

Quick Takes in Direct Marketing

Fast news and pointers you won't find anywhere else!

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Don't let someone call you a "Turkey" when it comes to your DM program.

There are hundreds of articles about the right way to conduct a direct marketing program. Yet many direct marketers hang onto old ways that don't work. Here are five of those "turkeys:"

Five blunders to avoid.

1. Testing More Than One Thing At A Time

It's very difficult to isolate variables, but that is the best way to learn what works and to improve response. One health insurer sent a new design to six different lists, thinking this could isolate the best list. But unknowingly, they were testing more than lists. The new mailer now offered two products with a different design than the previous year. The product pricing had also increased and with higher unemployment, the products were less affordable. So, what would the insurer learn from the results? No real conclusions could be drawn.

2. Not Researching Messages

We've heard this turkey a hundred times: "It's cheaper to mail than to do upfront research on key messages, so let's just send the mailer to everybody and see what happens." Yes, it costs a bit more in the short run to try a new creative design on a sample of a cell or a focus group. But if you do this research and the creative bombs, you will have saved money by not having sent it to the world (and getting the same dismal results or creating a negative brand impression). A little upfront spending could save you thousands later, and boost response.

3. Over-Designing

You have one second to grab attention with the right design. The right design depends on the selling strategy. Some designers argue that color sells, so the more color in a piece, the better. As broad brush thinking, that's turkey thinking, because the best way to sell is to show your

relevance to the reader, and how you'll make their life better. Color may or may not matter. A heating and air conditioning company tried all sorts of flashy postcards, but none could beat a frumpy black and white letter announcing the owner had too much inventory, and would sell at almost any price.



4. Saving Money

In today's economy, the pressure's on to cut costs. You can be a hero, for instance, if you come in with a lower list price. But if the list is a poor performer, your cost per name per response just shot up. One company recently found a list of people currently in the market to buy their product. The cost per name was three times the average list cost, but their conversion was four times the average. So the net list cost was actually lower. Calculate costs over the entire span of the campaign, including sell-through.

5. Poor tracking

Poor tracking can be the same as no tracking. One company enlisted a phone tracking software that tells everything: inbound and outbound calls, time to pick up, abandon rates, length of calls, phone tree extensions used and so on. What did they learn? Nothing. Why? The data was so complex, as was the call vector itself, that the marketers argued over the findings and reached no conclusion. Keep your tracking as simple as possible. The only data that matters is data that you can use.

These are five direct marketing turkeys to avoid! Unfortunately, there are many more. Make sure your direct marketing programs are turkey-free.

Time Management

"You have one second to grab attention with the right design."



Save Your Money

"A little upfront spending could save you thousands later, and boost response."

The Right Track

"Keep your tracking as simple as possible."





Targeted, controlled mailings reap rewards for PT practice

Elite Physical Therapy, with offices in Warwick, Providence and Coventry, Rhode Island, knows the value of a focused, monthly direct mail program.

monthly mailing campaigns we work on with PrimeNet,” says Kristyn Jodat, director of marketing and public relations for Elite Physical Therapy.

They keep it simple. Each month, with PrimeNet’s support, each Elite office sends three pieces:

- A newsletter to doctors
- A newsletter to patients
- A recruiting letter to physical therapists

Elite has paid PrimeNet the best compliment: they’ve referred PrimeNet to PT practices in Massachusetts, Missouri and New York.

One of the most effective items across Elite’s communications is a short column by Elite’s owner, Michael Nula. He shares personal experiences and ties them back to how feeling healthy is essential to enjoy life’s rewards. “Pain is not a normal way of life,” he says. The newsletter is filled with quotes from happy patients, claiming through PT they now have “my life back.”

“Elite is strategic in their list selection,” says Laura Piper, account manager in PrimeNet’s Clearwater, Florida, office. “They send out relatively small quantities to targeted lists, such as their discharged patients. This encourages return visits and referrals.”

The result? “Our last quarter has been one of our best and that has in part contributed to the success we have had with our

An elite approach to physical therapy requires elite vendors

“I want to thank PrimeNet for their professionalism and sound work ethic. We are a PT facility who prides ourselves in providing great customer service to all who walk through one of our three locations. PrimeNet has the same methods of customer service as we do.”

“The representatives I have been working with have always made it an easy process. It is obvious they are looking out for the consumer. They have worked with us to give the best possible price and always make suggestions to enhance our mailing materials.”

Kristyn Jodat, director of marketing and public relations for Elite Physical Therapy.

www.elitephysicaltherapy.com

Easy As 1-2-3 to Send Out A Postcard!

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\$50.00 FREE Set-up.

With this coupon, we’ll waive the “123 Mail” set-up fee of \$50 with a minimum 50-piece order.

One-time use. One coupon per customer. Template can be re-used for additional mailings without content change. Order must drop by November 25, 2009. Offer: 2A123-09.

To learn more, call **1-800-826-2869**

Here are the three easy steps:

1. SELECT YOUR POSTCARD.

Using your personalized ordering site, select the design that you would like to use.

2. SELECT THE NEIGHBORHOOD.

Enter your customer’s address (or job site address) and select the quantity of households you would like to reach near that particular area.

3. GIVE YOUR APPROVAL.

On the confirmation page you will see a recap of your order and a payment option. Simply confirm your order and fax your payment. We will take it from there.



Speed is Key for Auto Direct Marketing

Early in 2009, Crouch Brothers Inc. (CBI), an auto direct mail reseller, decided to try PrimeNet to handle design, printing and mailing. CBI supplies the lists.

This partnership has led to the mailing of 60,000 pieces a month by PrimeNet for CBI, promoting such events as customer appreciation, model-year introductions, used car sales, owner loyalty and inventory reduction sales, among others.

What works about this partnership between CBI and PrimeNet? "Speed," says Kris

Lynds, PrimeNet Business Development Executive. "Speed to market and competitive pricing is what gets us customers in the auto segment, and that's what we give CBI."

"If they come to us Monday with an idea, we can be in the mail Wednesday with a new creative piece," Kris says. CBI supports auto dealers in multiple states with mailing programs produced by PrimeNet. CBI likes to custom build the mailings based on each dealer and sends a framework to PrimeNet. Most are personalized by name of the mailing recipient.

PrimeNet specializes in automotive direct marketing. PrimeNet has 25 automotive clients nationwide and mails about 10 million pieces a year overall in this segment.

Most CBI mailers are personalized, and promote an event, offering cash prizes or a car giveaway.



Check-Out Our Web Site!

www.primenet.com

Want to see what we can do for you?

Our website is loaded with case studies of successful direct marketing programs.

Plus, learn about print, data and mail creative solutions.

Turkey Myths Quiz

Do you know fact from fiction about our famous "almost national" bird? (Remember, Benjamin Franklin wanted the turkey, not the eagle, to be our country's symbol.) Can you picture the U.S. Postal Service truck with a turkey instead of an eagle? Anyway, see if you know the correct answers about this famous bird that often dresses our holiday table.

1. Turkeys were important sources of food going all the way back to:

- a) The country Turkey, of course.
- b) The Aztec and Mayan civilizations
- c) Greece, where the bird was thought to be Jupiter's first pet
- d) Spain. Columbus brought the bird to America

2) Turkeys got their name from:

- a) Their country of origin, Turkey
- b) The sound they make (turk, turk, turk)
- c) The Guatemalan name for guinea fowl, which the turkey resembles
- d) Columbus, who called the bird Tuka, Indian for peacock

3. We eat Turkeys at holidays because:

- a) It's a cheap source of protein
- b) It's a tradition begun by the Pilgrims
- c) Norman Rockwell put a turkey in his famous holiday painting
- d) In mythology, the bird symbolizes life

4. The turkey's famous wattle refers to:

- a) The way it walks
- b) The red thing dangling from its neck
- c) Ancient use of turkey beaks for monetary exchange
- d) The bumpy skin on its toes

5. Benjamin Franklin liked the turkey for its:

- a) Beauty
- b) Food source
- c) Vanity
- d) Majesty

Happy Holidays!

To complete the quiz, go to www.Primenet.com Click on the WIN! icon (upper right hand corner). Take the Quiz online. We'll select up to two winners from a drawing of those of you who answer the most questions correctly. **Winners will receive a \$25 Butterball® gift check.**



Results and Value!

PrimeNet is part of Journal Communications Inc., a diversified media and communications company. We have been serving the direct marketing industry since 1962.

Our mission is simple: Providing innovative direct marketing solutions that will maximize your success.

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