

## EsScentuals

Mantooth is excited to announce its newest client: EsScentuals, located at 142 S. College in downtown Fort Collins. Next time you're walking around downtown, stop in EsScentuals or call 484-7862 to introduce yourself and welcome them to our Mantooth team!

NEW!

## Campus West Shops

Check out the new Web site for Campus West Merchant's Association [www.campuswestshops.com](http://www.campuswestshops.com) – download special offers and find out lease availability.

## Europa Spa & Salon

Europa offers 20 percent off available day-of services, so call 407-8223 today to see what appointments are available and get that much needed massage, haircut or pedicure! [www.europaspaandsalon.com](http://www.europaspaandsalon.com)

## Johnson's Corner

New on the menu: succulent salmon, expertly prepared at Johnson's Corner along with the legendary home-cooked meals they've become known for. Open 24 hours a day, seven days a week for 56 years. Now with an expanded gift shop! Visit Johnson's Corner at I-25 and Exit 254, or [www.JohnsonsCorner.com](http://www.JohnsonsCorner.com).

## Tynan's Nissan Kia & Saab

Visit the Nissan location at 5811 S. College for Nissan's National Tent Sale – during the month of May. Check out the Nissan Altima. Bringing performance and luxury to drivers everywhere. Visit [www.tynans.com](http://www.tynans.com) 24/7 or call 282-1400.

## Bisetti's Italian Restaurante

Dine in or take out, Bisetti's is the perfect choice for office meetings and conferences to celebration dinners and event catering. Call 493-0086. [www.bisettis.com](http://www.bisettis.com)

## Gib's NY Bagels

Looking to cater your office meetings? Gib's can provide breakfast or lunch sandwiches or deli platters for your meetings. Call Gib today at 224-5946 to check out catering specials. [www.gibsbagels.com](http://www.gibsbagels.com)

## Integrated Computer Consulting

There's a brand-new Web site for ICC: visit [www.iccusa.net](http://www.iccusa.net) to see the great collaborative effort created by ICC staff, Val Mros of Old Town Media and Mantooth's Kathy Bauer. It was time for a face-life and the new site is up and running. Call ICC at 419-0602...and go visit that Web site.

## Big O Tires

Hit the Road with Rewards – come into Big O Tires and when you purchase a set of 4 Michelin tires you'll receive a \$500 Michelin Travel Discount Card. Start thinking about those summer road trips. Visit any Big O Tires store in Fort Collins, Loveland, Greeley, Estes Park or Cheyenne, Wyo.

## Sense of Place

New lines are arriving daily and the spring accents at Sense of Place are simply stunning. The charming bird plates are a favorite of ours...see them and so much more wonderful choices at 154 N. College, 472-2640.

## Perennial Gardener

It's time to go outside and play in your garden and Perennial Gardener is ready to play with you. The assortment of outdoor planters, fountains and accents is amazing this year. Add something new to the garden this spring and sit back and enjoy. 160 N. College, 472-2640.

## Clay's Ace Hardware

Clay's Ace Hardware located at 1001 E Harmony Road (corner of Lemay and Harmony) is your one stop place for all your gardening supplies. Check out the Paint and Stain sale the end of May – Best customer service in town! 223-9273

## North College Grease Monkey

It's recommended by the industry to change your oil every 3,000 miles. Remember, by keeping your oil changed and proper inflation in your tires, not only is the environment improved but also the longevity of your vehicle.

If you have an update you'd like to share, please let us know – send Kathy a note at [kmb8804@yahoo.com](mailto:kmb8804@yahoo.com) or call 980-1114.

Client Updates

## Cooper & Cooper Fine Jewelry Designers

Mother's Day is just around the corner and Cooper & Cooper have some gorgeous new creations you'd be proud to give...and Mom would be thrilled to receive. In all price ranges, too. Visit Cooper & Cooper at 23 Old Town Square, 221-0303. [www.CooperandCooper.com](http://www.CooperandCooper.com)

## Fort Collins Nursery

Make sure you are a member of the Garden Club to receive coupons by e-mail, monthly specials and more. Membership is free and sharing your e-mail address is safe. Check the Web site for online coupons, too. Spring has sprung at Fort Collins Nursery, 2121 E. Mulberry, 482-1984. [www.FortCollinsNursery.com](http://www.FortCollinsNursery.com)

"Traditions are the guideposts driven deep into our subconscious minds. The most powerful ones are those we can't even describe, aren't even aware of."

~Ellen Goodman

THE MANTOOTH COMPANY

# Imagination

Creative Solutions and Ideas for Clients of the Mantooth Company

May 2008

## Update: Special Projects Press Release Campaigns

By Amy Nesbitt, Mantooth Intern

Our job is to make sure the public knows (and loves!) your company. We do this many ways, from advertising to events to publicity. Perhaps one of the best ways to generate awareness for your company is through press release campaigns.

When you have an event, sale, or even just want the community to give you a second look, we can write the information into a news-style story and send it to all local media with the hope of being published. This means your Summer Sale could not only be advertised in the paper, there could be a news article or an announcement on it as well. Press releases are the way to announce to the media what you're doing and nudge them in the direction of printing a non-biased article about it. We did some research and discovered that other local Public Relations companies charge additional costs to put together a Public Relations Campaign – Mantooth, on the other hand, will write and send out your press release campaign as part of your marketing plan – no additional charges to you.

But what if your story doesn't seem like a news-worthy story? No problem. We can write the press release to highlight the news aspect of it. Bisetti's Risorante recently began its "Seven Favorites for \$7" Early Bird special. While this promotion may not land on the front page of the newspaper, it definitely could be worthy of the business section. We focused the press release on economic recession and the effort Bisetti's has put forth to relieve some of the stress consumers may feel, and incorporated the dinner special. This story was picked up by The Coloradoan immediately after the press release was sent out, and ran in the Saturday, March 15 newspaper, front page of the business section.

We are proud to say that, on average, 90 percent of all press releases Mantooth has written have been published by the media. In the last three weeks alone, 10 press releases were published in The Coloradoan – these press releases ranged from the Girls' Golf Association Spring sign-up to The Fort Collins Nursery becoming a new Mantooth client to Gib's NY Bagels celebrating its 15 year anniversary.

Press releases are a great way to gain public attention that the whole community will see. And the best part? It's free - no advertising costs, no printing, just a story written by us and sent to the media. What could be easier? It's just another way the Mantooth Company is working for you!

## staying Afloat in Rough Seas: How to Survive a Turbulent Economy

By Kathy Bauer, Mantooth Contributor

The "R" word has been tossed around so much lately: are we in a recession? Is it going to get worse? Who really knows? How does one survive?

One of my favorite sayings is, "Don't wait for your ship to come in...swim out to it!" And that couldn't be more appropriate in 2008.

Your excellent customer service is the most important component to maintain. Make sure every contact, communication and touch-point reminds your customers how much you value them, their business and their loyalty. Try sending out a note card saying, "We just wanted you to know how much we appreciate your business. We know you have many choices, so thank you for choosing us!"

Maintain your focus. It's easy to become distracted and think you need to invent new products or services which may or may not dilute your current strategy. If something new does appear to be a smart idea, by all means explore it. But don't fragment your energy by losing focus of what you do best.

Examine your client list: has someone fallen through the cracks? Phone calls, personal visits and outreach will make all the difference. Contact those customers you haven't heard from in a bit. Show you care about them and their business. That loyalty shows up on the bottom line. Visit your "lost souls" to bring them back.

Keep a positive outlook and make sure that filters throughout the company. One negative thought can be so toxic. And if it means you have to start a staff meeting with Bobby McFerrin singing, "Don't Worry – Be Happy!" then do it and enjoy a good laugh. Remember what you do best and keep doing that.

Finally, maintain your marketing (you knew we were going to say that...). But it's true. Keep the press releases coming, the positive news about successes, new employees, anything that can provide a positive spin is good news. Try this: Google "recession-proof your business" and you'll see this message loud and clear.

And remember: "Blessed are the flexible for they shall not be bent out of shape." Good luck from your friends at Mantooth!



## Profile of a Mantooth Vendor

### Introducing The Feet, Inc

By Amy Nesbitt, Mantooth Intern

“Faster than a speeding business” is the statement plastered on the many vans, trucks and cars that we see driving around Fort Collins. The Feet delivering service definitely lives up to its slogan.

The Feet, Inc. is a Fort Collins-based company that has multiple capabilities in the delivery and logistics industries. Established in 1994 as a one-man operation, The Feet has grown from under 10 employees in 1999 to more than 100 employees with facilities in Fort Collins, Loveland and south Denver.

According to the Web site, The Feet’s hub-and-spoke network continues to expand along the Front Range and is the core of the most reliable courier network in Colorado. New routes are being established regularly due to customer demand.

We at Mantooth are proud to work with such a reliable and friendly company. They not only make our lives easier by taking care of the little details, but they allow us to be more time-efficient and cost-efficient for our clients. From proofs and printing job deliveries to sending CDs to graphic designers, The Feet helps us

get our jobs done more quickly and without complication.

We rely on The Feet to deliver our packages in a timely and professional manner, and we have never been disappointed. We joke that The Feet must be on autopilot when working with Mantooth, and have the directions to Connie’s house committed to memory. This level of personal interest The Feet takes is a true indication of the company’s integrity.

When you are in need of a delivery, you can pick up the phone and call The Feet to arrange the pick-up. If you’d rather schedule online, The Feet has designed its Web site to allow customers to make online arrangements for service at no additional cost. This means customers save time, and the convenience of having a package delivered with the click of a mouse is unprecedented.

The Feet may be the very thing your company needs to bring business to the next level of efficiency. For more information, visit [www.thefeet.com](http://www.thefeet.com) or call 493-8110.

## Team Mantooth - Kathy Bauer

Kathy Bauer is a native of Cedar Rapids, Iowa, and spent every summer in the Estes Park area horseback riding, hiking and loving the mountains. When it came time to choose a college, it had to be in Colorado where she earned a bachelor of fine art degree in graphic design with a minor in English. Her experience is vast with marketing firms and ad agencies, as a publications specialist at CSU, advertising for The Coloradoan, helped start up a high-tech digital scanning and archiving company that ultimately achieved international acclaim, and helped artists and photographers create and market high quality limited edition reproductions of their work. She’s the proud mom of Emily, a senior at Rocky Mountain High who will be attending CSU this fall. The four-leggeds who share the home include Shelby, the golden retriever, and Oreo, a sleek black cat. In her spare time Kathy enjoys gardening, hiking, horseback riding, CSU football, photography, writing for Journey, traveling, friends and family. This winter she took up snowshoeing and love it.



She’s also involved with several nonprofits in the area, including the Rocky Mountain Raptor Program, The Food Bank for Larimer County, Colorado Thoroughbred Rescue, Neighbor to Neighbor and the Museum of Contemporary Art.

Kathy says, “I thoroughly enjoy helping my clients grow their businesses and achieve their goals. Working with such a wide variety of businesses keeps it fresh and fun and I like the opportunity to learn about so many different things. I share the excitement of Integrated Computer Consulting new brochures, Web site and business papers, love hearing that Johnson’s Corner’s famed cinnamon rolls are in seven new states, delight in watching the new owners of Cooper & Cooper Fine Jewelry Designers settle into their new roles, thrilled when I hear that Fort Collins Nursery got a 20 percent return on a postcard, and smile when Sense of Place and Perennial Gardener’s sales are up and the shops are full. That embodies the variety of clients which makes Mantooth Company so unique.”

## W MANTOOTH’S WEBMASTER

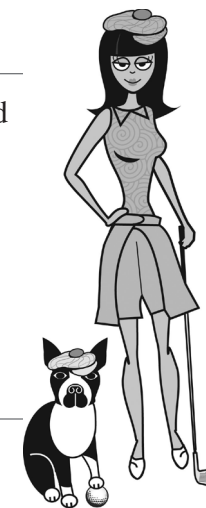
By Vallene Mros, Mantooth Webmaster

### Using Your Web Stats in Your Marketing Plan:

In my last article, I briefly talked about web stats and how they can be a great marketing tool for your business. There are several reasons to use your web stats for your marketing and one of which is your unique users. This is how many unique people are coming to your site each month. If this number is high, you know that your Web site is being found and that you are getting a good amount of traffic to it. If this number is low, work needs to be done. Another important part of your stats is your total number of visits that you get, meaning how many people come back to your site. This is very important because you want people to constantly come back and see what you are doing new. If this number is really low, than you know people will only look at you once and then never again, which means loss of business. Key words are also an extremely important aspect of your stats. What people type into search engines such as Google to find you will show up in your stats. The next step with to take with these key words is to put them into your Web site so you come up higher on the search engines. Where people found you is another very important part of your stats and marketing. The actual Web sites that people found you from and how many clicks you received from those Web sites will appear. This is very important - let’s say you are spending \$1,000 on some advertising online at the local newspaper. You find that you only receive four click throughs per month from this Web site; you found that you are best served spending money on more profitable advertising. These are just some examples of how to market your site with web stats. For more information, check out [www.oldtownmediainc.com](http://www.oldtownmediainc.com)

## Event Update: Update on Golf Tournaments

May is truly the kick off for Mantooth’s event season. Let one of us know if you would like information on how to play in the CSU Ram Appreciation Golf Tournament on Friday, May 16 at Southridge Golf Course or perhaps the United Way Larimer Cup on Friday, May 30 at Marina Butte Golf Course in Loveland. And don’t forget – the biggest tournament of the season is June 1 and 2 – the Anheuser Busch Golf Classic at Highland Meadows Golf Course benefiting Easter Seals Colorado. Thanks to Century 21 Humpal for all their support on this tournament – last year we raised over \$100,000 – big thanks to Johnson’s Corner for their ongoing support of feeding the golfers during the day of play.



## J JOURNEY MAGAZINE

If you haven’t checked out Tea at the Hilton yet, you need to! Just ask the many women and men that have enjoyed Tea at the Hilton in March and April! Journey magazine is proud to sponsor Tea at the Hilton coming up on May 29, from 1 p.m. – 4 p.m. (3 p.m. is the last pouring of tea and serving of treats). Serving Colorado teas from “Two Leaves and a Bud” along with all the treats you would see at any tea party, scones, cream, finger sandwiches and many delectable desserts, we hope you will join us. Get a group of friends together and call the Hilton Fort Collins at 494-2971 to make reservations.

