

15 SUREFIRE OFFERS FOR YOUR DIRECT MAIL CAMPAIGN

Presented by: *INSTY-PRINTS*[®]



Agenda

- 5 primary strengths of direct mail
- 3 elements for direct mail success
- Characteristics of a great offer
- Power locations
- 15 surefire offers
- Business and fundraising offers
- What not to do

5 Strengths of Direct Mail

1. High attention value

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2. **Selective/less waste**

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2. Selective/less waste
3. **Greater creative control**

5 Strengths of Direct Mail

1. High attention value
2. Selective/less waste
3. Greater creative control
4. **Timing control**

5 Strengths of Direct Mail

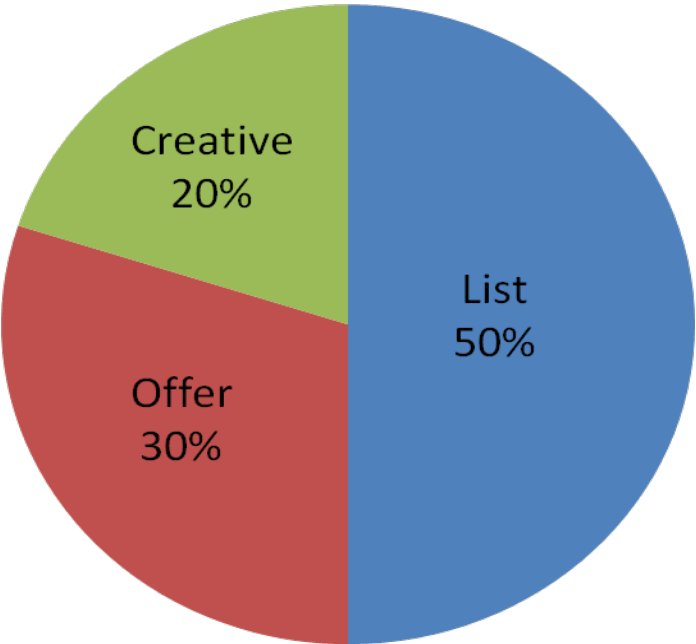
1. High attention value
2. Selective/less waste
3. Greater creative control
4. Timing control
- 5. Measurable**

3 Critical Elements

- The target audience – selecting the most likely prospects for the campaign
- The offer – the motivator that drives the response
- The creative – the copy, design and communications format that delivers the offer in a clear and compelling way

Direct Mail Success

■ List ■ Offer ■ Creative



Characteristics of a Great Offer

The job of your offer is to motivate action:

- High perceived value to the prospect
- Simple, easy to explain
- Delivered with a sense of urgency
- Appeals to your target audience, but doesn't attract an unqualified customer

“Power Locations” for Your Offer

- Outer envelope
- In your letter as an opener
- In your letter as a closer
- In your P.S.



“Springbok prepaid cards are the single most effective method we have to drive sales.” -KA, Customer

FREE \$10 Prepaid Card!

MasterCard VISA

CALL TODAY! 1.866.581.9693

Get Our Charter Rate: Just \$10 a Year!

As a Charter Subscriber, you can get 2 full years of Taste of Home Holiday for only \$10 a year--**THAT'S OVER HALF OFF!** You save 60% off the cover price!

Of course, there's no risk. With our money-back guarantee, if you're not absolutely delighted, we'll send you a 100% refund of your subscription payment. Every penny you paid!

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So please hurry to guarantee your status as a Charter Subscriber...and get in on LIMITED-TIME Charter savings. Return the enclosed voucher today!

Sincerely,

Catherine Cassidy
Catherine Cassidy
Editor in Chief

Hurry! 25 lucky folks will win a KitchenAid Classic Mixer—FREE!

P.S. REPLY NOW and you could win a KitchenAid Classic Stand Mixer worth \$199.99--FREE! No good cook should be without this kitchen wonder! See the enclosed flyer for entry details, then hurry and respond right away!



“Power Locations” for Your Offer

- Johnson box (a block of copy above the salutation on the letter’s front page)
- Lift note or insert
- On a burst in your brochure or catalog



Healthy Teeth & Gums
for a *L*ifetime

Welcome Offer*

\$39
regularly \$225

A Complete Exam
A Personal Consultation
A Professional Cleaning
All Necessary X-Rays

For a limited time only.
Call for details.

Special Offer*
\$150 off
any major dental work

CALL NOW FOR AN APPOINTMENT
(734)427-7555

15 “Bankable” Offers

Everyone’s Favorite Word: **FREE...**

1. Information
2. Demonstration
3. Trial
4. Estimate
5. Sample
6. Survey
7. Gift

FREE KitchenAid Mixer!
▼ Peel Sticker Here! ▼

REPLY TODAY...
25 fast responders
will receive a
KitchenAid® Classic
Stand Mixer worth
\$199.99—FREE!
See entry details inside.



T1

freeshipping **hurry!**
offer ends
friday, may 1

on orders of \$75 or more from jcp.com or JCPenney Catalog*

► To save at jcp.com enter code **FREESHIP** when prompted at checkout. Or call 1-800-222-6161 and mention the code.

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Read this **FREE Case Study** to learn how one company used customer profiling analysis to save money and increase sales!

It's Easy to Order!

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The type of job or service we sell is: _____

Consumer Business to Business Analytics

My direct marketing use is: _____

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MIDDLE
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AND
ADDRESS
NO. 604

15 “Bankable” Offers

8. Rebate after sale
9. Seasonal sale
10. Customer appreciation
11. Two-for-One
- Buy One, Get One!



Hillers Market Discount Offer *Hillers*

\$4.00
MAIL IN REBATE

Offer expires May 10th 2009. Proof of purchase necessary.
Limited one per guest per visit. May not be combined with other offers.



2-for-1 Sale!
Get a full year of
Good Housekeeping &
Redbook for just
\$19.97

YES! Please send me 12 issues of
Good Housekeeping plus 12 issues of *Redbook*.
All for the great low price of only \$19.97.

Payment Enclosed Please Bill Me

NAME (PLEASE PRINT)
ADDRESS/APTA
CITY/STATE/ZIP
EMAIL ADDRESS (OPTIONAL)



Join our eClub today
and get another **\$5** off!
In addition, when you sign up, we'll
email you a voucher
for a **FREE APPETIZER**
just for joining, a **FREE DESSERT**
for your birthday and
your choice of a
FREE DESSERT OR APPETIZER
on your anniversary or
special day of your choice.

**THERE'S ALWAYS A
GOOD REASON TO BUCA**

15 “Bankable” Offers

Business-to-Business

12. Time limit
13. Introductory pricing
14. Volume discounts
15. Trade-in

SAVE 50% NOW!

SAVE 50%—
when you buy all five!
Only \$249

Item No. 24-8501-50808, List price: \$499.75
SPECIAL CATALOG PRICE: \$249.00

NEW! 60-Minute Video Solutions
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ESCAPING THE TIME TRAP
4 strategies to find the time you need to do what you want
Are you working longer and harder, yet still never find the time to do all the things you need to do—let alone the things you want to do? Have you put goals and dreams on hold because there is simply not enough time—or energy—to pursue them?
A lack of time is one of the loudest complaints business professionals have today. If you want make time for the things that are important to you, you have to face it and do something about it. This video teaches you how.
Item No. 10-9107-50808,
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

COMMUNICATING WITH CONFIDENCE
Learning the keys to confident communication
Make sure everyone in the organization gets a chance to see this on-target video program. In it, you'll encounter people who are very much like those you work with every day—some are very good at interpersonal communication; others aren't at all.
This program is full of easy-to-apply tips and tactics, illustrated by real-life scenarios, including the five reasons why people have trouble being heard, the six keys to effective listening and the eight keys to assertiveness.
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DEALING WITH DIFFICULT EMPLOYEES
How to handle your problem people
Army Attitude ... Blameless Bob ... Clock-watch Carl ... Waller the Whiner ... do you know any of these people? Do you have to work with them or supervise them?
Every workplace has its own collection of difficult people, and your job as a supervisor or team leader is to handle them! It's not an easy assignment—there aren't any clear-cut rules or guidelines. This video shows you how.
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ONLY \$195.00—YOU SAVE \$100!

CREATING CUSTOMER SATISFACTION
4 ways to eliminate the headaches and stress
How can you build trust with your customers when you feel pressured by their demands? Or balance your company's customer service expectations with your customers' needs? How can you say "no" effectively?
Many customer service professionals ask these kinds of questions every day, and don't know where to turn for answers. That's why we reveal some of the tools and techniques that the pros use to eliminate the headaches and stress of customer confrontation.
Item No. 10-9112-50808,
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

SUPERVISORY SOLUTIONS
6 skills you need to succeed in management
Do you feel that others have unreasonable expectations of you now that you're "part of management"? While that's not necessarily fair, it's usually a fact.
Chances are that you got into management because you excelled at what you were doing. You had mastered a special set of skills. Along the way, others noticed your healthy ambition and desire to lead. All of those skills helped you get to this point. Now, what does it take to survive and succeed in this new role of managing? Find out in this brand-new video.
Item No. 10-9108-50808,
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

EXPLORING MANAGEMENT STYLES
How to turn differences into strengths
Do you feel frustrated by the strange and confusing behavior of the people you lead? If you're one who feels challenged by the difficulties of getting people to work together effectively, then you need this video.
Based on the work of Michael Dobson in his book *Exploring Personality Styles*, this program illustrates both the positive and the negative aspects of each style when it interacts with the others.
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one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

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- Demonstration or consultation

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- Sweepstakes
- Charter member
- Friend-get-a-friend
- Membership tiers
- Capital fund
- Matching gift
- Memorial/Honor gift
- Seasonal requests

Premiums

- Increase response, but not necessarily conversion
- Best used as reward for valuable action
 - Listen to sales presentation
 - Buy the product or service
 - Visit our booth at trade show



Which Pulled Better?

½ off

OR

50% off



**2 for the
price of 1**

OR

**Buy 1, get 1
free**

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- Lead generation for a software product targeted to engineers:
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 - Send for your free technical kit now!
 - Get the latest articles in any one of these 3 areas: signal processing, visualization, or control design.
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Which Pulled Better?

- Lead generation for a software product targeted to engineers:
 - Free! Your choice of white papers from The MathWorks technical library!
 - Send for your free technical kit now!
 - Get the latest articles in any one of these 3 areas: signal processing, visualization, or control design.
 - Free! The 5 most-requested technical briefs and articles from The MathWorks company.

Offers: What NOT to do?

- DON'T offer too many choices
 - If you confuse them, you lose them
- DON'T offer too short a deadline
 - Create urgency, but be realistic
- DON'T offer too long a deadline
 - No longer than 4-6 weeks
- DON'T make an offer that is too good to be true

Need more direct mail tips? Contact us!

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