

2023 PLANNER PROFILES

Computers-Cell Phones



Grow Your Business WITH TOWN PLANNER

The essential elements of successful marketing are **branding, visibility and shelf life**. Town Planner provides these vital marketing ingredients in a program that is attractive, affordable and effective.

Branding. The first stage of branding is the point at which your name and reputation begins to become imprinted in the public's mind. Achieving top of mind awareness means consumers will think of your business first, instead of your competitors. A strong brand is invaluable as the battle for customers intensifies day by day. A daily presence in front of local residents will more quickly build your "personal identity" in the community.

Visibility and Shelf Life. Businesses throughout the country are leveraging the value of being "on display, everyday." Displaying your message in local homes is a valuable tool in attracting new customers and keeping current customers coming back. Town Planner positions you with important local community information that the families in your market want. Surveys by independent marketing research firms, such as Vera-Fast, show that on average better than 2 out of 3 families that receive a Town Planner Calendar hang it up in their homes and use it on a regular basis all year long.

Since 1987 families have come to trust and rely on Town Planner to keep them informed about things going on in their community. Families have also learned to trust the businesses that support this valuable community resource and that's a great position for you to enhance your name brand and build your business.

"Brand marketing is the method and the means by which you propel your business into the public consciousness. While the world of business has changed by leaps and bounds, the basic principles of brand marketing have remained the same."

Laura Lake, Branding Basics

"A brand is a story... that is always being told."


Scott Bedbury, A Brand World



Town Planner[®]
YOUR COMMUNITY CALENDAR

CATCOM COMPUTERS
APPLE, IBM & SONY AUTHORIZED SERVICE CENTER

25 Valley Rd. Montclair, NJ
(Across the street from the Montclair Board of Ed.)
M-F 10am-6pm • Thurs 10am-8pm • Sat 10:30am-5pm

SONY  **IBM**

- IT Business Solutions 24x7
- Home/Office Networking
- Wired and Wireless
- Small Business
- Residential - Schools

- Data Recovery PC, MAC Servers Free Estimates
- Cloud Backup Solution with Disaster Recovery
- Viruses and Spywares Removal - Flat Rate

FREE Computer Check-Up & Diagnostic \$25 Value

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We Repair All Makes and Models
Desktops, Laptops, Printers, Monitors, iPods, iPads, Phones

With Coupon Only. Offers may not be combined. Does not apply to repairs. Expires 12/31/23

*Town Planner Advertiser
Since 2011*

We put you on display, everyday!

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Elk Grove's First and #1 Cell Phone Accessory Store

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- Android
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201 Fresh Dr (Lowe's Food Plaza)

2 FREE FLASH DRIVES
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