

MARKETING EXPRESS

NATIONAL PRECAST CONCRETE ASSOCIATION

3.12.14

Welcome One, Welcome All!

First off, if this is the first time you are receiving the NPCA Marketing Express, we're not spamming you. This is one of the "living" parts of the Marketing Toolkit that is now in your possession. The Marketing Express e-newsletter is published about once per month and is intended to spotlight various components of the Marketing Toolkit, share success stories and answer your questions about the NPCA Marketing Initiative. The last thing we want to do is waste your time, so we're keeping it short!

Whether you've had the Toolkit since last fall, have just recently received the kit, or are waiting to get yours in the mail – we want you to know we are here to help. If you have any questions about your Toolkit, you can call or email [Kirk Stelsel](mailto:kstelsel@precast.org) anytime at the contact information below. There are also helpful videos to guide you through the basic steps of using the Toolkit.



[Check out the videos](#)

Kirk Stelsel

Director of Communication & Marketing
(800) 366-7731
kstelsel@precast.org

Your Feedback Wanted

Marketing is all about measurement, and we can't measure this without you. So please help us by letting us know how you're using the Toolkit. The feedback we get from our Marketing Toolkit users is vital. In addition to using the feedback for future direction, we will also create an honor roll that recognizes those companies that have used the Toolkit the most. Please take a few minutes to fill out the simple survey below. It will only take a few minutes, we promise.

[Take the survey](#)

TIPS & TRICKS

Of the Members, By the Members, For the Members

The Marketing Toolkit is the result of an effort led by your peers to help you promote NPCA, precast concrete and your company, and it was designed for you every step of the way. However, the Toolkit won't truly feel like it is your own until you customize it.

Every member company is unique, and the toolkit is designed to complement your existing brand, not to replace it. We've received a lot of questions recently about whether it is OK to change certain things. There are guidelines that can help guide consistency, but they are not meant to handcuff you. Whether you want to add in your own brand colors, use elements of the Toolkit on your own printed piece or website or even add photos of your own products to the end of the video (as one member recently decided to do), the Toolkit is yours to make your own. It's like a form with no concrete. So fill it with everything that makes your company great. Your photos. Your logo. Your colors. Your personality.

And, don't forget we can help customize the video for you. If you'd like us to add your logo and website to the end of the video, send an email to [Kirk Stelsel](mailto:kstelsel@precast.org).

ODDS & ENDS

Are You the Right Person to Get This Email?

If you would rather have us send this email to somebody else in your plant, please let [Catherine Lewis](#) at NPCA know and we will change the contact. We can even add additional employees to the mailing list if you'd like to stay on the list but want to include others at your company.

We'd Like to See Your Work on Our Virtual Refrigerator



Just like the refrigerator at home that's adorned with meaningful artwork, postcards from vacation hotspots, magnets with clever messages and other memorabilia, we will soon be launching our own virtual refrigerator. If you'd like to see what other NPCA members are doing with the elements of the Toolkit, we will be soon be posting a gallery of work that you can visit for inspiration and ideas. Send us your work and we'll happily post it on the marketing education page so that others may see and learn from your brilliance! Please send your finished pieces to Kirk Stelsel today!

1320 CITY CENTER DR. SUITE 200 | CARMEL, IN 46032 | (800) 366-7731 | (317) 571-9500

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1320 City Center Drive, Carmel, IN, 46032