

Clipper Magazine®

Featured In...



DAY TO DAY OPERATIONS » marketing

VENISHKA HURDLE

direct mail MARKETING

Make the most of this effective promotional tool.

■ **DIRECT MAIL DEVICES** can be a viable strategy for promoting your store, familiarizing the community with your products and services, and attracting new customers. They can showcase your extensive papercrafting product selection and promote seasonal discounts or specials that will entice new customers to come into your store.

START WITH A STRONG IMAGE

Remember that today's customers are very visually oriented. People tend to read advertisements with colorful photographs and logos that are supported by strong headlines with clear messages. It's good to be clever, yet when you get so cute that they don't easily know what you're selling, they may completely miss your message. You must be able to stop customers in their tracks with strong visual presentations.

USE QUALITY PHOTOGRAPHS, LOGOS AND COLORFUL ILLUSTRATIONS. For added effectiveness, try to maintain a very consistent visual image throughout all of your advertising campaigns. If you have any photographs of your products and merchandise, use them. The customers will read all of the small details when you magnetize them with colorful photographs, logos, colors and headlines.

USE FULL COLOR. A picture is still worth a thousand words. Scrapbooking is a colorful activity so whenever possible use color. Research has shown that full-color advertising options can actually increase redemption rates by 30 percent to 60 percent. Today, you can affordably market your services and products in full color to ensure the best possible redemption.

KEEP IT PROFESSIONAL. Sometimes it may be best to hire a professional graphic designer, a marketing agency or a direct mail marketing team to design your direct mail campaigns rather than creating the art yourself. You want your direct mail device to convey your message in the most polished manner possible.

PLUG A MESSAGE OF SAVINGS

The retail industry is extremely competitive, and your customers need to be able to distinguish your brand in a sea of discounts, special offers and promotions. Don't be afraid to sell up with specials and promotions.

"FREE" always works. Nothing beats "free," and it can surely help to persuade new customers to try you for the first time. Consider offering a free gift with a service or a purchase with purchase incentive. For example, offer a free box of eyelets with the purchase of any eyelet setter.

Use dollars off, not percentages. Customers will react much better to strong dollars-off discounts and incentives. Percentage discounts really are not perceived to be as compelling, especially if they are only 10 percent to 20 percent off. Unless you use 50 percent off or higher percentage types of discounts, they will be seen as weak offers and ignored. For example, rather than saying you receive a 20 percent discount, say, "\$5 OFF All Embellishments, such as Stickers, Rub-ons and Stamps."



Cut It Out!
scrapbooking

Classes + Crop Nights
Call 303-664-1860 for details

www.cutitoutscrapbooking.com

Now Open!
Louisville
976 W. Dillon Rd.
303-664-1860
BY ORDER OF PASCARIS & DAVIS

10% OFF
Any Purchase
SEE STORE FOR DETAILS
Cut It Out! Louisville
303-664-1860

Continued



Use care with disclaimers. Avoid excessive disclaimers and rules for what's not included in these varied offers. Try to keep your special offers simple with words like, "No Double Discounts. Expires 00/00/08." Use expiration dates of no more than 60 to 90 days to keep your offers timely.

AFFORDABLE DIRECT MAIL SOLUTIONS

Look at the various direct mail marketing and advertising opportunities available to you. You can create solo direct mail letters, newsletters, freestanding inserts, postcards and brochures. Product such as *Clipper Magazine*, *Savvy Shopper* and *Mint* magazines bring together a group of advertisers in an appealing lifestyle magazine format. Visit your local Yellow Pages or the Internet to find direct mail resources near you.

With direct mail, you can specifically target neighborhood homes surrounding your business. It's best to target homes within three to 10 miles of your business, while targeting at least 50,000 homes or more. At approximate-

ly three to four cents per home, cooperative and magazine format direct mail marketing is extremely affordable, as opposed to solo direct mail campaigns, which usually cost between 50 cents to one dollar per home.

Direct mail really works, especially with repetition of very strong offers. Like any form of advertising and marketing, it usually takes a long-term investment. It usually only takes a few good sales leads to make your investment pay off. Consult with your advertising representatives to set realistic expectations, so you are not disappointed.

Coupons are trackable. If you want to determine your effectiveness, plan to ask every customer how she heard about you. Many customers will bring in their postcards, mailers and coupons; however, many will respond to your direct mail advertising without bringing in the coupons. You'll also need to measure your total sales volume each week or month, especially on the products and equipment that you are promoting with your direct mail efforts. ■



Learn more about the different types of direct marketing products. Go online to scrapbookretailermagazine.com/directmarketing.



For a complimentary direct mail advertising consultation with *Clipper Magazine*, please call 866-802-1429 or visit www.ClipperMagazine.com or www.MyClipper.com.