Business Tips & Tricks

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A letter from Dan . . .

Tangible You Can Handle

It can be easy to get caught up in the next big digital marketing tool. But how much of this digital marketing do your customers respond to? Although it is indisputable that digital marketing has changed the way businesses market and advertise, studies have shown that consumers still crave the tangible items that you can provide for them. Here are some reasons you should not forget about print marketing.

The Old Timer

As it turns out, there are internal reasons that we love tangible marketing materials, such as direct mail or newsletters. A recent study by Millward Brown (millwardbrown.com) showed that these physical materials use up emotional processing. And when it comes to memory and brand associations, more emotional processing is essential.

Physical marketing pieces also generate a great brain response connected to internal feelings. More activity occurs in the parts of your brain that generate vivid memories when you are presented with physical materials. That means your customers should connect on a greater level with your physical marketing tools and also remember your materials better than digital marketing.

Let's Get Real

A tangible item gives your customers a sense of reality that digital marketing cannot give them. Consumers can often skip over or quickly delete items that they are emailed or that pop up on the side of their computer screens. But when the item is placed in front of them, chances are they will take a closer look before deciding whether or not they want to hold on to the information. And if you have designed your materials creatively and effectively, it will be even more difficult for consumers to discard the information.

Time is Money

Companies that take the time to send tangible marketing pieces show consumers a level of caring that they might not get in the digital world. Isn't it nice these days when you receive a hand written card in the mail, as opposed to an email? If you took the time to send customers tangible marketing materials, they'll know that you're really there to help them with what they need. They'll feel cared for and you'll see that your extra time and money pays off in the long run.

Dan Karas ~ Owner

Expert in the field of...

Robert Brady has provided us with financial reporting and tax consulting for the past 7 years. He has been both an asset to our company and a pleasure to work with.

Pre-Opening Expenses

Business owners often incur many expenses before the business actually opens its doors. Expenses paid in setting up a business or investigating a potential business are start-up costs. Understanding how the tax law treats start-up expenses is crucial. These expenses are generally not deductible currently, they must be capitalized. However, an election can be made to expense the first $5000 of start-up costs and the remainder over a period of 180 months. The statement making the election must be filed no later than the return due date for the year in which active trade or business began. Failure to make a proper election usually results in the loss of the deduction entirely.

Robert C. Brady, EA
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March History Word Search

Thanks to each of you that so quickly returned your completed February word search. The winner of the $50 **Zephyr Grill** gift card is John Hall from Waddell & Reed in Fairfield. Congrats to John, we know he will enjoy his winnings at **Zephyr Grill & Bar**!

This month's word search deals with historical events that all happened in the month of March. You may have to do some research, but I am sure that a $50 gift card to **Dublin Cyclery** will make it worth your while. Good Luck! **Robin Karas ~ Editor in Chief**

1. The term "March Madness" refers to basketball's NCAA tournament. However, the term actually originated in what state in reference to the state wide high school basketball tournament?
2. This English king died on March 4th, nineteen years after ordering the murder of his close friend and Archbishop of Canterbury, Thomas Becket.
3. Beginning in 1918, this deadly disease began its carnage and killed as many as 22 million people worldwide by the end of 1920.
4. In 1942, this naval sect was given its own insignia and official name.
5. What is the name of the popular board game that was invented in 1933 and has since given many hours of fun to game players?
6. This big box office film was first released in New York in 1933.
7. The military icon that in 1942 publicly vowed "I shall return". (Last name)
8. The first U.S. national park, established in 1872.
9. In 1961, President Kennedy established this organization to encourage American youths to volunteer their talents to help people worldwide.
10. What U.S. naval ship departed New York in 1880 loaded down with humanitarian supplies to aid victims of the Irish famine?
11. This popular American soft drink was invented in 1886.
12. What is the last name of the iconic news anchor that retired in 1981 from CBS news?

C	L	A	K	N	M	B	K	I	N	G	K	O	N	G
R	Y	E	L	L	O	W	S	T	O	N	E	T	L	M
B	E	C	R	O	N	K	I	T	E	S	A	S	S	Y
A	C	D	G	I	O	T	O	L	G	I	Z	R	P	Q
E	O	F	T	W	P	U	Y	W	A	L	K	J	A	N
S	N	O	D	S	O	A	G	Y	N	L	Q	T	N	A
Y	S	L	N	E	L	B	M	T	U	I	A	O	I	Z
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U	E	F	V	B	C	O	C	A	C	O	L	A	H	U
S	L	A	B	E	T	I	G	R	O	I	P	H	F	J
O	L	Y	R	E	S	L	N	E	Z	S	Y	U	L	Z
K	A	R	A	S	B	M	A	C	A	R	T	H	U	R
A	T	O	B	L	U	N	B	A	O	Z	Q	U	T	Y
L	I	G	P	U	O	T	W	E	C	O	L	K	D	E
M	O	T	U	P	E	A	C	E	C	O	R	P	S	D
A	N	B	O	Y	N	U	H	E	N	R	Y	I	I	S

Networking/Local Events

Mar. 13th - ***San Ramon Chamber Seminar - Social Media***
11:30 am - 1:00 pm (www.sanramon.org to register)

Mar. 14th - ***Dublin Chamber St. Patrick's Day Luncheon***
11:30 - 1:00 pm, Holiday Inn, 6680 Regional St, Dublin $35 per person (829-6200 for details)

Mar. 17th - ***St. Patrick's Day Parade & Festival - Dublin***
Parade begins at 9:30 am (Corner of Dublin Blvd & Amador Plaza Blvd)
Festival at Civic Center 10am-5pm Sat. & Sun

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BNI is a business and professional networking organization that allows only one person per profession to join a chapter. Acclaim has been a member of BNI since 2003.