



## Time to reevaluate your marketing tools by Anne Chiapetta

One of the hardest things to do as an organization is to keep current on your marketing materials and your marketing message. What worked last year may not work this year. Services, products and technology change and you need to periodically reevaluate the message you are delivering. In addition, you need to think about your audience and tailor your message. Has your client base changed? Has a product or service changed because of technology? Are you trying to offer too many things to too many people? Your message may be watered down and therefore ineffective. Many businesses do have a range of customers and what they offer to each of those customers may be different.

In the past, when marketing materials usually meant a single print run, it was very inefficient and costly to customize your message for each segment of the market you needed to reach. Because of the cost, many organizations took a shotgun type approach to their materials, trying to reach as many customers and potential customers they could with a single piece. Often a brochure was still being used long after its shelf life. To update your marketing pieces was a major investment of time and money.

Fortunately, the age of technology now allows you to customize your message down to the individual client or prospect. This can be done quickly and because in many cases the brochure can be produced digitally, the costs can be reduced greatly. You can still produce a printed piece, and with the help of variable data, it can be customized for a variety of audiences. The general design, layout and other design factors can all remain the same, which is important to maintain consistency in your image and branding, but you can customize it with text and images so it will be more meaningful to the audience you want to reach.

You need to focus your message to a particular buyer within an industry segment, and write your



content for that person. That will help to define your message and make it very real and practical. You may also want to add in actual examples or case studies that will help to bring the points you want to make to life. By seeing how a company actually benefitted from your product or service will solidify your message. For instance, if you are a non-profit organization and want to talk about several different services you offer, you can use the brochure to discuss one service in depth to one audience and a different service to another audience. The brochure will be completely tailored to that service and audience.

Utilize all the tools you have available that make sense to your audience. If the best presentation is a live demonstration, then make a video. If you are an expert in a field, a white paper presentation may be a great vehicle.

How you convey your message may take many shapes and forms. Email messages and campaigns

have become a common communication that can be customized for each recipient. In this instance, you can utilize a template that maintains your image and branding, but have it directed to a specific audience. Microsites can be a powerful tool that are targeted, easily tracked and can even allow you to respond to an inquiry almost immediately. A microsite can be used to promote, educate, campaign and initiate a conversation. For a business launching a new product, it can offer an incentive or a coupon to an existing or new client to try the product. For any company, it can be a fresh way to capture new information about a client. How you utilize it is almost endless.

With all of the tools that are now available to marketers, it is important to find the right mix of tools that will tell your message quickly and efficiently to your audience. What is even more important is to keep your content current and keep your message in front of your prospects.

## On Target

### New program helps businesses that need to reach nearby customers

If your business depends on customer traffic from nearby neighborhoods, there's a new tool that could make it easier to target prospects.

**Every Door Direct Mail**, a new program from the United States Postal Service®, allows businesses to reach addresses in a designated area — such as a neighborhood, a ZIP Code location or a Postal route — without having a list of names and addresses. Instead, the business uses an online tool to designate the delivery area, and the program generates a list.

Dave Clark, owner of On-Time Printing in Hillside, Ill., says his customers find the program highly effective. "I can't tell you how many people have ordered materials from us to send, then come back for more almost immediately," Clark says.

One of those ordering more is Mike Cochiaro, owner of Cochiaro Pizza in Northlake, Ill. "I really like this program," he says. "The response rate was terrific and the percentage of return is phenomenal."

Cochiaro sent oversized postcards with coupons, and credits them with helping generate a 12-percent boost in business.

For more on the program, visit [USPS.com/everydoordirectmail](http://USPS.com/everydoordirectmail).

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If you are interested in this targeted mailing solution for your business, give us a call. We will be happy to help you through the process with the Postal Service, or if you prefer a more customized list we can create a mailing based on multiple demographics.



## Holiday Gift Giving Made Easy

Looking for the perfect gift for the client that made your year? How about something for your employees who make your business run? We can find the perfect gift for every budget and occasion. In many cases we can order small quantities so you can order just what you need. And, these gifts can be customized with your logo and branding so your gift becomes a reminder of your company. Items can be personalized and can be dropped shipped for your convenience. Just give us a call and we can show you samples and come up with some creative gift giving ideas.



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