pitch ideas for a **news story**. The highlights should include your PPMS certification, the benefits your company has achieved through certification and what benefits you will pass on to your clients to help them be successful. Make sure to present the opportunity to one reporter at a time and let the person know it is an exclusive.

#### Seminar

Hold free **seminars** at clients’ offices, providing an overview of PPMS, what it means to be a certified agency and how clients will benefit from your certification. Incorporate the PowerPoint presentation included on the enclosed CD-ROM for marketing to clients, give out brochures emphasizing the same benefits and hold a question and answer session at the end. Give out new company business cards, if available, with the PPMS logo added.

### Tour

Invite current clients to a guided **tour** of your company to see how your certified agency works. Incorporate the PowerPoint presentation included on the enclosed CD-ROM for marketing to clients, give out brochures emphasizing the same benefits and hold a question and answer session at the end. Give out new company business cards, if available, with the PPMS logo added. Optional additional giveaways: pens, notepads, coffee mugs, key chains or any other items of choice with the PPMS and your company's logo.

## Marketing to Potential Clients

Potential clients may or may not be familiar with PPMS and what it means, so the emphasis is on what PPMS is and awareness of the benefits of doing business with a certified company. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

### Marketing Ideas

#### Press Release

Use the **press release** template provided on the enclosed CD-ROM to announce your certification in a local newspaper, business journal or trade publication targeted to potential clients. Such announcements should be kept brief (usually 400 words or less). Use a quote or two if possible from the head of your company on what benefits current clients will receive from your certification.

#### News Story

Approach a reporter working for a publication read by current clients to pitch ideas for a **news story**. The highlights should include your PPMS certification, the benefits your company has achieved through certification and what benefits you can pass on to potential clients to help them be successful.

#### Seminar

Hold free off-site **seminars** providing an overview of PPMS, what it means to be a certified agency and how clients will benefit from your certification. Incorporate the PowerPoint presentation included on the enclosed CD-ROM for marketing to clients, give out brochures emphasizing the same benefits and hold a question and answer session at the end. Give out new company business cards, if available, with the PPMS logo added.

#### Community Awareness

Look for free speaking opportunities within the community to create **awareness** of what PPMS certification means and what the benefits are to clients in general. Possible places to speak at include community centers, schools, businesses, adult education classes, hotels, and events such as seminars, tradeshow and conventions. Provide brochures emphasizing the benefits and hold a question and answer session at the end. Give out new company business cards, if available, with the PPMS logo added.

#### Tour

Invite potential clients to a guided **tour** of your company to see how your certified agency works. Incorporate the PowerPoint presentation included on the enclosed CD-ROM for marketing to clients, give out brochures emphasizing the same benefits and hold a question and answer session at the end. Give out new company business cards, if available, with the PPMS logo added. Optional additional giveaways: pens, notepads, coffee mugs, key chains or any other items of choice with the PPMS and your company's logo.

## Internal Marketing to Employees

Build internal support and encourage employee use of PPMS by using PR in strategic places, repeating the internal benefits to employees when they use PPMS. **Note: This message can be reinforced by using the employee-targeted PowerPoint presentation (“Effective PPMS: Implementing the Process for Success”) included on the CD-ROM in the “Presentations” folder.**

### Internal Newsletter Feature

Use the company’s internal newsletter to feature, in order, one of the 17 elements in each newsletter. Include a brief explanation of the element and the benefits derived from using it:

#### **#16: Training**

Continuous training of all staff is essential to provide the best quality service possible to clients. This leads to less conflicts and mistakes, while providing an opportunity for employees to gain professional growth through ongoing practical education.

### Local Newspaper Article

Send out information to **local newspapers** and/or newsletters about how an employee(s) is using PPMS elements to increase efficiency, lower costs or some other benefit. This can be approached from either a human-interest or business angle.

Have the employees participate in presenting a free seminar to local businesses about PPMS and its benefits. Send out information to **local newspapers** to seek coverage of the story from a human-interest or business angle.

### Internal Newsletter Employee of the Month

Feature an employee in the **internal newsletter** for “PPMS Employee of the Month” (person who uses PPMS most effectively that month to either increase efficiency in some way or lower expenses). Convey congratulations on the company’s behalf and include a brief explanation of what PPMS element(s) the employee utilized.

#### *Marketing tips:*

ACA Communications Staff has access to a database of media contact information and reporter profiles. If you’d like help identifying and creating a list of the most appropriate contacts in your area, or to request a media list, contact ACA’s Public Relations Specialist at +1(952) 928-8000 ext. 714 or [pr@acainternational.org](mailto:pr@acainternational.org).

## Notes

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# Advertising

Promoting the benefits of PPMS certification through the use of advertising reaches a large audience at one time. When placed in the most appropriate vehicle(s) for that target audience, running a series of ads with consistent messages, including testimonials if available, can generate an increase in clients.

Testimonials in advertising can be very effective when provided by company decision-makers. Quotes should include the person's name, city and state, job title and company.

Each testimonial should highlight an example(s) of how PPMS benefited your client, solving a specific problem. Some examples of good testimonials include measured results:

- My company increased profits by 50%
- My company increased efficiency by 60%
- I saved 40% using...

## Marketing to Current Clients

Current clients may be familiar with PPMS and what it means, but need to have the benefits they gain from doing business with a PPMS certified company reinforced. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

### Marketing Ideas

#### Comparison Advertising

Use **comparison advertising** in publications, newsletters, Web sites or any other vehicle that is targeted to current clients. Explain what additional benefits current clients will receive vs. the benefits received prior to certification, such as:

*You've trusted us to provide you with great service. Now let us provide you with even more.* We are now PPMS certified, which means you receive more benefits from doing business with us than ever before. Implementing the 17 elements of the Professional Practices Management System helps us to help you!

**Before PPMS:**

Good customer service

Standard data control

Standard industry training

Standard data & physical security

General compliance

**After PPMS:**

Increased efficiency for greater customer service

Faster and more accurate data

Effectively trained staff, defined by specific company provisions

Improved data security and physical security

Improved solutions to compliance issues resolution

## Notes

### *Before PPMS:*

General disaster recovery

Client satisfaction not monitored

Standard client service

Sporadic quality assurance

Inconsistent performance

### *After PPMS:*

Enhanced disaster recovery

Client satisfaction continuously measured

Quick resolution of client services issues

Company-wide commitment to quality assurance

Documented procedures assure consistent performance

See the difference? Find out more about PPMS and how we are working to make your business more effective by visiting our Web site at <http://www.yourcompanysite.com>.

### **Client Appreciation Ad**

Create a **client appreciation ad**, thanking current clients for their business and support as well as reinforcing the additional benefits they will be receiving from your certified agency. Use this in publications, newsletters, Web sites or any other vehicle that is targeted to current clients:

***You've trusted us to provide you with great service. Now let us provide you with even more.*** We appreciate your business and want to thank you for your support by providing you with more benefits from our PPMS certified company:

- *Increased efficiency for better customer service*
- *Improved data security and physical security*
- *Improved solutions to compliance issues*
- *Enhanced disaster recovery*
- *More effectively trained staff*
- *Continuous measurement of client satisfaction*
- *Faster resolution of client services issues*
- *Company-wide commitment to quality assurance*
- *Documented procedures for consistent performance*

Implementing the 17 elements of the Professional Practices Management System helps us to help you!

*(Insert a client(s) testimonial supporting additional benefits received)*

To learn more, visit our Web site at <http://www.yourcompanysite.com>.



## Emotional Ad

Create an **emotional ad** which will appeal to the current client's desire to be highly successful, emphasizing the additional client benefits from your certified agency that help to achieve this. Place in publications, newsletters, Web sites or any other vehicle that is targeted to current clients:

***They say success can't be measured. We disagree.***

We are now PPMS certified and able to measure results of our processes in frequent, consistent ways to bring you even more benefits to help you be successful:

- *Increased efficiency for better customer service*
- *Improved data security and physical security*
- *Improved solutions to compliance issues*
- *Enhanced disaster recovery*
- *More effectively trained staff*
- *Continuous measurement of client satisfaction*
- *Faster resolution of client services issues*
- *Company-wide commitment to quality assurance*
- *Documented procedures for consistent performance*

PPMS helps us to help you achieve your goals. To learn more about how success can be measured by using PPMS, visit our Web site at <http://www.yourcompanysite.com>.

## Marketing to Potential Clients

Potential clients may or may not be familiar with the PPMS logo and what it means, so the emphasis is on what PPMS is and awareness of the benefits of doing business with a certified company. **Note: This message can be reinforced by using the client-targeted PowerPoint presentation (“Benefits of Business Relationships with PPMS Certified Agencies”) included on the CD-ROM in the “Presentations” folder.**

## Marketing Ideas

### Comparison Advertising

Use **comparison advertising** in publications, newsletters, Web sites, billboards or any other vehicle that is targeted to potential clients to explain what PPMS is and what benefits a certified company has to offer vs. other companies:

***You've seen us provide others with great service. Now it's your turn.***

We are now PPMS certified, which means you receive advanced benefits from doing business with us because we use a consistent, company-wide system:

- *Increased efficiency for better customer service*
- *Improved data security and physical security*
- *Improved solutions to compliance issues*
- *Enhanced disaster recovery*
- *More effectively trained staff*
- *Continuous measurement of client satisfaction*
- *Faster resolution of client services issues*
- *Company-wide commitment to quality assurance*
- *Documented procedures for consistent performance*

See the difference? Find out more about PPMS and how we can help you make your business more effective by visiting our Web site at <http://www.yourcompanysite.com>.

## Notes

### Emotional Ad

Create an **emotional ad** in publications, newsletters, Web sites, billboards, or any other vehicle that is targeted to potential clients which will appeal to the potential client's desire to be highly successful, emphasizing the client benefits from your certified agency that help to achieve this:

***They say success can't be measured. We disagree.***

You've seen us provide others with great service. Now it's your turn.

We are now PPMS certified and able to measure results of our processes in frequent, consistent ways to bring you more benefits to help you be successful:

- *Increased efficiency for better customer service*
- *Improved data security and physical security*
- *Improved solutions to compliance issues*
- *Enhanced disaster recovery*
- *More effectively trained staff*
- *Continuous measurement of client satisfaction*
- *Faster resolution of client services issues*
- *Company-wide commitment to quality assurance*
- *Documented procedures for consistent performance*

*(Insert a client(s) testimonial supporting how success was achieved by using your company)*

To learn more about how success can be measured by using PPMS, visit our Web site at <http://www.yourcompanysite.com>.

### Ad Series

Use the 17 elements of PPMS and highlight one per ad for a longer **ad series**, or bundle five or six elements per ad for a shorter ad series. Place in publications, newsletters, Web Sites, billboards, or any other vehicle that is targeted to potential clients Explain what the elements are and how the potential client can benefit from this, such as:

***We have 17 more reasons why you should be doing business with us.***

We are now PPMS certified, which means you receive advanced benefits from doing business with us because we use a consistent, company-wide system. Implementing the 17 elements of this Professional Practices Management System helps us to help you!

***#1: Management Responsibility: Reviewing vision, mission, goals and expectations***

The benefits to you:

- *Increased efficiency for better customer service*
- *Improved data security and physical security*
- *Improved solutions to compliance issues*
- *Continuous measurement of client satisfaction*
- *Company-wide commitment to quality assurance*
- *Documented procedures for consistent performance*
- *Enhanced disaster recovery*
- *More effectively trained staff*
- *Faster resolution of client services issues*

*(Insert a client(s) testimonial supporting additional benefits received)*

Find out more about PPMS and how we can help you make your business more effective by visiting our Web site at <http://www.yourcompanysite.com>.

Continue to use the same ad for the series, only changing the element.

## Internal Marketing to Employees

Build internal support and encourage employee use of PPMS by using the logo in strategic places along with repeating the internal benefits to employees when they use PPMS. **Note: This message can be reinforced by using the employee-targeted PowerPoint presentation (“Effective PPMS: Implementing the Process for Success”) included on the CD-ROM in the “Presentations” folder.**

### Marketing Ideas

#### Internal Newsletter Ad

Create an ad for the company’s **internal newsletter** and feature, in order, one of the 17 elements in each newsletter. Include a brief explanation of the element and the employee benefits derived from using it:

##### **#16: Training**

Continuous training of all staff is essential to provide the best quality service possible to clients. This leads to less conflicts and mistakes, while providing an opportunity for employees to gain professional growth through ongoing practical education.

*(Insert an employee(s) testimonial supporting internal benefits of that element)*

#### Direct Marketing Ad

Create an ad to use as a **direct marketing piece** that is inserted with employee paychecks or payroll stubs quarterly. This could be either a one or two-sided piece that fits well inside the envelope and thanks the employees for their role in implementing PPMS:

*WE ALWAYS WORK SMART* because of your support. Thank you for making the difference in implementing PPMS! Without your continued support we would not have the potential to offer the time-saving and efficient practices that set us apart from the competition. (If there are statistical increases, insert here). We appreciate all your help and look forward to another great quarter!

#### Employee Appreciation Ad

Create an **employee appreciation ad** and place in a publication read by your employees:

*WE ALWAYS WORK SMART* because of your support. Thank you for making the difference in implementing PPMS! Without your continued support we would not have the potential to offer the time-saving and efficient practices that set us apart from the competition. (If there are statistical increases, insert here).

*(Insert an employee(s) testimonial supporting internal benefits)*

We appreciate all your help in making our business more effective so we can do the same for others.

## **Preferred Vendors for Advertising Design**

It is a good idea to use a preferred vendor when coordinating marketing efforts versus changing vendors repeatedly. This creates consistency in final results because there is a relationship with the vendor that is based on trust and prior knowledge of how projects develop. Good vendors also contribute ideas and ways to increase efficiency when producing a marketing piece.

Interview various graphic designers who specialize in advertising design and layout to get a feel for what works well with your particular company.

*Marketing tips:* When hiring a preferred vendor, ask for any introductory discounts they might offer, and once the relationship is established, periodically ask for discounts as a repeat customer. Not all vendors do this, but most are willing to negotiate something for your business.

# PPMS Marketing Guide Survey

**1. Which section(s) of the Users Guide was the most beneficial?**

- Marketing Ideas Checklist
- Identity Standards—Logo and Tagline
- Merchandising Materials
- Signage/Graphic Displays
- Public Relations
- Advertising
- Preferred Vendors

**2. Which section(s) of the Users Guide was the least beneficial?**

- Marketing Ideas Checklist
- Identity Standards-Logo and Tagline
- Merchandising Materials
- Signage/Graphic Displays
- Public Relations
- Advertising
- Preferred Vendors

**3. Which marketing tool(s) on the CD was most beneficial?**

- “Effective PPMS Marketing: Implementing Tools for Success”
- “Benefits of Business Relationships with PPMS Certified Agencies”
- PPMS logos
- Press release template

**4. Which marketing tool(s) on the CD was least beneficial?**

- “Effective PPMS Marketing: Implementing Tools for Success”
- “Benefits of Business Relationships with PPMS Certified Agencies”
- PPMS logos
- Press release template

**5. Did you find marketing value in the PPMS poster?**

- Yes     No

**6. Overall, were the marketing tools supplied (Users Guide, CD, Poster) user-friendly?**

- Yes     No

**7. What additional marketing information, if any, would you like to see?**

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**Please fax completed survey to:** Attn: Marketing Coordinator  
ACA International  
Fax: +1(952) 926-1624

*Thank You!*

**Notes**

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