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capabilities

## Creative ways to reward top performers

Looking for meaningful ways to acknowledge and motivate employees to peak performance? According to a recent McKinsey Quarterly survey, nonfinancial motivators can effectively reward top performers with satisfactory salaries. Respondents rated the following nonfinancial incentives as "extremely" or "very effective":

- 67 percent cited praise and commendation from their immediate manager.
- 63 percent named attention from leaders.
- 62 percent wanted opportunities to lead projects or task forces.

The data underscores workers' desire to feel valued, have their well-being be taken seriously, and be given opportunities for career advancement and growth. At a

time when organizations need leaders and employees to be fully engaged and ready to go the extra mile, motivation is taking a hit, according to another McKinsey survey. The poll showed:

- 13 percent of respondents reported that managers are praising their subordinates less often.
- 20 percent said that opportunities to lead projects or task forces were fewer.
- 26 percent said leadership attention had diminished.

A handwritten note of praise, cross training or continuing educational opportunities, gifts, and better or more equipment all go a long way toward incentivizing and rewarding your employees.

As some industries begin their comeback to profitability, financial incentive

programs, like bonuses, are returning. Using a combination of both financial and frequent nonfinancial incentives to motivate and reward key players will have the most impact – short and long term.

For employee incentive, reward and communications programs, talk to the experts at Zippy Print.



Fifty-one percent of Millennials will accept a lower wage or lesser role if their work contributes to something "more important or meaningful."

"Great things are not done by impulse, but by a series of small things brought together." – Vincent Van Gogh



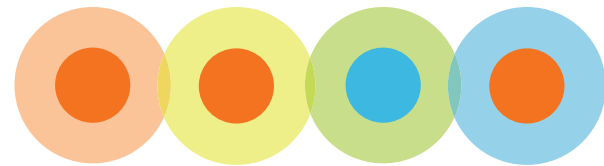


## Make the connection: networking works

When you are looking to grow your business through high-quality prospects and ongoing referrals, it's time to look at networking. Opportunities to get connected include industry-specific groups and small business associations, expos and trade shows, workshops and seminars, awards ceremonies, and fundraisers.

Here are eight ways to make the most of the occasion:

1. **Do your research.** Identify groups or events that seem to be a good fit for you and what you are selling. Determine the membership profile, dues, meeting frequency and sponsorship or speaking opportunities.
2. **Be forward-thinking.** Networking is a long-term process, designed to nurture relationships for referrals and sales. If you wait until you need referrals to start networking, it will be too late.
3. **Attend regularly.** Networking success occurs through repeat attendance rather than single encounters with multiple groups. When you want people to share information and contacts with you, it's best to have a dependable and reliable reputation.
4. **Get involved.** Volunteer to head up a committee, edit the organizational newsletter, or make phone calls for the next membership drive or fundraising event.
5. **Embrace social networking.** LinkedIn, for example, is the world's largest professional network with more than 65 million members. The site lets you build connections to trusted contacts and helps you exchange knowledge, ideas, and opportunities with a wide network of professionals.
6. **Become a trusted source.** Be a connection conduit: *"I don't have a need for ABC widgets, but I do have an associate who may have several customers who do. Let me give you her contact information."*
7. **Remember the take-away.** Think exchanging business cards is a thing of the past? Think again. Be generous in your distribution, and always remember to ask for a card from the people who receive yours. Make notes on the back of each card to jog your memory about conversations had and ideas discussed.
8. **Follow up.** You made the notes. Now be timely with your follow-up. *"We met on Monday night and I promised to forward some research I have on ABC. I thought about it further and think these best practices for XYZ will interest you, too."*



## Write Ways

### Draft a letter that sells

A key advantage to direct mail is its capacity for one-on-one communications with the prospect or customer. Here's how to make the most of this unique sales opportunity:

- **Place the most important benefit in the headline.** Experienced writers will often use a "Johnson Box." Placed above the salutation, the box contains the letter's key message.
- **Elaborate on your key benefit right away, and provide details.** The letter is your opportunity to share sizes, colours, weights, places, times, sales conditions and more.
- **Back up your claims.** Today's readers are skeptical. Use a third-party testimonial or provide a list of satisfied users when you can.
- **Restate the benefits in your closing offer, just before the letter's call to action.**
- **Induce action immediately.** Conclude your letter with a strong call for action and a credible reason for acting now.



## Marketing 1-2-3

### Multi-channel campaign drives new leads

**Company:** Insurance company serving regional and national client base for 23 years.

**Situation Overview:** Company seeking to generate more sales leads from prospecting efforts. Currently spending marketing budget on print advertisements, mass mailings based on geography and online pay-per-click advertising. Limited tracking has been done to measure effectiveness of these campaigns.

#### Marketing Recommendations:

To generate more qualified leads, the recommendation is to use a multi-piece, personalized direct mail campaign, including a high-impact envelope package and more targeted lists.

Lists targeted to pre-qualified insurance buyers: business list compiled by annual sales, industry and location; consumer list based on age, income, home ownership and geographical parameters.

Mailings personalized to reflect each agent's specialty – no generic, mass mailings. Series of three direct mail pieces delivered to 300-500 prospects per each of 12 agents (3,600-6,000 pieces per mailing). Campaign to run 90-150 days.

- Mailing #1: Postcard with personalized text and images to reflect each agent's specialty.
- Mailing #2: Envelope package including a personalized letter from agent and a tri-fold brochure.

- Mailing #3: Oversized postcard with variable text and images.

All mailings will include an informational offer for a free white paper and invitation to a free educational seminar. Response channels will include telephone number, fax, business reply card, and personalized URL (PURL) to respond online.

Follow-up email campaign – Send follow-up email to prospects who supplied email address. Re-affirm message. Offer a second white paper.

**Measurement:** By securing a higher-quality mailing list and delivering more relevant and targeted messages, the quality of leads should improve. Metrics used to evaluate effectiveness, improve performance and measure ROI include:

- New leads generated by mailings
- Response rates to individualized campaigns
- Number of meetings scheduled (tracked by agents)
- Number of new buyers (tracked by agents)
- Response and click-through rate on PURLs
- Seminar attendance
- White paper downloads and requests

Contact the marketing pros at Zippy Print when you're ready for new growth strategies.



Here are a few marketing terms you'll want to know that will have you sounding like a pro:

- **Segmentation** – Dividing potential buyers into smaller groups based on buying patterns or demographic information.
- **Split Test** – Method used to test an offer or message with the same audience at the same time. For example, dividing the print run of a publication in two and placing different ads in each half to see which brings more response.
- **4 Ps** – Stands for product, price, place (distribution) and promotion. Also referred to as the "marketing mix."
- **Viral Marketing** – A technique or strategy that helps and encourages people to pass along a marketing message either by word of mouth or via social media and the Internet.

## Great Reads

Power Networking, 2nd Edition: 59 Secrets for Personal & Professional Success, by Donna Fisher and Sandy Vilas

Multichannel Marketing: Metrics and Methods for On and Offline Success, by Akin Arikan

The Exceptional Presenter: A Proven Formula to Open Up and Own the Room, by Timothy J. Koegel

The Leadership Challenge, by James M. Kouzes and Barry Z. Posner



Vision without action is a daydream. Action without vision is a nightmare. – Japanese proverb