

ALSO IN THIS ISSUE:

- Direct Mail Offers
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- Grow Customers, Prospects



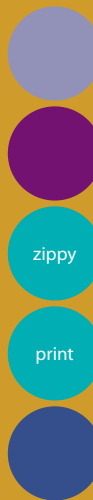
FREE White Paper!

Contact us today to receive "Cross-Media Marketing: How New Media Choices are Revolutionizing Marketing for Small Business."

In it, you'll learn how many companies much like yours are:

- Using multiple marketing channels to present an integrated message
- Spending far less than the traditional advertising efforts they are replacing
- Achieving breakthrough results with their marketing communications

A "must read," it's yours free from Zippy Print. Call today.



Think Local! Build Your Business...and Community

Whether you live in a big city or small town, it makes sense to establish and maintain ties with locally-owned enterprises. Dealing with a fellow business owner across the street or down the road is not only convenient, but also beneficial for you and the community in which you work and live.

So, whenever possible, go local. According to the New Rules Project of the Institute for Local Self-Reliance, here are the top 10 best reasons for supporting locally-owned businesses:

1. Preserves local character and prosperity. Communities that maintain their one-of-a-kind businesses and distinctive character have an economic advantage in a homogenized world.
2. Enhances community well-being. Business owners contribute to local causes, strengthening economic and social relationships.
3. Ensures local decision-making. Local ownership means decisions are made by those who live in or feel the impact of them.
4. Keeps dollars in local economy. Compared to chain stores, locally-owned businesses recycle a much larger share of their revenue into the local economy.
5. Creates jobs and better wages. Successful businesses create jobs, and in some sectors, provide better wages and benefits.
6. Promotes entrepreneurship. Small business ownership fuels innovation and prosperity, building the middle class.
7. Offers public benefits and fewer costs. Local businesses often require comparatively little infrastructure and make efficient use of public services.

8. Promotes environmental sustainability. Sourcing locally decreases transportation energy consumption and pollution.

9. Encourages competition. Thousands of small businesses ensure innovation and low prices long term.

10. Delivers product diversity. Distinctive small businesses collectively offer a broader range of choices based on the needs of local customers.



A recent study suggests higher open rates for emails occur on Tuesdays and Wednesdays between 10 a.m. and 2 p.m. For more tips, look inside.

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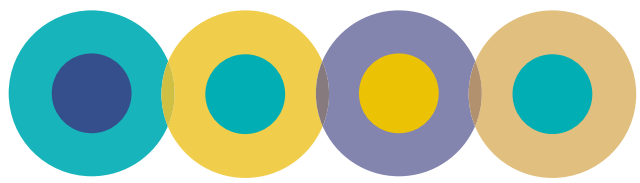
Make An Offer: 10 Great Ways To Take Your Direct Mail Efforts To New Heights

How can you get your targets to pick your mailing out of a crowded stack, entice them to read it ... and compel them to act? Make them an offer they can't refuse!

An effective direct mail offer may not be of great cost to you, but it should be of great interest to your targets. Of course, any offer should also be simple, easy to explain and quickly understood. Setting a time limit on any offer is good practice because it forces action now.

Here are 10 offers that can motivate your audience to phone you, visit your website, mail in a response card or visit your location:

1. **FREE information** – This is the most common offer when trying to get sales leads in the business-to-business world. Free information can be in the form of a helpful guide, white paper or case study.
2. **FREE demonstration** – This is important for complex products like business equipment.
3. **FREE trial** – This is a common offer for higher-priced merchandise and many services, both for businesses and consumers.
4. **FREE cost estimate** – A good offer for many professional services such as contractors.
5. **FREE sample** – Depending on the product, the offer of a free sample can be compelling, particularly when it is coupled with something else such as free information.
6. **FREE gift** – This can be an effective offer to drive traffic to retailers or consumer service businesses.
7. **Seasonal sale** – This offer is limited to a special event or time period, usually a season or holiday (White Sale, Canada Day, Mother's Day, Father's Day, etc.).
8. **Customer appreciation sale** – These are special deals for past and current customers only.
9. **Volume discounts** – This offer makes it a good deal for people to buy more than they had planned. "Save 50 percent when you buy all five!"
10. **Trade-in** – An example of a trade-in offer would be: "We'll give you \$50 off your computer monitor when you trade in your old one."



Four Key Factors To Email Communications

1. **Does your reader recognize you?**
Eighty percent of people will decide to read your email by what you have put in the "from" name and subject line.
2. **Do you make a good first impression?**
Once an email is opened, the reader should be able to immediately recognize who you are. Is the email's look and tone consistent with your other communications?
3. **Are you saying something relevant?**
Understanding what your customers want and how they think will help you determine what kind of information to deliver.
4. **Is the content "share worthy?"**
Be sure to include a forward-to-a-friend button. If applicable, also feature buttons that link readers to your pages on social media sites like Facebook, LinkedIn and Twitter.



Marketing 1-2-3 Vet's growth plan hits customers, prospects

Company: A small veterinary hospital with approximately 1,000 current active patient files. The business is competing with at least a dozen other vets within the metro area.

Current marketing includes: Building signage, website, print and online directory listings, tri-fold brochure, thank you and reminder cards and referral incentives.

Situation Overview: The clinic is seeking to increase patient files to 2,400 within two to three years. Campaign objectives are:

- Generate first-time patient inquiries at a rate of 30 calls or visits per month.
- Increase awareness of the clinic within the market area.
- Generate referrals from existing customers at a 15 percent annual rate.

Marketing Recommendations:
Prospect direct mail program – Launch a three-piece prospect direct mail program. Initial introductory mailing will include a personalized letter, tri-fold brochure and special offer coupon. This mailing to be sent to approximately 5,000 cat and dog owners within a 10-mile radius of the clinic.

Two oversized postcard mailers to follow. Mailings to be sent to 2,000 cat and dog owners within a five-mile radius. Email addresses will be solicited from responders for future communications through Web registration.

Print advertising – Develop and implement a local area print advertising effort to reach a broader metro area

customer base. Six insertions in five outlets.

Public relations – Take advantage of publicity opportunities in all print and electronic media with press releases highlighting staff additions, recognition announcements and special events.

Customer referral program – Send a letter with referral cards to 1,000 current customers. The letter should explain the referral incentive program (\$15 discount coupon) and ask for participation.

The clinic should also reach out to third parties who serve/contact pet owners. Its basic information pamphlet should be distributed to pet stores, animal shelters, humane societies, etc. A letter asking for referrals should be included.

Measurement: Metrics used to evaluate effectiveness, improve performance and measure ROI include:

- First-time patient inquiries to be measured by phone calls and visits. This information is to be tracked by the receptionist using a brief questionnaire.
- A pre/post research questionnaire measuring awareness, interest, purchase consideration and image to gauge awareness and attitudes toward the clinic.
- Number of referral coupons redeemed.

Contact the 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:

- **Advertorial** – An advertisement in a print newspaper or magazine that has the appearance of a news article.
- **Advertising Elasticity** – The relationship between a change in advertising budget and the resulting change in product sales.
- **Niche Marketing** – Marketing a product or service that appeals to a specific group and focusing selling efforts toward that group only.
- **Tag Line** – A phrase that conveys the most important product attribute or benefit the advertiser wants to convey.
- **Acquisition Cost** – All costs associated with securing a new subscriber or customer such as list rental fees, design and production of a direct mail package and postage for the package and the reply.

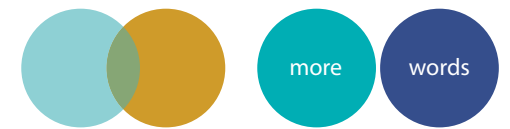
Great Reads

Shift: How to Reinvent Your Business, Your Career, and Your Personal Brand, by Peter Arnell

Delivering Happiness: A Path to Profits, Passion, and Purpose, by Tony Hsieh

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk! by Al Ries and Jack Trout

Rework, by Jason Fried and David Heinemeier Hansson



Happiness lies in the joy of achievement and the thrill of creative effort. – Franklin Delano Roosevelt