

*take  
the*  *lead*

**CONVENTION 2013**

# New Ways to Improve Your Lead Generation Efforts





**Denise Denton**  
Assistant Vice President  
Marketing Communications

# Objective

- To help you generate more sales opportunities by integrating marketing and sales tactics
- To help you find all of the marketing and sales opportunities available to your business
- To help you keep the sales funnel full of “quality” leads

**SELLING IS MARKETING  
BUT MARKETING  
IS NOT SELLING**

**SELLING IS MARKETING  
BUT MARKETING  
IS NOT SELLING**



# Marketing

- The Marketing Process:
  - ▶ Builds brand awareness
  - ▶ Encourages trial through offers, etc.
  - ▶ “Warms up a lead” for the selling process
- The Selling Process:
  - ▶ Nurtures leads
  - ▶ Closes business
- Both are responsible for finding “leads”

# Touches

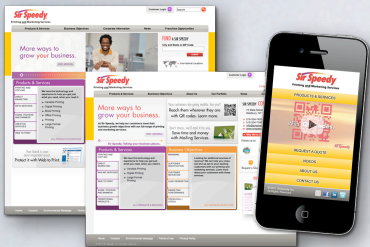
- Touches — Each marketing or sales activity is a “touch”
  - ▶ 8 to 15 touches make a sale
  - ▶ Most salespeople quit at 3
  - ▶ Persistence wins
- Each touch makes a lead warmer
- Multiple touches make the sale

# Center Marketing

*take  
the*  *lead*



# Websites



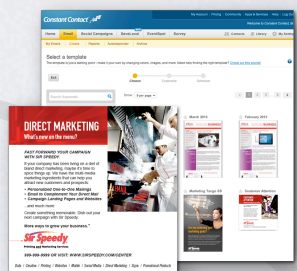
# Search



# Direct Mail



# Email



# Content



# Key Prospect



# Social



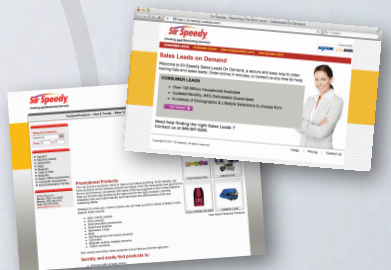
# Video



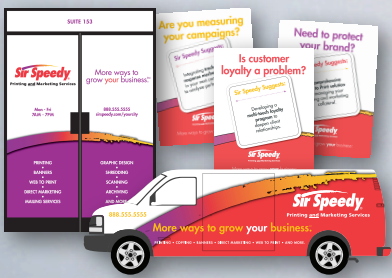
# Sales/Marketing Collateral



# eCommerce



# Center & Vehicle Graphics



# Business Identity



# Signage Marketing



# Vertical Marketing



# Advertising





# Websites



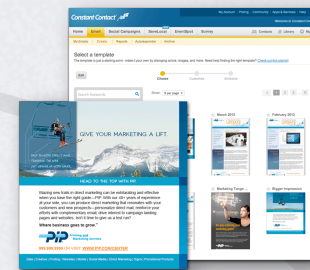
# Search



# Direct Mail



# Email



# Content



# Key Prospect



# Social



# Video



# Sales/Marketing Collateral



# eCommerce



# Center & Vehicle Graphics



# Business Identity



# Signage Marketing



# Vertical Marketing

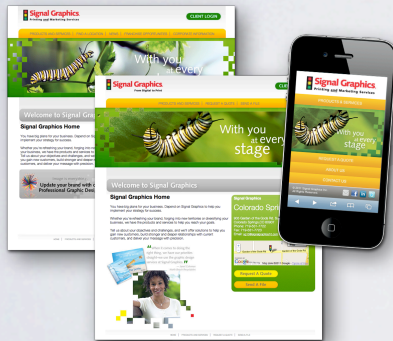


# Advertising





## Websites



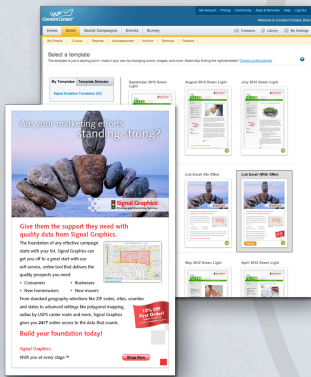
## Search



## Direct Mail



## Email



## Content



## Social



## Sales/Mktg. Collateral



## eCommerce



## Signage Marketing



## Vertical Marketing



## Advertising





# Website

Make an impact at your next event—  
trade shows, seminars, conferences and more.

Say it big with  
Signs, Posters and Banners.



PIP CONTACT INFO

5066 North Hiatus Road  
Sunrise, FL 33351-4501 [MAP](#)

FEATURED

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- «

PRODUCTS & SERVICES

PRINTING AND  
COPYING

We have the technology and  
experience to help you get just what  
you need, when you need it.

DIRECT MARKETING

Book Printing

CREATIVE  
SERVICES

Copying

MAILING SERVICES

Printing

MOBILE MARKETING

SIGNS, POSTERS  
AND BANNERS

▶ ALL PRODUCTS & SERVICES

BUSINESS OBJECTIVES

BRANDING

Having a strong corporate identity  
sets your company apart from the  
competition. That's why it's worth  
building awareness of your brand  
while maintaining and protecting  
integrity. Both are easy to do with  
our wide variety of branding  
solutions.

CROSS-SELL /  
UPSELL

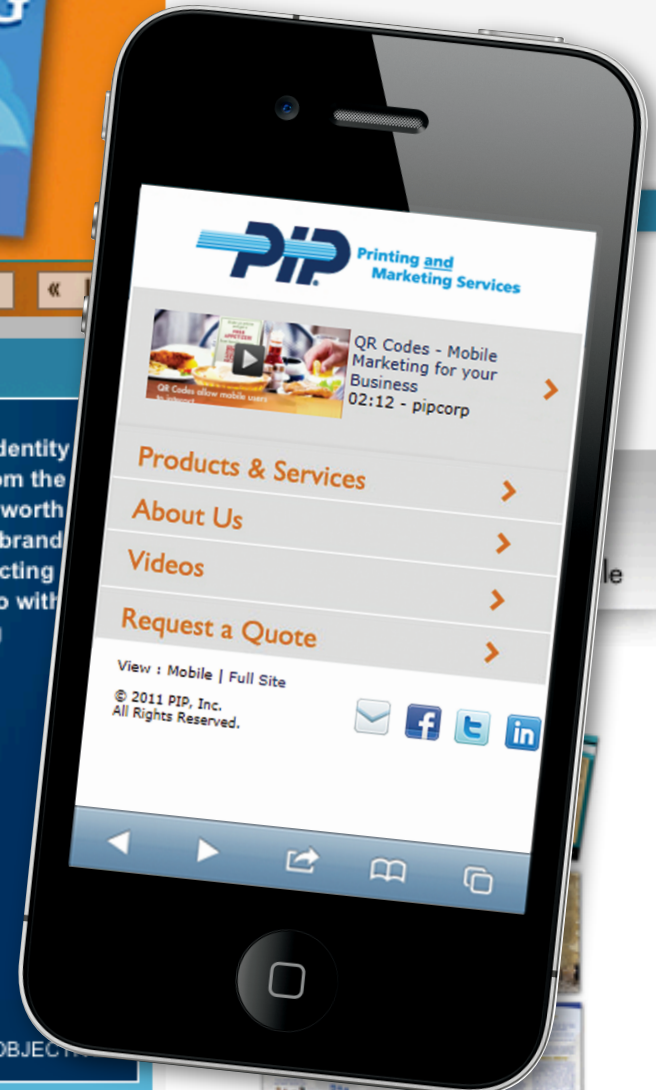
CUSTOMER  
RETENTION

CUSTOMER  
REACTIVATION

LEAD GENERATION

MARKETING  
PERFORMANCE

▶ ALL BUSINESS OBJECTIVES



# About Us

## Why We're Different

### OUR STORY



- 2012 Sir Speedy Franchisee of the Year
- A 2010 Top 25 Sales Volume Center
- A Century Club Award Winning Center.
- An Application for Innovation Award First Place Winning Center.

At Sir Speedy Miami Lakes we pride ourselves as a leader in the business services market by offering advanced technologies that help our customers reach their customers more effectively. From graphic design and printing to mailing services, promotional products and direct marketing, we provide quality in everything we do so our customers get noticed.

A professional and experienced staff combined with exceptional customer service has helped us meet the needs of our loyal and growing customer base for many years. We look forward to continuing to offer you the best in printing and marketing services to help your business grow.

## WHY WE'RE DIFFERENT

### Our Story

At PIP we pride ourselves as a leader in the business services market by offering advanced technologies that help our customers reach their customers more effectively. From graphic design and printing to mailing services, promotional products and direct marketing, we provide quality in everything we do so our customers get noticed.



Our professional and experienced staff combined with exceptional customer service has helped us meet the needs of our loyal and growing customer base for many years. We look forward to continuing to offer you the best in printing and marketing services to help your business grow.





# Our Team

## Our Team



**Eileen Weaver**  
Store Manager  
Work: 317-328-2565  
eweaver@pipprints4u.com

Since 1986



**Diane Robinson**  
Marketing Representative  
Work: 317-328-2555  
drobinson@dggink.com

Since 1988



**Justin Spears**  
Work: 317-328-2565  
Office: 317-361-4240  
jspears@pipprints4u.com

Since 2011



**Mary Kay Hessong**  
Marketing Representative  
Work: 317-328-2565  
Office: 317-361-4214  
mkhessong@pipprint4u.com

Since 2005



**Ann Mullikin**  
Customer Service Representative  
Work: 317-328-2565  
1151@pipprints4u.com

Since 2004



**Heather Boesch-Wages**  
President & Business Mechanics  
Marketing- Principal  
Work: 203-346-0716  
Mobile: 860-483-3245  
hbw@sirspeedywtby.biz

In the industry since the age of fourteen, and with the scars to prove it, Heather has seen the transition from "old school" to the "digital age", first hand.

She understands the new opportunities this change in technology offers to clients and has a great time brainstorming how to use them to make them look great and grow sales.

Ask her to help you "step outside the box" by adding a pURL , a personalized message or an eye-catching, targeted direct mail campaign to your printing and marketing materials.

With a sharp eye and quick wit (sometimes) she will not only pinpoint the most effective steps to take but will have fun with you, while doing it.



**David Ebreo**  
Client Services  
Work: 203-346-0716  
Office: 203-573-9981  
daveide@sirspeedywtby.biz

Client support and assistance are Dave's super powers, but his secondary skills will WOW! you, as well. Faster than a speeding bullet and able to leap tall buildings- Dave can also multi-task by performing data management, sales assistance, estimating, recommending, questioning and laughing- all at the same time. Give him a call- you'll enjoy it!



**Raquel Denigris**  
Print and Marketing Consultant  
Work: 203-346-0716  
raquel@sirspeedywtby.biz

Raquel has experience in corporate marketing, public relations, strategic planning, and account management from both the client and agency perspective.

Her focus is three-fold: to learn about your company's specific needs, to understand your desired result, and to work with our marketing, design and production teams to translate your needs into high-quality and effective marketing solutions. Raquel will make sure that your marketing message is heard loud and clear.

# Use as a Sales Tool

- **eNewsletter Sign Up** — Is there a process for these names? “Names” are not leads.
- **Portfolio** - Work with your clients to get their materials posted
- **eCommerce Capabilities**- Sell the ease of doing business with you
- **About Us/Our Team** - Customize
- **ShareThis** - Testimonials / Case Studies / Content Pages / Videos



# Website — Videos



Printing and Marketing Services

Products & Services | Business Objectives | Corporate Information | Blog

Home > Products and Services > Web to Print

Products & Services

- PRINTING AND COPYING
- DIRECT MARKETING
- DATA SERVICES
- SIGNS, POSTERS AND BANNERS
- CREATIVE SERVICES
- WEB TO PRINT

## Web to Print

Sir Speedy's Web to Print services allow you to manage and order your business communications more effectively with the convenience of online ordering. Personalized documents, cost-center management and real-time reporting help you to maximize your budget expenditures, putting you back in control.



Watch Video

Web to Print services simplify the ordering, customizing, proofing and printing process for companies large and small. Our Web to Print system, called Sir Speedy MyDocs®, is the perfect solution for connecting distributed offices and field staff, managing brand integrity and controlling the cost of print production and distribution. You get centralized accessibility to marketing materials at both your corporate and field levels for viewing, ordering and customizing.



PRODUCTS & SERVICES | BUSINESS OBJECTIVES | CORPORATE INFORMATION | BLOG

Home > Products and Services > Direct Marketing > Integrated Marketing

PRODUCTS & SERVICES

- PRINTING AND COPYING
- DIRECT MARKETING
  - Direct Mail
  - Email Marketing
  - One to one marketing
  - Integrated Marketing
  - Every Door Direct Mail
- DATA SERVICES
- SIGNS, POSTERS AND BANNERS
- CREATIVE SERVICES
- MOBILE MARKETING
- WEB TO PRINT

## INTEGRATED MARKETING

Integrated marketing is a means of communicating with your prospects and customers using several different marketing mediums that carry a consistent look, feel, and message strategy. Since no two people respond to marketing in the same manner, integrated marketing helps boost the likelihood that your audience will respond. Each medium used enhances the additive effect of integrated marketing, making a more impactful and effective marketing campaign.



Watch Video

Direct Mail, Brochures, Promotional Products, Websites, Mobile, Email, Corporate Identity, Signs, Posters & Banners

Integrated marketing can satisfy many business objectives. For instance, promotional mailers and flyers can help with lead generation; posters and banners can increase brand awareness; and personalized direct mail can help you cross-sell and upsell to your customers.



# Search Marketing

*take  
the*  **lead**

Google™  
YAHOO!  
You Tube  
bing™

# Paid Search (PPC)

- Get signed up with **Ethology** for your paid search campaign
- Paid search provides best ROI in terms of lead generation
  - ▶ Based on recent 2013 Marketing Survey, those investing > \$500/mo. are getting > 6 leads per mo.



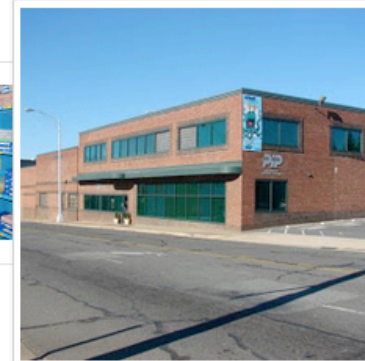
# Organic Search (SEO)

- Local business listings
  - ▶ Keep them up to date and change/touch at least once per quarter
- Reviews
  - ▶ Online reviews are a factor in page rankings
  - ▶ Send followup email with link to your profile page



### PIP Printing and Marketing Serv...

825 S Main St Burlington, NC 27215



About

Photos

Write a review

825 S Main St Burlington, NC 27215  
(336) 222-0717 · pip.com

\$\$\$ · Mailing Service, Marketing Consultant · Today 8:30 am – 5:00 pm

PIP offers a complete suite of Printing & Marketing Services to meet your specific needs. From complete project consultation to graphic design, online ordering, printing, scanning, banners & signs.

No score yet | 2 reviews | Scoring guide

#### 2 Reviews from everyone

Most helpful



A Google User reviewed a year ago

Overall **Excellent**

I needed a banner for an upcoming event and was not getting the answers I wanted from all the local sign shops. Then I called PIP and without hesitation they provided me exactly what I needed and for a price nobody else could match for a high quality product. Thank you PIP for all your help!

Helpful? Yes No

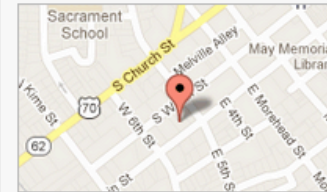


A Google User reviewed 3 years ago

Overall **Excellent**

This company is by far the best printer in Alamance County. The level of customer service combined with the quality of product they provided me was the best I have ever received. Sometimes my projects are very time limited and PIP Burlington never has a problem meeting my needs.

Helpful? Yes No



Burlington Amtrak (0.5 mi NE)

Directions

+1

Report a problem

SEE INSIDE



IS THIS YOUR BUSINESS?



Manage this page



Search for (e.g. taco, cheap dinner, Max's)

Near (Address, Neighborhood, City, State or Zip)

Chicago, IL

Search

Welcome About Me Write a Review Find Friends Messaging Talk Events

Member Search

### Sir Speedy

★★★★☆ 8 reviews Rating Details

Categories: Printing Services, Marketing [Edit]

6725 Northwest Hwy  
(between Oliphant Ave & Oshkosh Ave)  
Chicago, IL 60631  
Neighborhood: Edison Park

(773) 763-7450  
http://sirspeedy.com

Hours: Mon-Fri 8 am - 4:30 pm Accepts Credit Cards: Yes

Edit Business Info

First to Review Robert L.



Add Photos

Send to Friend Bookmark Send to Phone Write a Review

#### Fastsigns

Yelp Ad



19.0 Miles from Sir Speedy  
Count on FASTSIGNS® to solve your visual communication challenges--from the simple...to the simply impossible. We're more than just a vendor. We're a... read more »

Reviews (8)

About This Business

#### 8 reviews for Sir Speedy

Search Reviews

Sort by: Yelp Sort | Date | Rating | Elites' | Facebook Friends'

8 reviews in English



Danielle K.  
Chicago, IL

★★★★☆ 2/1/2009

Did you ever think going to a printing shop could be fun? It is, here.

I've had a few occasions to come here for personal business, and I'm always impressed. There's a friendly little dog who rushes over to greet everyone, and he's just the cutest, sweetest little thing. I adore dogs so this is an extra-special treat for me. The people are so, so personable and friendly and helpful. Every time I'm there, I rave about what a nice place they have-and I almost never do that.

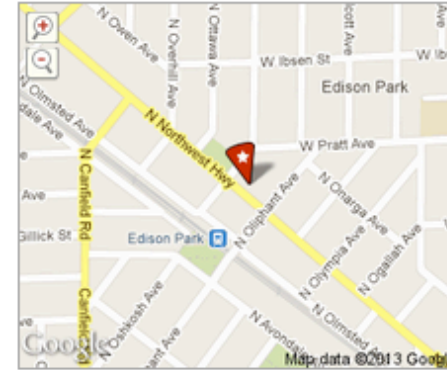
Love it! Gosh, that must sound so odd, but unless you're a crab who hates dogs and friendly people, you'll see what I mean if you go there.

Was this review ... Useful Funny Cool

Bookmark Send to a Friend Link to This Review Add owner comment



★★★★☆ 7/17/2012



View Larger Map/Directions

#### Browse Nearby:

Restaurants | Nightlife | Shopping | Movies | All

#### People Who Viewed This Also Viewed...



Minuteman Press  
★★★★☆ 21 reviews  
"...my budget, Minuteman is exactly what I need in a print shop."

#### People Viewed This After Searching For...

Business Cards Chicago



30-day money-back guarantee

Come back today

\$200 Visa Reward Card  
Blazing-Fast Internet  
No Long Term Contract

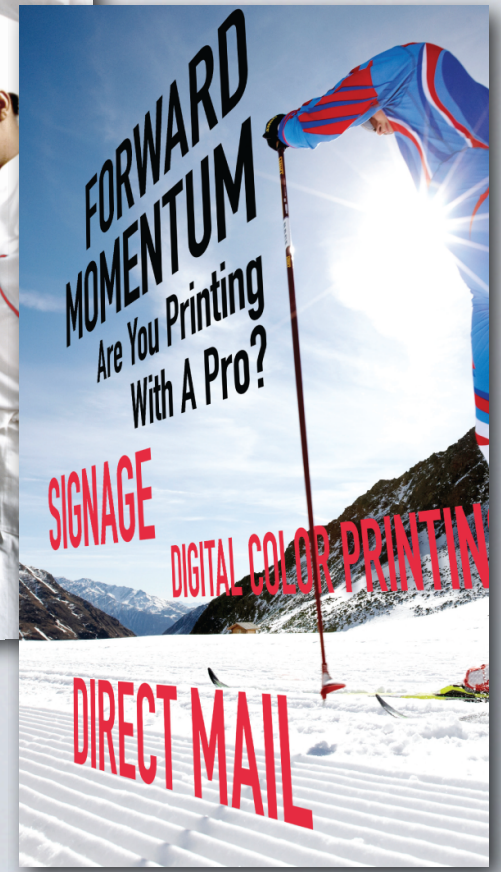
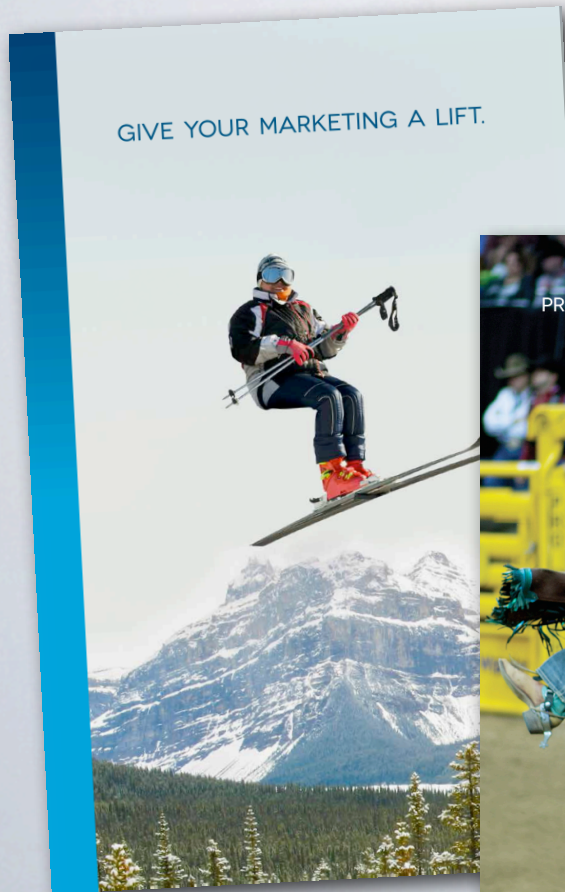




# Centralized Direct Marketing Program

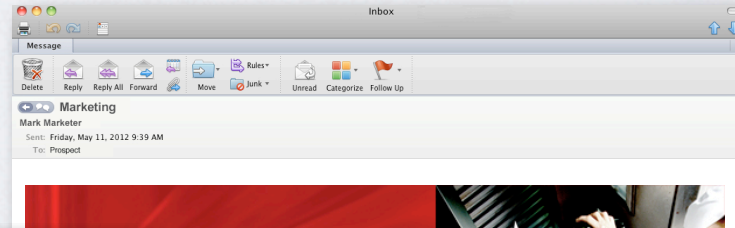
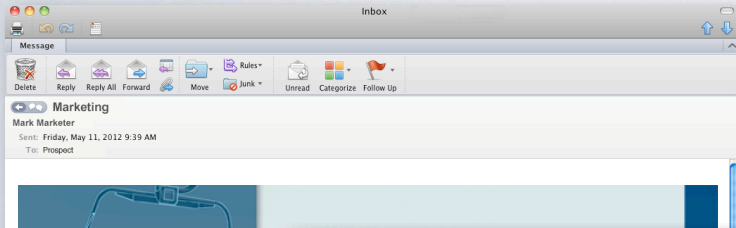
*take  
the*  *lead*

# Centralized Mail





# Centralized Email

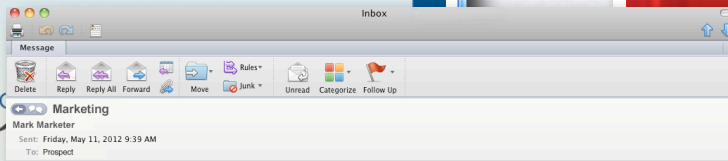


Blazing new trails in direct marketing when you have the right partner at your side, you can provide new customers and new prospect efforts with complementary landing pages and websites. Isn't that where business goes to grow?



999.999.9999 OR VISIT: WWW.PIP.COM/CENTER

Data | Creative | Printing | Websites | Mobile | Social Media | Direct Marketing | Signs | Promotional Products



Are you ready to dig in your heels and get noticed? Then partner up with PIP. We offer more than 40 years of printing expertise that will hold you in your toughest project, tie-down loose ends and buck delays. Our roundup includes: *Digital Color Printing, Direct Mail, Personalization, Signage, and much more.*

So, take the bull by the horns and saddle up with PIP.

Where business goes to grow.™



999.999.9999 OR VISIT: [WWW.PIP.COM/CENTER](http://WWW.PIP.COM/CENTER)

Data | Creative | Printing | Websites | Mobile | Social Media | Direct Marketing | Signs | Promotional Products



FORWARD YOUR CAMPAIGN WITH SIR SPEEDY.

Our company has been living on a diet of direct marketing, maybe it's time to bring things up. We have the multi-media marketing ingredients that can help you reach new customers and prospects:

Centralized One-to-One Mailings  
Email to Complement Your Direct Mail Campaign  
Landing Pages and Websites  
and much more

Something memorable. Dish out your campaign with Sir Speedy.

5 ways to grow your business.™



999-9999 OR VISIT: [WWW.SIRSPEDY.COM](http://WWW.SIRSPEDY.COM)

Data | Printing | Websites | Mobile | Social Media

MAKE TRACKS.

THANK YOU FOR ENTERING OUR 60" FLAT SCREEN TV GIVEAWAY – GOOD LUCK!

A Sir Speedy representative will be in touch soon to learn more about your business goals and objectives. We look forward to helping you achieve them with our comprehensive array of services.

Enjoy a great day!

Your Sir Speedy Printing and Marketing Team



If you prefer not to receive email from Sir Speedy, [click here.](#)



## CONTACT INFO

Sir Speedy

416 W. 8th Avenue

Amarillo, TX 79101

P 000.000.0000

F 000.000.0000

E [sirspeedy@sirspeedyamarillo.com](mailto:sirspeedy@sirspeedyamarillo.com)

W [sirspeedy.com/amarillo](http://sirspeedy.com/amarillo)

Data | Creative | Printing | Websites | Mobile | Social Media | Direct Marketing | Signs | Promotional Products



# CDMP Schedule



# CDMP Best Practices

- 1 direct mail piece and 1 matching email to 450 contacts per month
- Your list should be 70% prospects and 30% customers
- Seed your name and your salesperson(s) onto the list so you receive mailers the same time as your prospects

# CDMP Best Practices

- Outbound follow up after each mail drop
- Regularly add and remove names from the list. Not all “names” are leads
- Have a process for collecting and adding email addresses
- Use localized versions of mailers and the email template to continue marketing the same message into your marketplace



# Email Marketing

# Emails

## DIRECT MARKETING

What's new on the menu?

### FAST FORWARD YOUR CAMPAIGN WITH SIR SPEEDY.

If your company has been living on a diet of bland direct marketing, maybe it's time to spice things up. We have the multi-media marketing ingredients that can help you attract new customers and prospects:

- **Personalized One-to-One Mailings**
- **Email to Complement Your Direct Mail**
- **Campaign Landing Pages and Websites**

...and much more

Create something memorable. Dish out your next campaign with Sir Speedy.

More ways to grow your business.™

**Sir Speedy**

Printing and Marketing Services

999-999-9999 OR VISIT: [WWW.SIRSPEEDY.COM/CENTER](http://WWW.SIRSPEEDY.COM/CENTER)

Data | Creative | Printing | Websites | Mobile | Social Media | Direct Marketing | Signs | Promotional Products



## BUSINESS BUSINESS UPDATE

December 2012  
**IN THIS ISSUE**

Click to jump to a section:

- Trends in the Marketplace
- Personally Speaking
- Marketing in Real Life
- Content Marketing
- Biz Tips
- How To...

*Business 2 Business Update is a monthly newsletter published by PIP Printing and Marketing Services*

### Trends in the Marketplace Are the 4 Ps of Marketing Dead?



*As marketing constantly evolves, many experts believe that the "4Ps" of Marketing continue to evolve as well.*

If you've ever taken a marketing class, you undoubtedly learned about the "4 Ps" of marketing: Product, Place, Price and Promotion. Marcus Starke, national vice president of North America marketing at SAP, believes that, as marketing channels continue to evolve and social media increases in importance, a fresh perspective is needed for each of the 4 Ps.

The Product (or service) is still paramount, but its value is now measured by what people think and say about it. If your product is poor, the blogosphere will explode with negative feedback before you know it.

Price always matters; however, it is more often being measured in the context of who is behind the product and what people think and say about them. For instance, when evaluating price, consumers might consider whether or not that brand/company deserves their trust, or whether the company is environmentally, socially or ethically responsible.

When it comes to Place, there has been an explosion of channels for customers to find their product of choice. While some marketers believe they can precisely define which products are sold through which route to market, these days the place where products are sold is decided by people.

Let us help you  
grow your  
business!

Call

Visit

26722 Plaza  
Mission Viejo, CA 92691

# Email Best Practices

- Personalized email to a prospect from a sales contact is *4 times* more likely to be opened
- Segmented emails get 50% more clicks than mass emails (MarketingSherpa)
- Make the “From:” come from you (a name, not a business)
- Always include links to your website and MarketingTango



# Nurturing Leads With Email

- Best Practice Approach
  1. Start with the CDMP promotional emails
  2. Add an education email (content marketing) driving them to content pages on website, videos or MarketingTango
  3. Mix in a product/service-focused email
  4. End with a personal email from you

# Email Followup

- Research the analytics
  - ▶ “Opens” and “click-throughs” should get a call from you. They are interested at some level. Timing is key!



# Signage Marketing



About Us

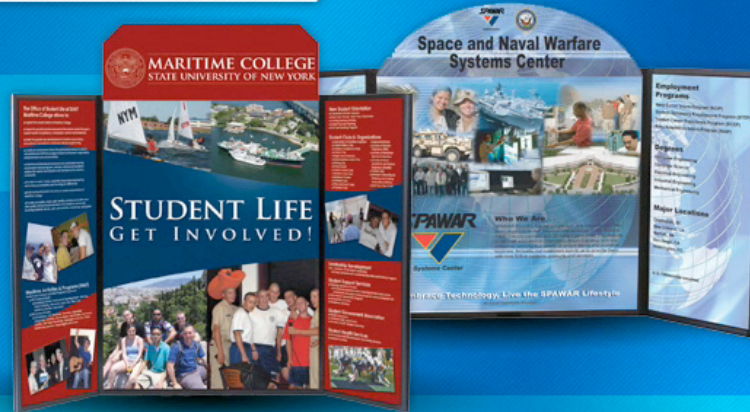
Products

Portfolio

Contact Us

## TRADE SHOW GRAPHICS

With only a few seconds to get their attention, the right trade show graphics can have an impact on your next event.



### We're Your One-Stop Shop for All Things Signs

At PIP, you'll find signs for every need. Whether you're providing directions, promoting an event, announcing a grand opening or promoting your top-selling products, we've got the right sign for you.

**Running for office? Need a yard sign?** Let us be part of your campaign team.

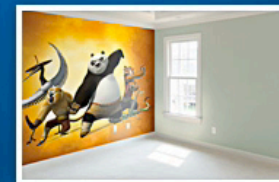
**Heading out to get new customers at a trade show?** Let us produce the signs, banners and exhibit you need to make the right impression and generate new leads.

**Need a point of purchase display to boost sales in your retail location?** We're experts in attracting attention to your products.

**Would the right message on your storefront bring in more customers?** Let us turn your windows into an impactful marketing tool.

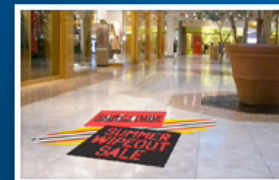
**Contact us** today, and let us show you the solution you're looking for.

### Portfolio



### Request A Quote

### Send A File



About Us

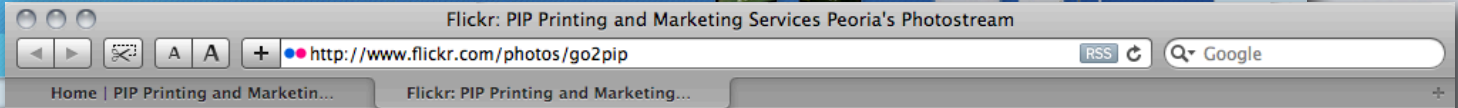
Products

Portfolio

Contact Us

## BANNER STANDS

Easy, colorful, professional and cost-effective, pop-up



### PIP Printing and Marketing Services Peoria's photostream

Sets Galleries Tags People Archives Favorites Profile



#### Estelle

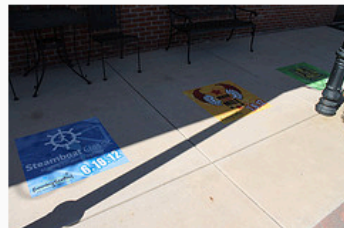
Custom stencil cut at PIP to put a pretty face on this very cool bike shop.

© All rights reserved  
Uploaded on Aug 2, 2012  
0 comments



#### Hagerty Window Graphics

© All rights reserved  
Uploaded on Jul 26, 2012  
0 comments



#### RC3

Sidewalk Graphics Running Central



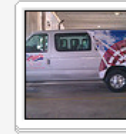
#### RC2 (2)

Sidewalk Graphics Running Central



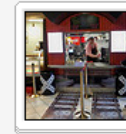
#### Exterior Signs

40 photos  
7 views



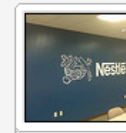
#### Vehicle Graphics

6 photos  
4 views



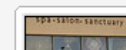
#### Floor Graphics

4 photos  
3 views



#### Interior Graphics and Displays

22 photos  
9 views



#### Specialty Applications



# Signage Marketing

- Direct mail (postcard and poster-sized)
- Email
- Point of Purchase display
- Floor graphics
- Exterior flags
- And more

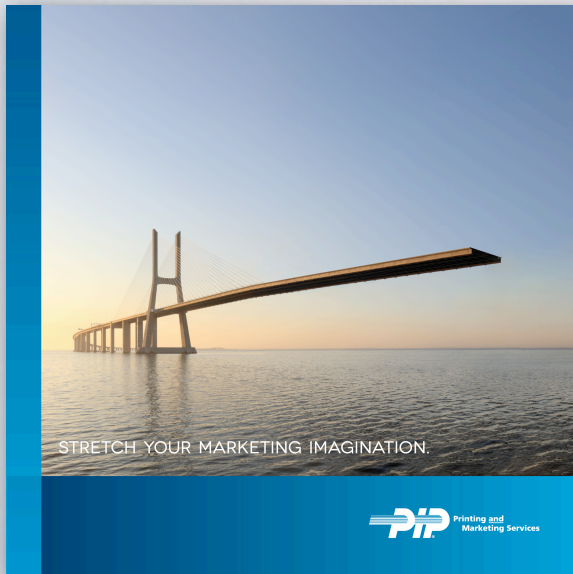
# Capabilities Brochure

*take  
the*  **lead**



# Capabilities Brochure

## Direct Mailer



# Capabilities Brochure

- Purpose is to position your center as a printing and marketing services company focused on helping customers grow their business
- Use two ways:
  - ▶ As a Leave-Behind
  - ▶ As a Pre-Sales Appointment Direct Mailer with personal letter from your salesperson the “integrated marketing consultant”

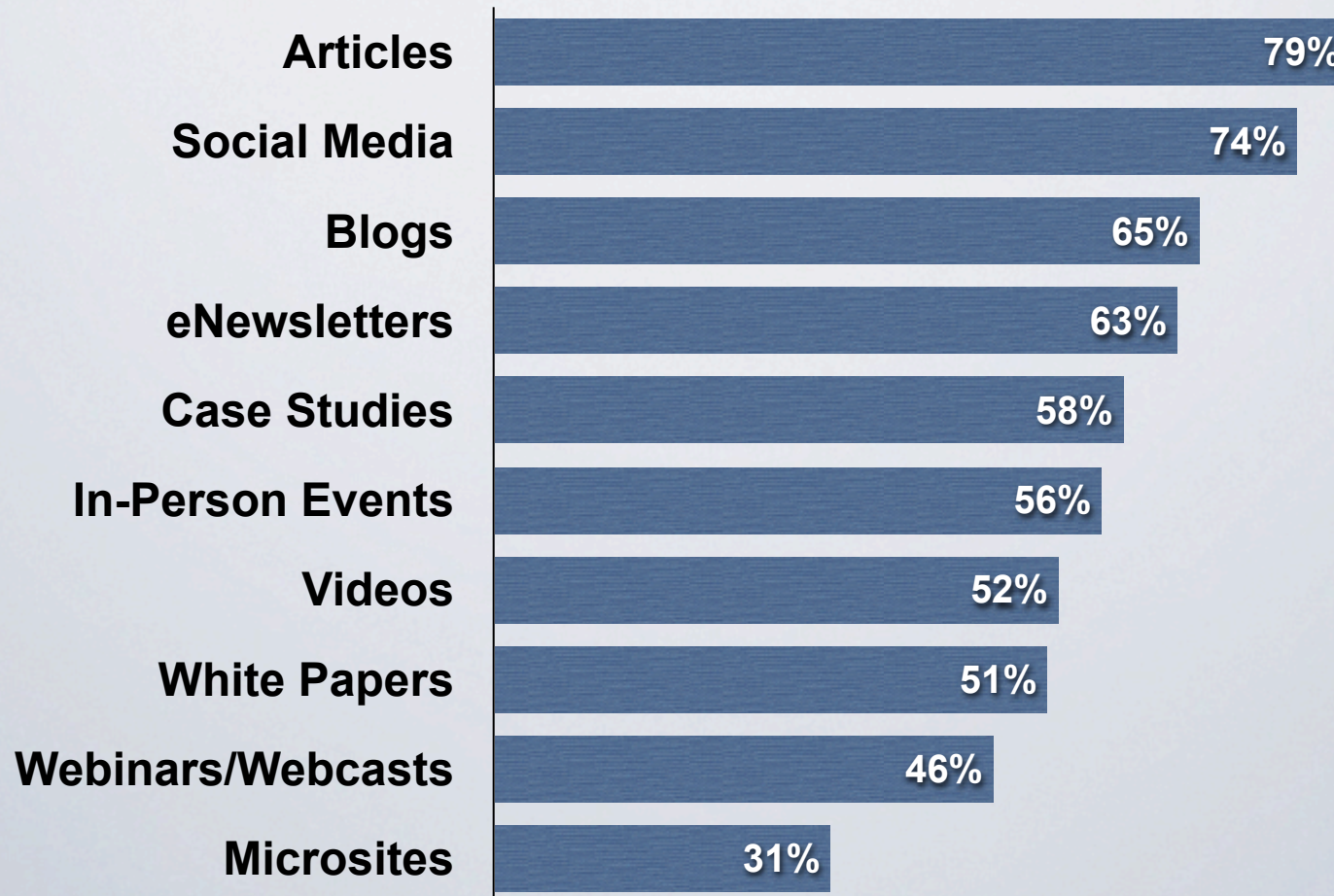
# Content Marketing



SMART  
CUSTOMERS  
WANT SMART  
SALESPEOPLE

ER  
^

# Top 10 B2B Content Marketing Tactics



*Source: 2012 Content Marketing Institute B2B Survey*

# Videos

This screenshot shows the YouTube channel page for "PIP Printing&Marketing Service". The channel has 25 subscribers and 10,636 video views. The page features a search bar, a "Subscribe" button, and a grid of video thumbnails. The videos shown include:

- "Get personal with your custo..." (1:43, 242 views, 5 months ago)
- "Create A Business Website I..." (1:01, 376 views, 6 months ago)
- "Manage your Brand with We..." (2:06, 1,200 views, 10 months ago)
- "The Power of Integrated Mar..." (2:02, 3,176 views, 1 year ago)
- "QR Codes - Mobile Marketin..." (2:12, 5,548 views, 1 year ago)

This screenshot shows the YouTube channel page for "Sir Speedy Printing". The channel has 57 subscribers and 30,637 video views. The page features a search bar, a "Subscribe" button, and a section for "Uploaded Videos (6)". The videos shown include:

- "Get personal with your customers ..." (1:53, 138 views, 1 week ago)
- "Create A Business Website Inside ..." (1:01, 448 views, 3 weeks ago)
- "Manage your Brand with Web to Print" (2:15, 1,592 views, 4 months ago)
- "The Power of Integrated Marketing" (2:04, 4,909 views, 1 year ago)
- "QR Codes - Mobile Marketing for y..." (2:12, 23,285 views, 1 year ago)
- "Industry Leader Jeffery Hayzlett ..." (0:26, 249 views, 1 year ago)



# Newsletters

**The GREENLIGHT**  
A printing and marketing services newsletter

Signal Graphics  
Printing and Marketing Services

December 2012

Click to jump to a section:

- [Become a Better Listener](#)
- [Six Tips to Trim Marketing Costs](#)
- [Maximize Your First Impressions at Trade Shows](#)
- [How to Take the Fear Out of Public Speaking](#)

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## Become a Better Listener



A good listener not only hears what is being said and acts accordingly. Good listeners are also good friends. Likewise, companies that are good listeners have a higher level of customer loyalty.

According to Forrester Research, fewer than 20% of companies systematically incorporate customer needs into their marketing processes. In other words, companies are not listening to what customers are saying, but they are not realizing the insights collected.

Listening to the voices of the customers is a key to customer service or marketing; it needs to be done at every level of the organization. #Wozniak, market research and product development at Texans Credit Union, "Employee attitudes, services all combine to provide a single satisfied customer."

Additionally, customers don't want their feedback now; they want to see changes made swiftly. Conversation mining and social media monitoring can provide customer insight, but not real-time responses. Qualitative information, distilling out real issues, takes time. However, the companies that manage to do this are the ones that win.



## BUSINESS 2 BUSINESS UPDATE

### December 2012 IN THIS ISSUE

Click to jump to a section:

- [Trends in the Marketplace](#)
- [Personally Speaking](#)
- [Marketing in Real Life](#)
- [Content Marketing](#)
- [Biz Tips](#)
- [How To...](#)

Business 2 Business Update is a monthly newsletter published by PIP Printing and Marketing Services

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## Trends in the Marketplace Are the 4 Ps of Marketing Dead?

PRODUCT  
PROMOTION  
PRICE PLACE  
PRIVACY PROCESS  
PROFESSIONAL

As marketing constantly evolves, many experts believe that the "4Ps" of Marketing continue to evolve as well.

If you've ever taken a marketing class, you undoubtedly learned about the "4 Ps" of marketing: Product, Place, Price and Promotion. Marcus Starke, national vice president of North America marketing at SAP, believes that, as marketing channels continue to evolve and social media increases in importance, a fresh perspective is needed for each of the 4 Ps.

The Product (or service) is still paramount, but its value is now measured by what people think and say about it. If your product is poor, the blogosphere will explode with negative feedback before you know it.

Price always matters; however, it is more often being measured in the context of who is behind the product and what people think and say about them. For instance, when evaluating price, consumers might consider whether or not that brand/company deserves their trust, or whether the company is environmentally, socially or ethically responsible.



## BASICALLY BUSINESS

### December 2012 IN THIS ISSUE

Click to jump to a section:

- ▶ [Trends in the Marketplace](#)
- ▶ [Personally Speaking](#)
- ▶ [Marketing in Real Life](#)
- ▶ [Content Marketing](#)
- ▶ [Biz Tips](#)
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## How To...

### Be Clear

Have you ever tried to read—let alone understand—a legal contract? Most are written in endless sentences using complex words, which make comprehension difficult. When marketers use complex language to describe their products or service, they often lose their audience.



To get your message across, use simple language. The two main drivers of readability are word length and sentence length. For each complex English word, there's usually a simpler word that can be substituted. For instance, "show" is simpler than "demonstrate"; "enough" is simpler than "sufficient."

When it comes to sentence length, shorter is better in terms of readability. According to a study by the American Press Institute, when sentences are upwards of 40 words, comprehension drops to 10%. On the other hand, 100% of Americans understand a sentence of eight words. And most billboards are seven words or less.

At Sir Speedy, we can help you make your marketing communications more readable. Give us a call for your next important campaign.

## CALL TODAY!



My job at Sir Speedy is to help you meet your business goals. Call me today so we can get started on your next project.

**Susie Salesperson**  
800-123-4567  
susie@sirspeedy.com



# BUSINESS 2 BUSINESS UPDATE

FEBRUARY 2013

### INSIDE THIS ISSUE

**Marketing In Real Life**  
— Data Helps Retail Jeweler Increase Sales 77%

**Online Marketing**  
— Hot Off the Press Page

**Biz Tips**  
— Designing Emails for Mobile

## TRENDS IN THE MARKETPLACE

### Direct Mail vs. Email

Depending on how you crunch the numbers, direct mail has a response rate of 10 to 30 times that of email. So says Yory Wurmser, director of marketing and media insights at the Direct Marketing Association (DMA). Looking at the playing field from a purely ROI point of view, however, email generally results in a higher return on investment.

The DMA collected data through an April 2012 email survey (481 respondents) and an analysis of transactional data provided by Bizo and Epsilon. Altogether, DMA researchers analyzed more than 29 billion emails. According to the report, "For every 1,000 existing customers receiving a direct-mail piece, 34 will respond on average. For email, the average response rate—measured by taking the click-through rate and multiplying the conversion per click—is 0.12%." In other words, only one customer out of 1,000 would follow the email solicitation through to sale.



*As some media channels have evolved digitally, direct mail mail has maintained its effectiveness in helping to reach and gain potential consumers. Email methods, however, have proven to be viable in helping brands to retain relationships with existing consumers.*

Comparing the return-on-cost of direct mail with email, the report indicated that the cost is equivalent when used for acquiring a new customer. When it comes to getting a response from an existing customer, however, email is more efficient, with ROI that is four times higher than direct mail.

According to Wurmser, "The continued effectiveness of direct mail has a lot to do with the quality of data and the ability to target mail more effectively." As to why direct mail remains such a strong channel, Wurmser believes it is due to the "proliferation of emails and the onslaught of display ads everywhere...in a way, direct mail has become less cluttered."

## Personally Speaking

Dear John,

Email or direct mail? That can be a tough question. Depending on your business objectives, one or both may make sense. At PIP Printing, we begin by helping you define a goal for your marketing program, such as to improve brand awareness or generate sales for a new product or service.

We can then devise an email campaign by designing an email template that reflects your brand image, sending your emails at a scheduled time and monitoring the responses. Alternatively, if direct mail makes more sense, we can help you decide on the best format: a letter, postcard or brochure, or something more complex, like a multi-piece kit or package. Our direct mail services include:

- Project consultation
- Copywriting and graphic design
- List acquisition and list management
- Variable printing for easy mass personalization
- Mailing services for fast and economical distribution
- Response tracking and reporting
- Kitting and fulfillment services
- Web-to-print online ordering

At PIP Printing, we'll help you achieve your important business goals by combining the right medium with the right message, mailed—and/or emailed—at the right time.



**Susie Salesperson**  
800-123-4567  
susie@pip.com



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## CONTENT MARKETING



Like 28 Tweet 11 +1 0 Share 7 Submit PinIt 1

FEBRUARY 21, 2013



## The Future of Digital Signage: Signposts of a More Connected Customer

Consumers today are hard-pressed to visit any retail store, hotel, restaurant or corporate building without encountering digital signage. From television programming to menus to advertising, businesses are using digital signage

[read more](#)

## NEED HELP WITH YOUR MARKETING?

### FIND A LOCATION NEAR YOU.

Let us help you achieve your business objectives

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[search our family of brands](#)

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Marketing  
Mark Markovic  
Sent: Friday, May 11, 2012 9:39 AM  
To: Prospect

marketingtango™  
THE RHYTHM OF INTEGRATED MARKETING

### Are you achieving your marketing goals?

Today's marketing environment is complex, requiring dynamic methods to reach and influence your target audience. At Sir Speedy, we continually strive to communicate and provide the most advanced approach for our clients to achieve their goals. Therefore, we are thrilled to announce our new blog, MarketingTango.com.

MarketingTango will provide best in practice examples and information about integrated marketing encompassing strategy, creative, mobile, web, social, data, content and much more to improve your business and increase your competitive edge.

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MARKETING STRATEGY

1 2 3 4 next



FEBRUARY 14, 2013

1 comment

## 6 Marketing Mega Themes for Master Marketers

"The Future Ain't What it Used to Be" That famous quote by Yogi Berra is one way for B2B marketers to consider what may be coming down the pike in [...more](#)



FEBRUARY 4, 2013

0 comments

## The Best Super Bowl 2013 Commercials! (in our opinion)

Like all marketers, we loved watching yesterday's commercials so we can talk about the good, the bad and the ugly. There were a few surprises this year as well as [...more](#)



JANUARY 29, 2013

0 comments

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## marketingtango™ sign up form

Contact \*

Email: \*

Brand \*

- Sir Speedy  
 PIP  
 Signal Graphics

Center Number \*

Would you like the Marketing Tango Rotating Banner added to your website? \*

Yes  
 No Thanks

Would you like corporate to push Marketing Tango updates to your social sites? \*

Yes  
 No Thanks

If yes, which sites?

Facebook  
 Twitter  
 LinkedIn

Facebook Account:

# Social Media



# Social Media

- Every center should have a:
  - ▶ Facebook Page
  - ▶ LinkedIn Business Profile
  - ▶ Twitter account
    - ▶ Be sure MarketingTango content is being pushed to these sites



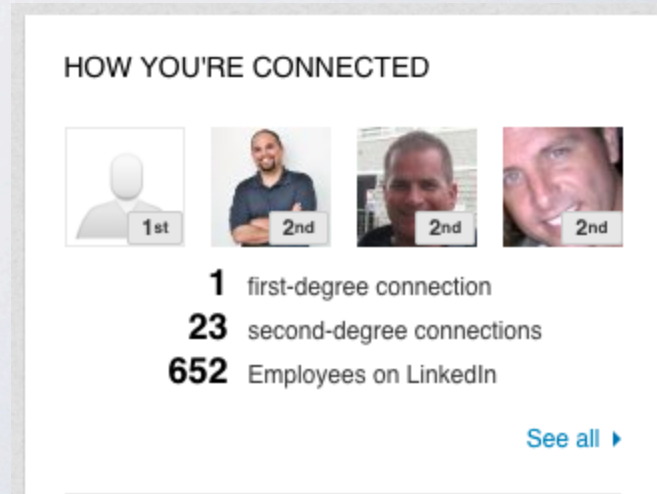
# Social Media

- LinkedIn is best site for Lead Generation
  - ▶ Has evolved from job search site to business networking online
  - ▶ Be sure your profile has a professional photo
  - ▶ Consider hiding your identity in your settings so you can research people and companies
  - ▶ InMail feature - high open rates, but use cautiously. Do not sell; comment, acknowledge, congratulate, etc.
  - ▶ Win or lose - Stay connected.



# LinkedIn Lead Gen Plan

- Pick day of week to do research and connect with 3-5 people
  - ▶ Search Company
  - ▶ Look for Shared Connections
  - ▶ Ask for Introduction





# LinkedIn Plan (cont.)

- Use Company Directory to browse by industry
- Join several groups
  - ▶ Entrepreneur, Small Business, Chambers
- Start discussions with link back to your center website or MarketingTango
- Answer questions in Answers section.
- LinkedIn Mobile App. Bump for a lead!

# Application Innovation Awards & Case Studies



SALES FORUM  
2013 Application  
Innovation  
AWARDS

**FINALIST**



**Franchisee:** Jim Reuber  
Sir Speedy, Seattle, WA  
**Salesperson:** Charles Laska  
Global Seafoods  
**Customer:** Global Seafoods  
**Industry:** Food Beverage  
**Decision-maker:** Business Development Manager

**Challenge:** Global Seafoods is a producer of Alaskan seafood products. It was struggling to increase brand awareness and grow sales. They had spent over \$40,000 on local ad campaigns, magazine ads, direct mail and radio/television spots, but had minimal results. Seeking to reverse their downward trending sales and reputation, they called us for a marketing solution.

**Solution:** First, Sir Speedy of Seattle emerged a marketing consultation with the business development manager. During the conversation, we learned that the true demographic of their customer base was Russian and Ukrainian families. Through data mining we identified Russian and Ukrainian households on the West coast, starting with Washington State. We designed a direct mail piece in Russian, and sent it to the data list using bulk mail rates to keep costs down. We also developed an e-commerce website for convenient ordering and shipping of Global Seafood's products.

**Results:** Global Seafoods received a 35% response in the first two weeks of the campaign, and generated an increase in sales for the quarter of over 22%. Traffic to the website, online orders and direct phone contact to the sales department all increased significantly, and the company now enjoys greater brand awareness along the West coast. The return on investment was tremendous, and we will continue to work with Sir Speedy to target a specific market and offering the convenience of e-commerce. The company has begun to grow a loyal repeat customer base.



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Printing and Marketing Services

SALES FORUM  
2013 Application  
Innovation  
AWARDS

**FINALIST**



**Franchisee:** Lloyd Newton and Colleen Newton  
Sir Speedy, Richmond, VA  
**Salesperson:** Jay Brimmer  
**Customer:** Hoover and Strong  
**Industry:** Jewelry and Refining  
**Decision-maker:** Owner and Art Director/  
Senior Web Designer

**Challenge:** Hoover and Strong is a precious metal refining company that wanted to increase their business by reaching additional customers. Their previous marketing efforts involved specifically sending out a direct mail piece without any follow up, and their sole data list consisted of jewelers they had done business with before. Hoover and Strong came to Sir Speedy of Richmond for help with their goal of broadening their customer base.

**Solution:** We started by purchasing a national mailing list for each type of business the client wanted to target: jewelers, pawnbrokers, dentists and dental labs. Meanwhile, the client's current customer list was cleaned. From a total of five lists, we made two clean lists: one for the dental industry and one for the jewelry industry. We created a direct mail program that would send 5,000 mailers per list for six months. To make the same mailer look different each time, we created six distinct envelope designs. Rounding out their print mix, we designed and printed two versions of a brochure, book list for one set for jewelers and pawnbrokers and another for dentists and dental labs. All messaging encouraged the recipients to send their mail to Hoover & Strong for refining.

Strong's call center manager agreed that his staff would start opening prospects to send in their scrap, we worked with FedEx to commission NCR 8.5"x11" form that incorporated a pre-paid FedEx label. On the top half of the form the customer specifies his refining task. That part is detached and included with the return shipment of the bottom half of the form contains the FedEx label, barcode and information.

Strong's call center manager agreed that his staff would start opening prospects to send in their scrap, we worked with FedEx to commission NCR 8.5"x11" form that incorporated a pre-paid FedEx label. On the top half of the form the customer specifies his refining task. That part is detached and included with the return shipment of the bottom half of the form contains the FedEx label, barcode and information.

The first mailing dropped in January 2013 and results have not been open. However, we are working closely with the customer on the call to see opportunities that our professional and organized direct mail will achieve much better results than their previous approach.



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2013 Application  
Innovation  
AWARDS

**FINALIST**



**Franchisee:** Jimmy & Judy Brumley  
PIP Burlington, NC  
**Salesperson:** Judy Brumley  
**Customer:** Alamance County Arts Council (ACAC)  
**Industry:** Non-Profit  
**Decision-maker:** ACAC Board of Directors,  
Executive Board President

**Challenge:** The Alamance County Arts Council is this county's primary advocate group for the arts. For many years the board assembled a volunteer committee to oversee the strategic marketing and planning of ACAC's annual fundraiser: the Brave Arts Ball. Each year the event took on a new style, theme and flavor, but always commemorated a hefty \$200 ticket price and formal attire. In 2012 the board elected to host a more casual event at a lower ticket price, with the goal of attracting more and younger attendees, yet keeping it the primary fundraising effort for ACAC. The ACAC contacted PIP of Burlington for help with a new theme and event marketing.

**Solution:** The PIP team met with the ACAC board president in Spring 2012 to discuss a theme, budget, timeline and overall strategy for the reinvented ball. After many meetings have a "Love Country Ball" to be held at the Captain White House in Graham, NC.

Subtle and well-crafted graphic design concepts were required to capture the ACAC's dedication to the arts and the Braves of a Low Country Ball. Ultimately, a Tobacco locale, vibrant colors and branding all made their way into the final design. Once the concept was approved, we created complementary save-the-date cards, invitations, programs, road signs, bills, placemats, thank-you gifts, sponsor signage and napkins emblazoned with the freshly minted theme and design. Ticket prices were dropped to \$65 each and encouraged attire leaving an outdoor shrimp and lobster dinner. A casual theme and lower price reflected the goal to raise the number of attendees ball. A casual theme and lower price reflected the goal to raise the number of attendees ball. A casual theme and lower price reflected the goal to raise the number of attendees ball.

**Results:** The results were staggering: 405 people paid \$65 each for tickets generating an amazing \$26,525. In 2011, 220 tickets were sold. An auction event held during the Love Country Ball generated \$50,000 in net proceeds, making the total take for the single-evening event a phenomenal \$76,525.



**PIP**  
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Innovation  
AWARDS

**FINALIST**



**Franchisee:** Alan Gardner and John Rely  
Sir Speedy, Newark, DE  
**Salesperson:** Brynn Hudson  
**Customer:** Aqua Pharmaceuticals  
**Industry:** Pharmaceuticals  
**Decision-maker:** Director of Marketing and Director of Sales Training

**Challenge:** Aqua Pharmaceuticals owns leading branded prescription drugs in four therapeutic categories. In late 2011, they hired a director of marketing and a director of sales training. Their main objective for 2012 was to increase sales by 30%. Internally, Aqua was preparing to double their current sales force and they needed to establish a first-time marketing and training infrastructure to support the growth.

The director of marketing wanted to hire a fulfillment company that could provide a 24/7 online ordering solution, guarantee inventory accuracy above the industry standard, turn orders around the same day and last price-on-demand to static inventory ordering.

The director of sales training needed to create an all-new classroom educational experience for new hires, existing sales representatives and district managers.

**Solution:** During our presentation to them, we tied each of our solutions to a specific need we knew Aqua had based on their forecast on supporting their growing needs. Our fulfillment solution met each of their objectives and we were chosen as their supplier. Within 45 days we:

- Received and transported 24 pallets of fulfillment items
- Hosted a facility tour to orient their entire marketing team
- Launched a customized online fulfillment management system, and reporting
- Managed the creation, production and distribution of Aqua's "Phase 1" classroom materials.
- Managed the creation, production and distribution of the Home Study Materials Kit and On Boarding Kit.

**Results:** In 11 months, Sir Speedy of Newark has helped Aqua decrease time spent on inventory management by 50%, save \$60,000 with greater efficiency and automation across inventory management processes, decrease turnaround time by 10 days, decrease field sales phone calls regarding orders by 99%, train 80 new hires and decrease order performance metrics in customer service, product distribution and inventory management. In 2012, Aqua more than exceeded their sales goal increase of 100%.

**Sir Speedy**  
Printing and Marketing Services

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SALES FORUM  
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Innovation  
AWARDS

**FINALIST**

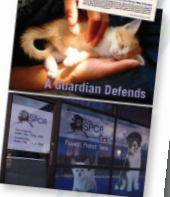


**Franchisee:** John & Jan Tatham and Shelby Brumsted  
PIP Anchorage, AK  
**Salesperson:** Debbie Hahn, with Kimberlee Hayward, Marketing Director  
**Customer:** Alaska SPCA  
**Industry:** Non-Profit  
**Decision-maker:** Executive Director

**Challenge:** The Alaska SPCA is the only low-cost spay/neuter adoption clinic in the state of Alaska. They are not funded by, or affiliated with, the well-known American SPCA. They came to PIP they had just hired a new director whose immediate charge was to create a new public image for the purpose of increasing donations and grant funding.

**Solution:** PIP of Anchorage was initially engaged to assist with a direct mail campaign that had two objectives: to unveil the new brand image and to get funding through a newly developed Guardian Angel program. The director had already begun the rebranding process by pulling from her previous experience and by hiring a professional web designer. She was aware that PIP-Ad websites and a collaborative brainstorming discussion turned a direct mail campaign into an integrated marketing campaign, which included:

- A direct mail campaign featuring five postcards inspired by the poster and website design.
- 2500 household



an integrated program, the direct mail campaign, they had been successful in that the Alaska SPCA was consequently altered their communications were implemented by the client. The window graphics are now a local landmark. The posters in the office have been very well-received, and thank cards, have been used in many ways for many different events. They have the employees feel a renewed sense of pride and energy simply because the marketing has polished the public perception of the organization. She says this



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**PIP**  
Printing and Marketing Services



# AIAs & Case Studies

- Review the vertical industries, business objectives, decision-makers
- Find similar companies in your market
- Share the AIA case study with your prospect to demonstrate you know their business, their pain points and that you have a solution
- Log onto [PODI.org](http://PODI.org) for more case studies

# Key Prospect

# Key Prospect

- What are you doing to attract the big ones?
- The objective of this program is to **Get an Appointment.**
- The key to this program is the *delivery, tracking* and *immediate* follow up
- Commit to doing 5 this year and track your results





# Key Takeaways

# 4 Key Action Items to Implement Today

1. Sign up with Ethology for paid search
2. Have a process for managing all leads coming into the center
3. Follow CDMP best practices
4. Implement the signage marketing campaign

# Thank you.

Denise Denton 949-348-5141  
[ddenton@franserv.com](mailto:ddenton@franserv.com)

*take  
the*  **lead**