

Special Report

“The Top 10 Business Anniversary Ideas For ‘Sell’-abrating Your Business Anniversary”

**By
Pauline Bartel, M.A.**

Bartel Communications, Inc.
Public Relations • Marketing • Corporate Communications
12½ Division Street
Waterford, NY 12188

518.237.1353
pauline@paulinebartel.com
www.paulinebartel.com

Transforming Business Anniversaries Into “Sell”-abrations

“The Top 10 Business Anniversary Ideas For ‘Sell’-abrating Your Business Anniversary”

Here’s a cause for celebration – your business anniversary! Why not throw a business anniversary party and get some fabulous gifts:

- **New and repeat business.** Celebrating your business anniversary demonstrates to customers and prospects that, while others have come and gone, your company has flourished. You’ll win recognition for your accomplishments and spread awareness of your products or services.
- **Competitive advantage in the marketplace.** Celebrating your business anniversary trumps your competitors. Some may not realize how long they’ve been in business; others may not recognize an anniversary’s marketing potential. You’ll bring attention to your company, stay in the spotlight throughout the year and gain competitive marketplace advantage.
- **Stronger relationships.** Employees, customers, vendors, suppliers and the community have made your success possible, and an anniversary is a perfect occasion to acknowledge those contributions. You’ll stimulate a sense of pride in your supporters for what they have helped you achieve and reinforce their roles as advocates for your company.

Whether you’re celebrating a milestone year (those ending in 0 or 5) or an in-between year, your business anniversary is a chance to remind others of your company’s past success. Celebrating your business anniversary with a promotional campaign – your anniversary party – becomes a “sell”-abration, contributing directly to your future success.

Kick off the festivities by using any or all of these top 10 business anniversary ideas for “sell”-abrating your business anniversary:

1. Create a themed business anniversary-year campaign.

Wedding anniversaries are often celebrated according to a traditional list of anniversary symbols. Today, a new twist on that time-honored idea has been created just for businesses: “The Bartel Years™,” a roster of symbols to inspire business anniversary ideas for your first 100 years. Did you know, for example, that Chocolate represents the 7th business anniversary year, Apples & Oranges represents the 29th business anniversary and Nickel represents the 46th business anniversary?

Let the symbol for your business anniversary year inspire an array of business anniversary ideas for promotional campaigns directed to customers, prospects, employees and the community at large. Here's an example:

A company celebrating its 33rd business anniversary – Maple – could send maple-flavored candy to customers with a card, announcing the milestone and thanking customers for the company's "sweet success." To thank employees for their loyalty and hard work, a company could hold a pancake breakfast cooked by management and served with commemorative bottles of maple syrup. A company could also plant maple trees in a local park as a community-service project that would thank the community at large for the company's success and longevity.

What business anniversary ideas will your business anniversary year symbol spark for you? Find the symbol of your business anniversary year in "The Bartel Years™: Business Anniversary Symbols to Inspire Business Anniversary Ideas For Your First 100 Years" available at www.paulinebartel.com as a free, downloadable PDF file.

2. Harness the power of publicity.

Editors at newspapers and trade journals hunger for good business anniversary stories. However, having an editor gobble up your story means offering more than just a mere appetizer: the fact of your company's anniversary. Instead, you must serve a satisfying main course – an interesting story about your company – for which you offer a choice of entrées. You could offer a story showing:

- Your company's achievements or the changes you've seen in your industry during the time you've been in business.
- Astounding production figures such as the number of widgets your company has produced during its history.
- Developments in your company such as the introduction of a new product or service.
- A special gift to the community or a community-service campaign launched during your business anniversary year.

How do you get the media's attention? Offer your company's story via a pitch letter or media release directed to print and broadcast outlets. Include a compelling hook or headline that explains the importance of your business anniversary to your industry, your customers or the community.

Leverage the resulting publicity by highlighting media appearances in your newsletter, by including photocopies of newspaper and magazine articles in prospective client packets and by posting clips of radio and television interviews on your Web site.

3. Offer special business anniversary year pricing and packages.

If your company sells products, consider offering special business anniversary year pricing. A company celebrating a 30th business anniversary could discount any item over \$30 by 30% for the first 30 days of the company's anniversary year. If your company sells services, consider offering special business anniversary year packages. A legal firm celebrating a 4th business anniversary could offer a fixed-price package of four services such as initial consultation, will, health care proxy and power of attorney. Mention your special business anniversary year pricing and packages in any advertising you do during the year.

4. Launch a new product or service.

Since celebrating your business anniversary shines a spotlight on your company, you have an opportune time to launch a new product or service. In honor of its 10th business anniversary, Bartel Communications, Inc. created "The Bartel Years™," the roster of business anniversary symbols, and launched The Bartel Way™, a business anniversary consulting service.

If your company offers products, consider creating a new product or launching an anniversary edition of an existing item. For example, limited releases such as the 30th anniversary edition of Pink Floyd's *Dark Side of the Moon* or the 60th anniversary edition of the film *Casablanca* rekindled interest for long-time admirers and captured new generations of fans. What product can your company launch or repackage for your business anniversary?

5. Issue an anniversary newsletter.

As a promotional vehicle, a business anniversary newsletter allows you to trumpet your company's accomplishments and herald the news about your latest products and services. Include copies when you ship your products or invoice your services. Send copies to your past customers, prospective clients, suppliers and vendors. Have copies on hand in your reception area. Include a newsletter in your media kit and attach a copy to every business anniversary media release you issue.

With so many different audiences, you'll need to ensure that your business anniversary newsletter is read. Do this by offering attention-grabbing photos plus short, compelling articles. Spotlight the products and services you offer today and those you offered in the past. Highlight your current staff and salute your original staff. Show how your industry operates today versus how it operated when you first

started. Include information about your current and future plans. Last, include a message of appreciation from the president or founder to all who played a part in your success.

6. Create a premium publication.

Writing and publishing a special report, a case study, a corporate history, or a company book yields a valuable premium you can use in many ways.

Retailers can produce special reports, covering various aspects of their product lines. A jeweler could prepare a special report on “The 4Cs of the Diamond” or “The Lore and Allure of Gemstones.” A wine merchant could offer primers on “The ABCs of Wine Selection” or tips on “Hosting a Wine Tasting Party.” Print these as pamphlets or booklets and hand them out at your store. Make the publications available as downloadable files for customers who visit your Web site.

Service providers offer the intangibles of knowledge and experience to their clients. Showcase your expertise through a case study – a narrative that states the problem brought to you by a client, shows the solution you developed, explains the action steps undertaken and demonstrates the results the client experienced. Include background about your firm and praise from the client. Enclose case studies in prospective client packets. Summarize the case study for your company newsletter. If appropriate, submit case studies for industry awards.

Companies marking the prestigious business anniversary years – 50th, 75th and 100th – can create a corporate history – official books that reflect on the company’s past, celebrate its present and anticipate the future. With today’s print-on-demand technology, commercial printers can produce any quantity for reasonable prices. The books that result are high-end premiums that can be given to those who have supported your growth and success throughout the years.

Younger companies marking milestone business anniversary years can create a for-sale company book. A restaurant celebrating its 30th business anniversary could publish a book of recipes, offer the book for sale to customers and donate the proceeds to a local non-profit organization.

7. Launch a new or updated Web site.

Whether your company offers products or services, today’s online world is a portal for promotion and profitability, enabling you to draw customers from across the street or from around the world.

Establish a business anniversary page on your Web site to emphasize the special year your company is celebrating. Include a banner, proclaiming how long your

company has been in business. Have sections for case studies and customer testimonials. Companies selling products can offer discounts or bonus products. Service businesses can make complimentary offers such as free Special Reports. Provide a Guest Book, allowing visitors to register for business anniversary year promotions by answering simple questions about themselves or their preferences. The information you collect will build your customer database and will be invaluable for use in subsequent e-mail blasts, promotional mailings and direct sale contacts.

Mention your Web site address in all business correspondence, marketing materials and media releases. Invite others to visit the site by offering online-only business anniversary year promotions. Refresh your site often, giving visitors a reason to keep coming back.

8. Express appreciation to customers and employees.

Customers and employees are the backbone of any successful company. Since they've helped you reach your business anniversary, recognize their contributions to your success.

Sending handwritten thank you notes at Thanksgiving or Christmas is the simplest way of showing appreciation to customers. Stand out from the crowd by timing your mailing for other points during the year such as Valentine's Day or the Fourth of July.

Use holidays that tie in with your product or service to remind customers how important they are to you. For National Arbor Day (last Friday in April), a tree service can send notes, telling clients "Thank you for helping us grow this year!" (Find dates for other such celebrations in *Chase's Calendar of Events*, available online or at your local bookstore.)

For the next step up in customer appreciation, combine your handwritten note with a gift or a gift basket. Coordinate your present with the symbol of your business anniversary year. For the 9th business anniversary – Coffee & Tea – send a travel mug, imprinted with your company's name and logo, containing a gift card from a local coffee house. Assemble a gift basket, brimming with boxes of gourmet coffee and tea and packages of biscotti or scones. Your customers will remember you all year.

Contests are another way not only to show appreciation to customers but also to get them involved in your business anniversary celebration. Sponsor a raffle with a high-end prize, incorporating your business anniversary year symbol and its unique expression in your industry. For instance, Port is the symbol for the 67th business anniversary. To a travel agency, Port means "a harbor town or city," and the prize

could be a cruise to a port city of the winner's choice. To a boat dealer, Port means "the left side of a ship," and the prize could be a new motorboat. To a wine shop, Port means "a fortified sweet wine," and the prize could be a bottle of 40-year-old Tawny port and a selection of premium cheeses.

Run a testimonial contest. Solicit endorsements from customers by announcing the contest through a post card mailing or a store display. Ask customers to state what they like best about doing business with your company. Choose the top 10 best quotes as the winners. Award prizes to the winners and send thank you notes to everyone who entered. Post the testimonials in your store, on your Web site and in your marketing materials to remind customers why your company is the best in the business.

If your customers are happy, credit your hard-working employees. Keep your employees happy by acknowledging their contributions at anniversary time. Imprinted promotional items are ideal for company-wide business anniversary "thank you" gifts, but don't stop there.

Remember employees on their service anniversaries. A handwritten note, thanking an employee for years of loyal company service contributes to high job satisfaction, morale and motivation. Add a special gift for milestone service anniversaries such as the 5th, 10th or 25th.

Run sales contests connected to your business anniversary year. Offer a Grand Prize to the first member of your sales force who brings in 35 new orders during your 35th business anniversary year.

Do something just for fun. Rent a local theater and invite staff and their families to attend a free "Movie & Popcorn Night." Sponsor "Office Chair Massage Day" by engaging licensed massage therapists to provide a 15-minute chair massage to each employee.

Go a little crazy. Pull out all the stops by sponsoring an event that's way out there. If you're celebrating your 4th business anniversary – Sugar & Spice – challenge your employees to a pie-eating contest. At your 49th business anniversary – Bells & Whistles – assemble staff, family and friends for the world's largest gathering of bell ringers. You might even make the record books.

9. Sponsor a business anniversary event.

Everybody loves a party. Sponsoring a business anniversary event – an open house, company tour, or a business mixer – puts you center stage as host, allowing customers, prospects, VIPs, the media and others to join in the celebration while giving you the chance to dazzle them with your company's accomplishments.

Holding an open house in your business location can be more than just a chips-dips-and-sips occasion. Turn the event into a fundraiser by featuring auctions and raffles to benefit your favorite charity. Set up a photographic display showing the evolution of your company's success.

Offering company tours gives your guests a rare, behind-the-scenes peek into your operations. People are fascinated to learn how you do what you do. Plan tours so that visitors gain an appreciation of your company's whole story from R&D, testing and the manufacturing process through sales, order fulfillment and customer service.

If your business location doesn't lend itself well to an open house or company tour, partner with someone such as a vendor or supplier who can host you. Your Chamber of Commerce can join in your business anniversary celebration, too. Chambers seek corporate sponsors for numerous business affairs such as mixers, seminars and signature events held throughout the year. Become a corporate sponsor for a business event and use the event to spotlight your business anniversary.

10. Share your success story through speaking engagements.

Since new businesses all too often fail early on, surviving and thriving as a company is a notable achievement. People in your industry and your business community will be eager to know how you started, how you grew, the mistakes you made, the lessons you learned and what the future holds for your company. Seek speaking engagements at local and national chapters of industry organizations to which you belong, service and business groups and your Chamber of Commerce.

Plan and practice your presentation, making sure that the content reflects the key message of your business anniversary year celebration. If your main theme is "Our Customers Are #1," include anecdotes that show how your company has stood by that belief over the years and how you will strengthen that commitment in the future. Give practical pointers that audience members can apply to their own businesses. Then be ready to take a bow and receive the applause not only for sharing your story with others but also for all the success you've attained.

Which business anniversary will your company mark this year? Congratulations! Now, get ready to 'sell'-abrate, using the top 10 business anniversary ideas for your business anniversary!

Make It a Great Business Year. Make It a Bartel Year.

Bartel Communications, Inc., is an award-winning corporate communications firm, specializing in business anniversary consulting services. For even more business anniversary ideas, click on the Home Page link (www.paulinebartel.com) and listen to the podcast “Celebrating Your Business Anniversary.”

For help with business anniversary ideas for your business anniversary, contact Bartel Communications at (518) 237-1353 or pauline@paulinebartel.com.

Copyright © 2007 by Pauline Bartel. All rights reserved.

Learn More About Bartel Communications...

Bartel Communications, Inc. is an award-winning corporate communications firm based in Waterford, NY, specializing in writing, editing, marketing, public relations and business anniversary consulting services.

Bartel Communications, Inc., is certified by New York State as a Women-owned Business Enterprise (WBE) and serves as a subcontractor on bids for New York State contracts. The firm is a member of the Albany-Colonie Regional Chamber of Commerce, The Chamber of Southern Saratoga County, the Consulting Alliance and the Public Relations Society of America.

In honor of its 10th anniversary in 2007, Bartel Communications developed The Bartel Way™, an integrated marketing and public relations approach to positioning products and services within the context of celebrating a corporate anniversary. The firm also created “The Bartel Years™,” a roster of business anniversary symbols to inspire business anniversary ideas for a century of business anniversary “sell”-abratations.

The Bartel Way™ and “The Bartel Years™” were Gold Award winners in the Hermes Creative Awards 2008 competition, an international competition for creative professionals involved in the concept, writing and design of traditional and emerging media. The Gold Award is presented by the Association of Marketing and Communication Professionals to those entries judged to exceed the high standards of the industry norm. The Hermes Creative Awards 2008 competition attracted 4,000 entries from throughout the United States and several foreign countries. Approximately 18% of the entries received the Gold Award.

President and Chief Creative Officer Pauline Bartel holds a Master of Arts degree in Public Communications and a Bachelor of Arts degree in English (magna cum laude), both from The College of Saint Rose in Albany, NY. Ms. Bartel is a 2004 graduate of the Capital Leadership program of the Albany-Colonie Regional Chamber of Commerce. She is a member of the Board of Directors of The Chamber of Southern Saratoga County.

At Bartel Communications, Ms. Bartel leads a team of seasoned professionals, delivering to clients outstanding, industry-acclaimed results.

Services Provided by Bartel Communications

Public Relations Plans and Programs

Public relations is the art of nurturing good relations with a company's various publics by obtaining favorable publicity, building a positive corporate image and handling or heading off unfavorable stories or events. The image-creation services offered by Bartel Communications include:

- Brand Stories
- Corporate-Identity Materials (e.g., annual reports, articles, brochures, etc.)
- Crisis Management
- Media Relations & Spokesperson Training
- Image Campaigns
- Product Publicity
- Publishing Public Relations
- Special Event Management (e.g., grand openings, news conferences, press tours)

Community Relations Campaigns

Community relations campaigns demonstrate a company's good corporate citizenship by supporting community-based organizations and activities, fostering working relationships with stakeholder groups representing business and public interests and enhancing the quality of life in key markets. The community relations services offered by Bartel Communications include:

- Community Service Projects and Campaigns
- Strategic Introductions and Meetings
- Public Awareness Campaigns
- Executive Visibility
- Event Relations
- Award Campaigns and Management

Strategic Marketing Initiatives

Marketing is the art of satisfying customer needs. The process includes understanding consumer needs, developing products and services that provide superior value and promoting those products and services effectively. Bartel Communications offers:

- Brand Definition
- Business-To-Business Marketing
- Direct Marketing
- Integrated Marketing
- Marketing Communications Audit and Evaluation
- Marketing Plans
- Publishing Marketing
- Product Development and Positioning

Business Anniversary Consulting Services

Each business anniversary is a chance to remind others of a company's staying power, achievements and service to the community. Bartel Communications offers "The Bartel Years™," the award-winning roster of business anniversary symbols to inspire business anniversary ideas for a century of business anniversary "sell"-abitations, and The Bartel Way™, the award-winning business anniversary consulting service that includes:

- Strategic Planning and Business Anniversary Consulting
- Business Anniversary Concept and Content Development
- End-to-End Project Management
- Design, Production and Fabrication of Deliverables

Corporate Communications Projects Bartel Communications Can Create For You

Advertorials

Annual Reports

Award Nominations

Backgrounders

Book Proposals

Brochures

Business Letters

Business Plans

Case Studies

Corporate Histories

Corporate Periodicals

Direct Mail Letters

Ghostwritten Articles and Books

Manuals

Media Kits

New Product Release

Newsletters

Press Releases

Product Information Flyers

Sales and Services Brochures and Flyers

Sales Letters

**Have You Heard What They've Said About
The Bartel Way™ of "Sell"-abrating™
A Business Anniversary?**

"It is with great pleasure that I recommend the services of Bartel Communications, Inc. Pauline Bartel was instrumental in matching Helping Hands School with Creatacor, Inc., for a 20th anniversary community service project that turned out to be the start of a very beneficial, ongoing relationship."

Dave Ross, Director of Special Projects
Helping Hands School
(518) 664-6530

"I celebrated my 10th business anniversary with an Open House. The focus for our celebration was a fundraiser for World's Window and The Women's Empowerment Project, an international service campaign to provide sewing machines for a village in Zimbabwe. Bartel Communications secured feature-story coverage about me and the project with the *Times Union* and the *Clifton Park Spotlight*. This publicity resulted in a large attendance at the Open House and considerable monies collected for this worthy cause. Bartel Communications' strategy of using my corporate anniversary as a means to promote my business turned out to be right on target and generated significant interest from people I would not have reached otherwise."

Jane Morrison, Owner
A Peaceful Place Massage & Wellness Center
(518) 371-2225



Ms. Pauline Bartel, President
Bartel Communications, Inc.
12 ½ Division Street
Waterford, NY 12188

Dear Pauline:

On behalf of The Chamber of Southern Saratoga County, I want to thank you personally for all of your creative ideas, invaluable expertise and unending enthusiasm that combined made our 40th anniversary celebration a spectacular success!

The branding slogan you developed for our anniversary campaign – “Marking 40 Years of Passion, Endurance, Loyalty, Strength” – reflected your keen understanding of our anniversary-year challenge: how to remind members about the Chamber’s longevity and accomplishments. Pairing this slogan with the gemstone ruby – the symbol of the 40th corporate anniversary – added a visual touch to all aspects of our anniversary events, especially the annual awards dinner. Your innovative ideas for the dinner including the time line display showing the area’s growth over 40 years, the video presentation illustrating the Chamber’s history and accomplishments and the recognition of our three Charter members provided a solid foundation with which to build upon. In addition, suggesting fun elements such as music and trivia from 1967 garnered tremendous feedback from our members. No wonder this event was a sell-out for the first time in its history!

The print and broadcast publicity you produced throughout our 40th year, including front-page coverage in *The Community News* and the *Saratoga Business Journal* and the personal interview on the half-hour radio program “Capital District Forum,” increased our visibility in the business community and helped contribute to reaching our goal of attaining over 900 businesses as members of the Chamber.

The frosting on our anniversary cake was having two award-worthy campaigns to submit for the American Chamber of Commerce Executives’ 24th Annual Awards for Communication Excellence in 2008. I’m exceedingly proud that both entries won the Award of Merit and represent the Chamber’s first national honors.

Working with you has been a pleasure, Pauline! Thank you again for all of your efforts on our 40th anniversary campaign and for all of your contributions of time and talent to The Chamber of Southern Saratoga County.

Sincerely,

Peter L. Aust
President & CEO

