

Small Business News & Notes

Small Marketing Can Make A Big Impression

(NAPSA)—Small-business owners have to accomplish a lot. They juggle planning for the future, run operations, and work to attract and retain customers. By incorporating technology and customized tools into marketing, many small-business owners are finding efficient solutions to help connect with customers.



Sometimes little things, like customizing mail with postage, can help make a big impression.

Sometimes little things help make a big impression—like customizing mail with postage.

Pitney Bowes' Stamp Expressions™ Postage Printer is an efficient, affordable and easy-to-use system that can help make envelopes and packages stand out and build a customer connection.

“It’s about communicating with your customers and building relationships,” says Chrys Tsilibes, director of product management at Pitney Bowes. “Pet shops might go with postage of puppies or a bridal shop can print postage with the season’s hottest dress. Mail communications with a personal touch can help break through the clutter.”

Pitney Bowes' Stamp Expressions™ Postage Printer is small and portable. It lets users add logos, promotional messages or photos to postage right from their desktops. For more information, visit www.stampexpressions.com/printer.