

# Quick Takes in Direct Marketing

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

## Seven direct marketing trends for 2009 you should know

We've always been in a profession that changes in lightning speed. But with unprecedented disruption to the economy in 2009, direct marketers will need to embrace these trends to thrive in this tough economy.

### Social marketing.

The explosion of sites like Facebook, blogs, business sourcing sites, product reviews and message boards with self-selected membership is a segmenter's dream. Content is still king, and buyers crave trusted information about your products and services before they act. How does this translate into direct marketing? If you're promoting a restaurant, for example, ask customers to post reviews and comments, and link mail and email campaigns to time-sensitive coupons that live next to the reviews.

### Retention.

For years, marketers have been tasked with growth through new customers. In a tough economy like today, profit comes from keeping what you already have. Direct marketers are using statement messages, newsletters (electronic and print), e-blasts and banner ads targeted to current customers, to keep them happy and to extend their buy. A lot of markets are saturated, so the winner is going to be the company that sustains market share in this take-away economy.

### Green 2.0.

It's no longer good enough that your newsletter is printed on recycled paper with soy-based ink, and the editor drives a hybrid car. That's becoming expected. Now you need to encourage your company or client companies to adopt a green passion—something like employee recycling teams, carpooling or some activity that you can talk about in your marketing material. The polar ice caps are melting, and buyers want to know they're contributing to companies that don't just blow hot air around the issue of climate change!

### Mobile marketing.

Now that Walmart is selling iPhones, the secret is out. The masses will be checking their email and surfing the web anywhere, any time, and your direct marketing messages need

to work well on the phones that rest in the hands of key prospects. 2009 will be the year when companies with messages on mobile platforms that reach the right prospects will have an advantage.

### 50 characters.

That's the number of keystrokes you get to convince the reader to scroll down, when you direct market via email. These 50 characters live in the "subject" line of an email or, for that matter, in the title of a brochure or headline of a direct marketing piece. In 50 characters, you need to get attention, be relevant and compelling and hook the viewer/prospect. To give you an idea of how few characters you have in the number "50," the first sentence in this paragraph contains nearly 100. Spaces count. Keep it short.

### Brand engagement.

In a topsy-turvy economy where rock-solid brands (Lehman Bros., Oldsmobile) no longer exist, brand stability will be critical for transforming prospects into customers. You'll need to show how your brand matters by engaging the consumer, not just hitting them over the head with awareness. Engaged consumers respond and stay.

### Simplification.

The trend toward options and choices is finally driving all of us crazy. You can have your coffee 20 different ways. Your cell phone, internet and cable television service options require an actuary to plot the best plan. In 2009, expect consumers to ask for simplification. Enough with all the options. Make the right choice easy and fast, and you win.

Of course, the basics still apply. Combine a great offer with easy response, sent to the right list at the right time, and you'll see results. But this economy is creating a new world for marketers. Go forth and thrive!

**"For years, marketers have been tasked with growth through new customers. In a tough economy like today, profit comes from keeping more of what you already have."**

**PrimeNet**  
Direct Marketing Solutions



# Famous Dave's starts smokin' with new online direct mail ordering

OK, the headline pun might be painful, but the new online ordering site we completed for Famous Dave's restaurants is making it easy for their franchisees and corporate office to send catering information to stimulate catering sales.

Besides this site for Famous Dave's, we've created several online ordering sites for franchise and company-owned stores in a variety of industries, and we'd like to do so for you, too.

Here's how the Famous Dave's site works. We built a site that includes several mailer options that can be customized with contact, reply, price and message information. Even the catering menu itself can be customized. Better still, in the case of Famous Dave's, the person ordering can see the proof online, instantly, modify it and approve it.

Plus, the franchisee can select the mailing list and date for the drop. Once the order is placed (also online), we take it from there, handling printing, addressing and mailing. Individuals can select lists based on zip code or restaurant radius, and can segment by household income or, if the mailing is to businesses, by company size.

## Seasonal offers are drawing in the crowds

"The franchisees like to send out catering menus tied to the season," said Chad Scarcy, PrimeNet account executive. "For instance, they'll send a postcard in April/May to parents of high-school graduates for graduation party catering. Then in the summer, they'll offer to host company picnics. In the fall, they added steak to the menu for a limited time. Winter is a time to promote catering for holiday parties."

The mailings can be ordered any time, day or night.

## Benefits to the sponsoring corporation include control of the message

Scarcy said that corporations like these ordering sites because they can control the creative, the brand messages and the consistency of the offer.

"The franchisees appreciate not having to reinvent the wheel by coming up with their own creative materials for the mailings," he said.



Famous Dave's restaurants have won over three hundred awards for best ribs, best new restaurant, best music, best take-out and best barbeque joint.

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How do we deliver services to our customers at less cost? PrimeNet provides integrated **direct marketing services** to our local and nationwide customers, saving you vendor coordination costs or mistakes and cutting out redundant expenses. You get what you want, with less hassle, because we can do all or part of what you need, when you need it.

The result: you reach your customers and prospects when they need to hear from you with the biggest impact and lowest cost.

**Direct Marketing Strategy**

You've come to the right place for nationwide **direct marketing strategy** to define the marketing objective and your differentiating value, and to identify regional differences for national campaigns and customize the offers accordingly.

**Direct marketing** from PrimeNet can help you in a number of ways. Increase store traffic in order to cross-sell. Introduce a new location or new line of related services or products.

All of our direct marketing is not just about response. We carefully craft every piece to act as your brand ambassador, helping you build your brand and awareness.

PrimeNet builds **direct mail analysis** into each campaign. We can measure the effectiveness of your mass offer, your personalized offer and your multi-channel communications. We'll document response rates, conversions and ROI marketing campaign data to document your success -- and build upon it.

Integration of marketing channels  
List Management  
Franchise Support  
Brand Building  
Variable Marketing  
Leads  
Automated Direct Mail Ordering

**Who's using PrimeNet?**

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**Cub Foods**

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How well do you know direct marketing? [Quiz](#)

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**CHECK OUT OUR NEW 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. Plus, learn about print, data and mail creative solutions. Our one-stop shopping offers you the best value and ease of use.

**PrimeNet welcomes several new clients**

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**Southwest Florida**  
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# “Going Green” is the new gold, and PrimeNet will help you get there

If it is important for you to save our planet from the perils of global warming and other pollution, as well as spend your direct marketing resources wisely, then you can rest assured that PrimeNet will support you as we fulfill your direct marketing needs.

Making Green a Primary Color® is our corporate initiative to use eco-friendly print and mailing practices and maintain an eco-friendly workplace – while delivering your direct marketing projects.

Here are a few ways we are making “Green” come true for you:

## Recycled paper and soy ink

PrimeNet uses recycled paper for all offset print presses, XEROX laser printers and office printers/copiers. Then we apply soy-based inks for our offset presses and wash-up process, and water compatible inkjet inks.

## Waste water without added metals

Our direct-to-plate technology in pre-press has eliminated silver in our waste stream.

## No more smelly fumes

The transport of material in our plants is by forklifts now transitioned from gas to battery power.

## Recycle, recycle, recycle

We recycle all LaserJet print canisters, all wood pallets, all paper waste, and all offset press plates.

## Saving you money in the process

Energy we save helps the environment, but it also keeps our costs and pricing competitive. Now that the holidays are over, we can admit to being a real Scrooge when it comes to energy use.

Here’s how we do it: PrimeNet monitors electrical consumption and conducts energy audits to ensure usage is flat or down. All office computers, laptops and copy machines are shut off each evening for energy efficiency and savings. We’ve installed automatic shut-off light switches in all common areas, cafeterias and private offices.

At our Florida facility, our AC filter program ensures all AC units are running at maximum efficiency and all facility thermostats are set at a constant temperature of 74 degrees, and 80 degrees in off hours.

All air conditioners have been updated or replaced to higher SEER (seasonal energy efficiency rating) values to improve energy efficiency and savings.

“If wise, eco-friendly use of resources is important to you, PrimeNet is your direct marketing partner.”

## NEW Quiz

### Is direct mail important in a recession?

#### Here’s the truth...and a great cup of coffee

Your marketing budgets might be tighter than ever. So are your prospects when it comes to parting with money in this economy. If you market to them directly, are they in a buying mood? Answer these True/False questions and win a cup of coffee.

1. True/False: Give your budget and your direct marketing a rest. When people are spooked about spending, your messages and mail pieces make a beeline to the trash, unread.

2. True/False: In a tough economy, cheap products and services sell best.

3. True/False: Go green. Even anti-tree huggers will like it when the economy is bad.

4. True/False: Forget print mail and pounce on e-marketing. It’s cheaper and more immediate.

5. True/False: Tighter targeting is important, even though prospects are in flux in a layoff economy and you may miss someone new by not casting a broader net.

To complete the quiz, go to [www.PrimeNet.com](http://www.PrimeNet.com). Click on the quiz icon (the Starbucks logo). Take the test online. We’ll select 2 winners from a drawing of those of you who answer the most questions correctly. Winners will receive a Starbucks Gift Card.



**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.

Visit us online at [www.PrimeNet.com](http://www.PrimeNet.com)