

NOVA

Serving the Financial
District for over 37 Years
47 ANN STREET
NEW YORK, NY 10038

Tel: (212) 349-1233 • 349-4545
Fax: (212) 406-7074

Email: nova@novaoffset.com
Web Site: <http://www.novaoffset.com>

The answer to all of your printing needs.

PRINTTIPS™

Vol. 4, U-ED

Hit Them With Your Best Shot

Every business wants more sales. Yet, few stop to determine how to achieve them. Often strategic marketing tools get dismissed as being a waste of time and money not because they don't work, but because of a lack of targeted marketing. Whether you're hosting a conference, designing a trade show exhibit, celebrating with a special event or simply creating an advertisement, always remember that the more targeted your marketing, the better results you'll get.

Demonstrate Need

Your company competes for the same discretionary income as several other companies. Consequently, the better you demonstrate your customers' need for your product, the more likely your customers will be to buy it.

In order to be the one company that stands out there must be something unique about your product. 'Make sure that the product or program is 'niched' so that it has a unique selling proposition that differentiates it from the competition,' says Dr. Ralph D. Elliott, director of professional development at Clemson

University. Use feedback mechanisms such as advisory groups, boards, surveys, focus groups and inquiry generators, to stay in touch with the marketplace, advises Elliott.

How can you determine customer needs? Pay close attention to what your customers say. Every day your customers provide vital sales information when they call you. They tell you exactly what benefits they're looking for and what problems and needs they have. Often it comes in the form of customer complaints which is why

many companies keep notepads by their phones and keep comment forms readily available.

Target the Right Audience

When you know what your target is, you can hit it. Otherwise you will wander aimlessly and all your marketing efforts will be useless. The more clearly you can define your target, the better. What if you don't know who to target? You can interview existing customers, use mailers and special events to discover this information.

Print up response cards with three or four questions that you can insert in mailings or use at special events. Choose questions that will give you helpful responses. Potential customers' ages, interests, and locations may help you define your market. The better defined your market, the better results you'll have.

Generate Inquiries

Some companies establish a need and target the right audience, but forget the next step which is persuading these prospects to get more information.

Gifts, drawings, coupons, discounts and further education



provide great incentives for customers to submit requests for additional information. Use this opportunity to ask prospects a few questions. Their answers can help determine interest in proposed products and services. They can also help you spend your marketing dollars wisely.

Always design your inquiry forms in a simple layout that makes it easy for people to respond. Offer various response options including: phone, fax, e-mail, traditional mail and even a worldwide web page if you have one.

When the inquiry form indicates that a prospect wants more information, send the information immediately. If a fax number is available, use it.

Select lists carefully

'It's better to send a bad product to a good database than to send a good product to a bad database,' Elliott observes. Don't forget to send to your existing database periodically. According to Elliott, 'Lists of existing customers may outperform external lists by a factor of ten.'



Target Marketing +
Follow Through = Sale

Set goals

What are you trying to achieve? Some common goals include: exchanging information, raising money and launching new products. Goals will help you ensure that you accomplish what you want.

Quantify your objectives

Determine the number of leads you want to generate, the number of sales you want to make. By setting specific objectives (e.g. 350 new sales leads, 200 appointments, \$200,000 in purchase orders), you keep everyone on track and know exactly where you stand instead of having to guess. Make sure that trade show displays, mailings, etc. help lead to the desired results.

Follow-through

Between information and an order lies follow through. Make sure you have a plan in place to deal with all the inquiries you generate. For example, if you're doing a trade show, make up packets ahead of time. That way you can make up mailing labels during the show and send the packets out as soon as the show is over.

Include follow-up in your original marketing plan. 'Keep an eye on Return on Marketing (ROM) in addition to response rate,' advises Elliott. 'A relatively high response rate may not be profitable if the price of the seminar is low or the cost of promotion is high.'

Offer a lifetime guarantee. Remember that your reputation depends on excellent customer service. Make it easy for visitors to place orders. If your company has electronic ordering capabilities, have a computer ready to place orders on the spot. Also be sure that you can provide immediate price quotations whenever possible.

Look for Added Value

Look for opportunities to join other advertisers and offer your customers a better deal (e.g. two coupons from the same shopping center instead of one). You may want to talk with neighboring businesses. Find out if they are interested in cross-promoting.

Create Interest

Develop an inviting theme that adds interest and energy to your mailings and trade show booths. Carry the theme throughout your display and promotional materials. Have plenty of logo imprinted giveaways to distribute, especially items that will be visible throughout the show. This will help you build name awareness and attract people to your booth. Use creative packaging. For example, one company that we know used a three part direct mail campaign which consisted of puzzle pieces.

Develop a multimedia strategy to communicate your message and offer. Add a gift. Provide special discounts and benefits for customer referrals and for frequent multiple purchases (similar to frequent flyer miles). Use customer names and interests to personalize your direct mail campaigns.

When designing your display make sure it is easy to view. Make any signs prominent and easy to read. Consider having an attention-getter at your booth, such as a caricature artist or a celebrity.

Use a good mix of media in your booth (e.g. interactive CD-ROM, a VCR with a looped tape, slide presentation, etc.).

Always test something

Don't allow your materials to become stale. Test price, offer, lists, creative, format, seasonality and frequency of contacts often.

The Idea Corner

Reaching all your prospects is an impossible task for any salesperson, yet postcards can reach them in very little time and at a relatively low cost. Beyond this, they attract attention.

There are three stages that prospects go through when deciding whether or not to use a specific company.

The first stage is recognition. Customers generally want to work with businesses with which they are familiar. Postcards help prospects recognize your business, especially if the design is consistent with your advertisements.

Postcards Jump Hurdles that Sales Representatives Can't

Once people recognize your company, they form a reaction. This is the stage where they decide whether or not your company can meet their needs.

The third stage is research. This is when they've decided that your business may meet their needs and they research it to find out more information by making a call, or paying a visit.

Besides bringing a customer from the recognition stage to the research stage postcards can be helpful for reminding customers about appointment times, especially with cyclical businesses. They can also be helpful for reminding customers about important benefits of your product

or service. Sometimes companies use postcards to offer early bird specials (e.g. bring in this postcard by a certain date and receive 20% off).

They also provide a great way to say Happy Birthday, Happy Anniversary, Merry Christmas, etc.



Q&A Questions And Answers

I just received the postage bill for a 5,000 piece mailing. I know it's important to advertise, but isn't there anything I can do to cut the costs?

There are several things you can do to keep your costs down on mailings.

1. Use clean lists - If you are going to rent a mailing list, make sure it is a current list. Companies with clean lists will supply CASS certification

documents which are required for any mailing discount.

2. Take advantage of all the list update tools available to you. For example, when you use address correction, the post office will exchange new addresses for old ones.

3. Make sure there are no duplicates on your list.

4. Anytime customer service reps. speak with a customer they should verify that the customer's contact information is still the same.

5. Switch to a lighter-weight stock. We can give you samples for envelopes and also for self-mailers.

6. Sometimes if you shorten a direct mail letter or use fewer pages you end up using less paper and therefore it costs less money.

7. Get your pieces okayed by the USPS. Mail design analysts (MDA)'s are available to check for conformance with postal regulations to ensure that your piece qualifies for automation discounts.





Make Conferences Pay Off

Many companies stop suddenly when they see the prices on conferences.

Yet, few stop to realize many of the benefits these conferences provide. If you want to maximize the value of your conference attendance, we recommend that you take advantage of the following opportunities:

- Ask for a mailing list of attendees from the conference sponsor, or bargain with the suppliers/vendors who are exhibiting to negotiate for names they have collected during the conference.
- Network with related organizations. There may be opportunities to exchange mailing lists, cross promote or discover helpful resources.
- Keep an eye out for impressive speakers who could provide helpful testimonials for your product literature.
- Use the conference message board to arrange impromptu interest group meetings. For instance, if you attend a session that the attendees are abuzz over, you could post a sign-up sheet on the message board announcing that you are holding an informal meeting on the subject in the hotel lounge – to sign up if you're interested.
- Don't rely solely on a speaker. Be alert to audience participation. There are often great stories behind questions people raise during sessions. Interview the questioners.
- Visit speakers whose sessions you can't attend. The best time is 15 minutes before they're scheduled to start, while they're handing out material and testing the slide projector. Get the handouts and follow up with a call after the meeting.
- Take notes on which topics draw the largest and most vocal participants. This is valuable information that may help fine-tune marketing efforts and even lead to new products.

Most of these ideas were submitted by United Communications Group, 11300 Rockville Pike, Ste. 1100 Rockville, MD 20852 as printed in the January 22, 1996 issue of *Hotline*, a publication of the Newsletter Publisher's Association

NOVA

Serving the Financial District for over 35 Years

**47 ANN STREET
NEW YORK, NY 10038**

**Tel: (212) 349-1233 • 349-4545
Fax: (212) 406-7074**

*Email: nova@novaoffset.com
Web Site: <http://www.novaoffset.com>
The answer to all of your printing needs.*

PRESORTED
FIRST CLASS MAIL
U.S. POSTAGE PAID
NEW YORK, NY
PERMIT NO. 4396