

Quick Takes in Direct Marketing

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

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Cash In on Handwritten Direct Mail

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As you can see, above, we have two visually different handwriting fonts. In fact, we have over 150 different handwriting fonts. No two are alike. Some are left-handed, some right. Some are men's scripts, some women's. All are available through PrimeNet.

Why this emphasis on a "low-tech" look? The answer is simple: performance. "We have case studies where clients are seeing their response increased by at least 50% over traditional non-script fonts" said Traci Blair, PrimeNet Supervisor of Graphic Services. "So, use of handwriting fonts can increase the response and cut the customer acquisition costs significantly."

Handwriting is the new "low-tech" killer app. Blair said that marketers are using a combination of tried-and-true direct mail techniques along with personalized handwriting fonts. The look is retro, but marketers are leveraging all the latest direct mail technology at the same time.

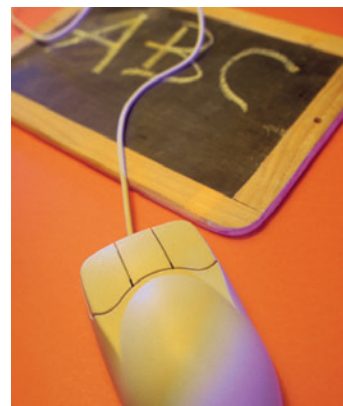
"Consumers are so hardened to the flashy, full-color personalized mailings, that they sometimes distrust them," Blair said. "We're finding that a real handwritten address block, a real hand-affixed stamp, an inside handwritten font letter and a handwritten-font signature in blue is the new killer app. when it comes to boosting response."

PrimeNet discourages an exact match of handwriting, thinking the writer could face security issues. So, given a sample of the signer's handwriting, they will search their data base of over 150 fonts to approximate the handwriting style of the person actually signing the letter.

"When you combine this handwriting look with all the new tools we have to create and target lists, refine analytics and manage campaigns, we're seeing much improved yield rates," Blair said. "Give us a try!"

"So, the use of a personalized handwriting font increases the response and cuts the customer acquisition costs significantly."

*...Traci Blair
PrimeNet Supervisor
of Graphic Services.*



Coupon Direct Mail Programs: We Make it Easy!

Whether you have franchises, retail stores, financial planners, realtors, auto dealerships, HVAC contractors or other similar distribution, you can drive traffic and sales by sending a "savings book" to preferred customers or prospects.

Our **PrimeTRACK** coupon program lets you do most of the package building online, where you also can track the results, refine and repeat the offer. The savings book can be printed, and sent by mail, or it can be sent electronically.

You benefit in all these ways:

- Print or electronic offers
- Add custom maps or directions
- One-stop electronic ordering and order tracking
- Select, edit and approve mail pieces online
- Point of sale tracking (by customer or by offer)
- Track by scans, URLs or keyed entry
- Easy and immediate response analysis and ROI tracking
- Lists made for radius mailings or residential saturation
- Fast: most jobs are out the door in 3-5 business days

"If you want prospects knocking on your door, give them an incentive and a deadline. That's what coupon book marketing does."

Is your business right for PrimeTRACK?

Prospects want a bargain. Coupons make them act. Our list buyers can help you focus on the age, income, neighborhoods and other demographics that represent your best customers.

Here are some examples of offers:

- This coupon good for a free dinner for two at a seminar on retirement planning
- \$15.95 oil, lube and filter change this week; \$15.99 tire rotation next week; \$49.99 radiator flush in week three
- One free key for every key you have made; \$10 off your next purchase of \$50; 5 lbs. birdseed with purchase of new feeder
- 20 free furnace filters with purchase of new furnace; free furnace inspection, \$39 value
- \$100 off a professional home valuation
- First lawn treatment free; \$50 off landscaping work; \$19.99 gutter cleaning and roof assessment

Sample Coupon Program



➤ 8.5" x 11" personalized letter #10 white window envelope

➤ Multiple-page "savings booklet" package

➤ Clear booklet cover

Everything can be managed online:
Orders, Lists, Designs and Tracking Reports.

All at a price you can afford!

PrimeNet Welcomes Several New Clients

Here are a few of the new clients we are serving!



Topgun Marketing LLC

Custom Media Options, LLC



Check Out Our Website!

www.primenet.com

Want to see what we can do for you?

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

Scroll down the right column to see new offers that will boost your direct marketing response!

List Hygiene Saves You Money... and complaints.

Just a reminder that we take list hygiene seriously. Clean, up-to-date lists save you money from wasted mailings that go to non-buyers.

Hygiene also prevents embarrassment (or worse) if a prospect mailing goes inadvertently to a current customer or if a prospect gets multiple mailings.

The margin for error is enormous. Industry standards say 20% of lists are outdated each year.

We routinely do merge/purge updates, new client de-duping, address updates and NCOA cleanings. But you can also count on the PrimeNet mail list staff to handle:

Data standardization This includes ZIP correction, delivery and carrier route coding.

Sequencing. Working with the USPS, we make sure that lists are sequenced for carrier route delivery discounts.

Locatable Address Conversion System. Known as LACS, this process involves updating any outdated rural address to modern address formatting.

A wasted mailing is a double whammy: you miss an opportunity and you waste money on printing and postage. We view list hygiene as an essential service to you.

New PrimeNet Employee Reward Program Benefits YOU!

We launched a new employee rewards program that honors employees who make a special effort to excel in customer service. You, our customers, are the winner, because we motivate employees to do their best possible work for you.

The program is called "Hero of the Week." Employees are nominated by going above and beyond their jobs to create a win for our customers. Winner's names are put in a pool and every 26 weeks we draw 26 names.

"Ron came up with a solution that makes it easier for our clients to build Photoshop spot color files with us. He's a strong advocate for our customers."

...Traci Blair / PrimeNet Supervisor of Graphic Services.

- 12 winners get an hour off work
- 13 get a day off
- 1 gets a week off

Our first "week off" winner is Ron Gigler, production artist, who plans to use his week off to take a cruise. While Ron appreciates the recognition, he said, "I was just doing my job, which is to solve problems that help our customers."

NEW QUIZ Truths and myths about handwriting and DM

When it comes to direct mail, we're often drawn to the latest and greatest hi-tech gismos. So it's interesting that old-fashioned handwriting is making a comeback. Maybe the appeal is part of the new green movement to take a break from gadgets. Or perhaps people like the retro, personalized feel of a handwritten offer. We can prove handwriting boosts targeted response (see p.1). If you take the quiz, below, at www.primenet.com, and answer these questions correctly, you'll be placed in a drawing for a \$50 Target Gift Card (speaking of targeting).

- 1. Real handwritten outer envelope addresses boost letter open rates from a typical 20% to 30% direct mail average to:**
a) 43% b) 99% c) 62% d) 300%
- 2. Handwritten letters have the highest read rate. Which of the following has the 2nd highest read rate?:**
a) Priority Mail b) Government/official solutions c) Free money inside d) Tri-fold large format color
- 3. Which are the three best ways to augment open and read rates, beyond a real handwritten name and address on the outer envelope:**
a) hand applied postage stamp, letter signature in blue, and keep your logo off the outer envelope b) broad use of color, targeted mail list and use of coupons c) oversized mailers, integrated web offering and limited time offer d) telemarketing support, tip-in coupons and nearest store address and phone
- 4. True or False: None of this matters, because direct mail is dead compared to e-mail marketing.**
- 5. Handwriting fonts are:**
a) fakey, and people see through this b) too limited to look like a real person's handwriting c) too feminine. Men who are signing letters can't use them. d) Customizable, and can be matched to a person's handwriting

To complete the quiz, go to www.primenet.com. Click on the quiz icon (the Target logo). Take the test online. We'll select 2 winners from a drawing. **Each will receive a \$50 Target gift card.**



Last month's quiz winners: Scott Morrow, Frontier Lighting, Clearwater, Florida and Kathy Schultz, Frank Cawood & Associates, Peachtree City, Georgia. Congrats, Scott & Kathy for each winning a \$50 Best Buy certificate!