

## 1:1 Marketing

by Lisa Petras, VP Business Development

In last month's issue, Joe called 1:1 Marketing a "marketing buzzword." If you haven't heard about it yet, or if you have but aren't sure how it relates to your business, you'll want to read this article.

**So, what exactly is 1:1 marketing?** It is a specialized marketing message, so specifically tailored to individual customers that when delivered it's as if you're speaking directly to them person-to-person (1:1). With 1:1, you use what you know about your prospects (or existing customers) to let them know that you are in tune to their individual needs or interests. With a relevant, targeted message, it comes across as a personal note from someone who could be a friend, rather than an indifferent mass marketing tactic. It shows that you are selective about who you market to, and you choose them, which can make them feel very special, and moreover, make them take action.

The response rate for full-color 1:1 marketing pieces versus static black and white pieces is astounding! According to a study out of the Rochester Institute of Technology: simply adding the recipient's name to a mailer increases the response rate by 44%; adding the name and color increases the response rate by 135%; adding the recipient's name, and color and custom content increases the response rate by 500%!

**Let's break it down...** Let's say you own ABC Widgets, and your biggest competitor is Widgets XYZ. You sell identical products at identical prices, and you both decide to launch a campaign to generate repeat business from 1,000 past clients. XYZ produces a static, black & white post card mailer, while you make it personal. You send a full-color post card mailer, personalized with the client's name and an appeal written directly to them, such as, "Mary Jane: You can get the most out of that Widget 5000 you bought last June with this exciting new attachment (include a brilliant color photo of the attachment). The Smith family will have the ultimate Widget experience!"

Here are some real statistics for that fictional scenario, based on an average sale of \$200 per repeat customer:

Widget Campaign	B/W Static Ad	Color Personalized
# of mailers	1,000	1,000
Response rate	1%	5%
# of orders	10	50
Total sales	\$2,000	\$10,000
Cost of mailers	-\$350	-\$840
Cost of postage	-\$260	-\$260
<b>Campaign Profit</b>	<b>\$1,390</b>	<b>\$8,900</b>

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## Putting Our Best Face Forward

by Joe Ratanjee, National Sales Manager


This month, World Trade Printing Company unveiled a newly revamped website. All of our products, services, and tools are much easier to find in this extremely user-friendly environment. With standard features like single-click navigation and easy login access for members, we believe you will find visiting our website to be a pleasant experience. **Check it out today at [www.wtpcenter.com](http://www.wtpcenter.com).**

As always, we want to hear from you. If you have any comments or questions about the website, the company, products and services, the WTPC staff, or anything else, please use the Customer Feedback feature (in the footer of the site) and let us know; or contact me directly at [joe@wtpcenter.com](mailto:joe@wtpcenter.com).



We are committed to providing the best quality printing, at the swiftest turnaround times, and at the most economical prices you'll find anywhere. **In fact, that's our simple new motto:**

- *We do it right.*
- *We do it fast.*
- *We do it for less.*

It's more than just a motto; it's our **promise** to you. 

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## We Can Do That

by Jonathan Hutchins, Customer Service Representative


World Trade Printing Company is so much more than a print shop, and some of our customers—even the most loyal of them—are still surprised to hear it. My favorite phrase to use when customers describe what they want, especially when they aren't sure how or where to get it, is a simple, **"We can do that"**.

What can we do? Basically, you name it! From concept to delivery, we can take care of our customers' needs if we know what those needs are.

The main message I want to get across here is this: as a World Trade Printing Company customer, you don't need an in-house graphics or marketing department, specialized marketing software, a folding machine (or staff to manually fold!), an envelope stuffer (mechanical or human), a die cutting service to make specialized packaging, a packager, a postage meter, a trip to the post office or a shipping company. Why not? Because we can do that.

**Here is a list of products and services offered by World Trade Printing Company, some of which you may be aware, and others that might pleasantly surprise you. This list is not all-inclusive.**

- **Full color and black/white digital printing**
- **Full color and black/white offset and web printing**
- **Full-service prepress and graphic design** (can turn your concept into print-ready artwork)
- **Banners, posters and other oversize printing**
- **Canvas and vinyl printing**
- **Mounting, laminating, magnetic backing**
- **Signs and backlit displays**
- **Die cutting for custom packaging**
- **Point of purchase kits and shrink wrapping**
- **Perforating, scoring, trimming, stapling**
- **Bookbinding**, including comb bind, perfect bind, saddle stitch, spiral bind, tape bind, wire-o-bind
- **Folding and envelope stuffing**
- **Variable data printing** (i.e. addressing post card mailers to your mailing list)
- **Total mailing solution**, including mail merge, postage, bulk mail, and delivery to the post office
- **Fulfillment and ship-on-demand services**
- **Web2Print custom portal**—for businesses with multiple locations, franchises or large staffs—that places a catalog of the company's approved branded items online for authorized personnel to order directly from us with the right look (approved by corporate) at the right price.

If you have questions about any of our products or services, you can contact me at [csr@wtpcenter.com](mailto:csr@wtpcenter.com) or call me toll-free at (866) 368-2500. **I'll be happy to assist you, and even happier to inform you that, "We can do that!"** 

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## 1:1 Marketing

As you can see, 1:1 marketing costs more, but the end results are well-worth the investment of those marketing dollars.

Here are a few pointers that will help you develop a successful 1:1 marketing campaign:

- **Speak to the right audience**
- **Make your offer compelling and clear**
- **Make responding to the offer easy**
- **Make various versions of your mailer**, tailoring the images and messages to specific demographics
- **Track your responses** to measure the success of your campaign

*Not convinced yet?* Here's an actual 1:1 marketing campaign launched by a company that specializes in household products, we'll call them MyHouse.

They used the data in their bridal registry to create a personalized campaign that appealed to newlywed couples. Their message reads, "Congratulations! Patti and Larry, you found each other and MyHouse. As a thank you for registering with us, we offer you special savings on the Garden Harvest pattern you selected. This is a great opportunity to add to your dinnerware and accessories. Bring this card with you and receive a free MyHouse crystal bud vase with your purchase." The mailer was finished off with photos of the Garden Harvest collection and a pricing table showing them the regular prices, their special prices, and the savings for each item in the collection.

This campaign contained key 1:1 marketing elements that helped to ensure its success:

- **Full color with targeted graphics**
- **Customer names**
- **Emotional, relevant message**
- **Purchase history**
- **Compelling offer**

*The results?* They had an astounding **15% response rate**, with an average order of \$250. This is 15 times the response of a static black and white message.

To learn more about launching a 1:1 marketing campaign, contact Joe at [joe@wtpcenter.com](mailto:joe@wtpcenter.com). 

### START SAVING TIME AND MONEY WITH PERSONALIZED PRINTING SOLUTIONS

Work smarter, not harder! Put your marketing dollars to work for you, and get a loftier ROI.

**Do you know these marketing buzzwords?**

- **1:1 marketing**
- **Personalization**
- **Variable data marketing**

Contact Joe Ratanjee at World Trade Printing Co. to learn more about these effective marketing strategies. [joe@wtpcenter.com](mailto:joe@wtpcenter.com)



## Move Old Inventory; Don't Give it Away

by Lisa Petras, VP Business Development

Most companies across the nation—in fact, companies world-wide—are feeling the pinch of the current state of the economy. For many, it's more like a vise grip.


**A little advice for surviving in a down economy: don't stop advertising.** This might sound somewhat self-serving, coming from a printing company, but please continue reading. I'm going to relay an actual case study of how a customer was able to generate sales with a modest, but focused, marketing campaign. **Their objective: move existing inventory.**

A packaging supply company we'll call Boxes-R-U's (BRU) had a seven-year history of supplying boxes to moving companies. Wardrobe boxes were commonly ordered by these companies, but they weren't ordered very frequently. BRU was taking inventory and discovered a large surplus of wardrobe boxes.

Wanting to move old inventory and boost sales over the next quarter, **they produced an oversized, full-color, glossy post card mailer.** They customized the post cards with the name of each company contact, as well as the business name on a photo of the wardrobe boxes and other packaging items. On the back (address side) of the post card was a simple personalized question: "Gloria, is it time to reorder?" Below the question was a list of the customer's own commonly purchased items, including product ID numbers.

Also included was the ever-crucial **"call to action"** message which prompted the customer to order online, via fax or to call their toll-free number. As an added incentive, customers were given a special code to use when ordering that would grant them free shipping; this code also allowed BRU to track the success of the campaign.

**The results?** We received a call from an enthusiastic marketing manager about a month later. **The response rate was 7.34%, compared to an average of 2% for every campaign he had tracked over the last ten years.** The campaign was both effective and profitable, yielding 200 sales over the three weeks that followed the mailing. Average sales as a result of this campaign were \$464. Multiply that by the 200 sales, and **that is an additional \$92,800 BRU would not have earned without the marketing campaign.**

Perhaps the best part of this success story goes back to the headline: BRU was able to move old inventory without giving it away. There was no "blowout sale" that required a price reduction, and there was no rush in production to produce sale items. The only price cut incentive was free shipping, which was readily absorbed as a cost of doing business and easily justified by the sales volume. 

## Web2Print: Brand Management and an Excellent Franchise Solution

by Joe Ratanjee, National Sales Manager

Last month's WTPC Bulletin and its article regarding Online Collateral Management prompted a flurry of calls regarding Web2Print. If you want to learn more, we can schedule a demo at a time convenient for you. We can do this via the web, at your place, or we'll show you a demo in our conference room.

Here's an overview of how Web2Print was the perfect turnkey solution for a large franchise customer. Web2Print is also an excellent solution for companies with fewer locations.


A major Health & Nutrition Chain with more than 1000 locations nationwide, we'll call them **HNC, came to me with three major objectives:**

- **Increase franchise store traffic and sales**
- **Maintain consistent branding and guarantee that all direct-mail, in-store signage, and other items bearing the company logo—are in compliance with corporate guidelines**
- **Reduce marketing costs**

HNC agreed to implement the Web2Print solution.

**Web2Print offers HNC franchisees features such as:**

- **Customizable templates** with personalization and message management capabilities
- **An image library** containing approximately 100 HNC-approved product images
- **A message library** containing marketing messages that were written and/or approved by corporate
- **Easy ordering, inventory management and administrative reporting** for a vast array of branded items, including: business cards, stationery, business forms, training manuals, shopping bags, banners, posters, in-store signs, post cards, discount coupons, and more

Franchisees that took full advantage of this service reported increased sales of 7.25 – 15% as compared to the same month the previous year. 

## PRINTING TIP OF THE MONTH:



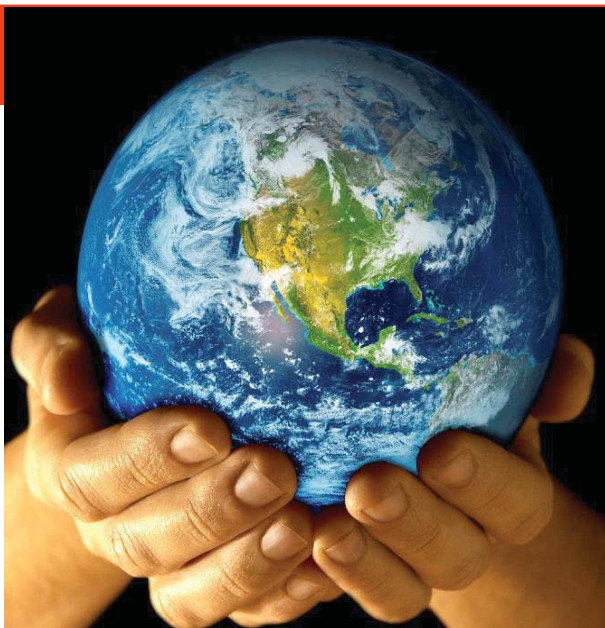
**Perforations**—a series of cuts on a sheet that make detaching a portion of the sheet easier—can make your print job extremely end-user friendly.

On rip cards or door hangers, they can be used to create a detachable business card, client membership card, coupon, raffle ticket, receipt... whatever works for the printed piece.

They are also convenient for billing purposes when mailing statements.

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World Trade Printing Company is never undersold.

*We do it right. We do it fast. We do it for less.*



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