



**"How can I market my company to the other GLGA members?"** This is a common question that GLGA members have. Here are 11 ways to raise the members' awareness about your business:

1. Share a **press release** with the members. We run Member News in our twice-monthly e-newsletter, *Currents*. We recommend that you post your press release on your own website, blog or public social media account so we can link to it and drive traffic to your site. Email releases to our Communications Director, Sharon Flick, at [sflick@glga.info](mailto:sflick@glga.info).
2. **Sponsor** an event. We provide our sponsors with plenty of ink and pixels to say thank you and to get your name in front of the members: for example, signage at the event, mentions in our monthly publications, logos on our website. Every summer, we have three state golf outings that need everything from golf cart sponsors to raffle prize donations. And, our association's biggest program, the annual Graphics Excellence Awards Celebrations, is a superb opportunity.
3. Keep your listing in **PrintAccess** updated. PrintAccess is a national online searchable database of printers and industry suppliers, and is a free service to our members. Your listing in PrintAccess also is the basis of your complimentary listing in our *Print Buyers Guide and Membership Directory*. Sharon Flick can help if you have questions or need your password.
4. **Attend** events. There is nothing like a little networking time to get you known. Check out our *Weekly Calendar of Events* e-newsletter every Monday for a listing of upcoming events; our calendar also is online at [glga.info/events](#).
5. Contribute **educational articles** to our monthly print magazine, *Graphics Journal*. If you can provide good advice, insights and useful information on a subject, we'd be happy to run that article along with your byline, bio and headshot. Contact Sharon Flick to discuss story ideas.
6. Use paid **advertising opportunities** in *Graphics Journal*, the *Print Buyers Guide and Membership Directory*, and other publications. Contact our Membership Development and Engagement Manager, Debra Warner, for assistance with your ad buys at [dwarner@glga.info](mailto:dwarner@glga.info).
7. **Host an educational program** at your place of business or **present/sponsor a webinar**. If you enjoy public speaking or if your company has an educational outreach, our members would appreciate the learning opportunity. Contact our president, Joe Lyman, or our state directors, Brent Eckhart (Indiana) and Bill Gibson (Illinois), to discuss plans for your session.
8. Offer a **Group Buying Power Program**. We are always looking for new buying power partners to provide value to our members. These are special discounts and programs that have been approved by our Board of Directors, and these participants have the added benefit of being able to say that they have partnered with us to offer these. We promote these programs with a special page on our website, mentions in the monthly publications, and a marketing flier.
9. Do a **direct mail campaign**. As GLGA member, you are entitled to a list of the current member companies, which includes each member's primary contact person (or persons) name, address, and phone. Contact us any time you need an updated list.
10. Send a **welcome note to new members**. Every new GLGA member is introduced in *Graphics Journal*, a listing that includes their primary contact person's name, address, phone and email. Taking a moment to welcome them and introduce yourself is a memorable gesture.
11. **Host an open house** at your place of business. Show your newest equipment, capabilities, and projects. Food, music, and/or prizes can add to a memorable day. Send us the event and RSVP info for inclusion in the *Weekly Calendar* e-newsletter.