

Rationale for Using Direct Mail:

Despite its old school persona, postal mail offers benefits that simply aren't available online. Here are eight reasons why I believe direct mail is still king of the marketing mediums:

Reason # 1: It works when you're not

Like the old saying goes, "In rain, sleet, or snow" the mail arrives. Whether you're sleeping, vacationing, working, or walking, your direct mail is working for you. It gives your best sales presentation over and over again without you having to be present.

Reason # 2: It leverages your efforts

Do you want to know how to waste your time? Give your best sales presentation to one person at a time. If you do this, you'll only sell one widget at a time. Send out thousands of letters and your best sales pitch is being presented to thousands of people simultaneously. That's called "leverage!"

Reason # 3: Allows you to target with precision

Instead of "spraying and praying" your message to people who may or may not be interested or even qualified to take advantage of your offer, direct mail allows you to pinpoint the people who fit your precise target profile.

Reason # 4: You get an immediate response

Once you send out your direct mail piece it doesn't take long to get a response. Within one to two weeks you'll receive about 80 percent to 90 percent of all those who are going to respond. If your campaign works, you'll know about it quickly.

Reason # 5: It's easy to track your return on investment

With direct mail marketing you can code your mail pieces to determine the exact number of responses you received from each campaign. And as I said before, the results of your direct mail campaign come back fast, so once you know what worked and what didn't, you can immediately start to "tweak" your mail piece to increase your response and hold your marketing dollars accountable.

Reason # 6: It's relatively inexpensive

With just \$.39 you can send out a direct mail piece that includes your full marketing message. It is amazing what you can get into a small business size envelope and keep under the \$.39 limit. Photos, newspaper articles, letters, special reports, and more can be put in these envelopes for under \$.39. Add the cost of the paper you send it on, the envelope and the time to put it together means you can reach target prospects for only very reasonable rate.

Reason # 7: It gets one-on-one attention

One of the best things about direct mail is that it gets one-on-one attention from your target prospect. Unlike billboards or radio and television commercials that get your attention while two to three other things also have your attention. Direct mail is opened one piece at a time and read one piece at a time. It gives you the best chance of catching your prospect's attention and keeping it for a period of time.

Reason # 8: It's something you can touch and feel—it hangs around

Direct mail is something that you can hold in your hand. It's not made of electrons that can be deleted with the twitch of a finger. It's not a radio frequency signal that is here and then gone a moment later. It is physical. It is something that can hang around for a period of time. It has "lingering" marketing effects.

All these reasons I've mentioned make direct mail a very powerful marketing medium that, if done right, can have a very high return on your marketing dollar.

Rationale for A Referral / Relationship Marketing Mailer

Simply put, these proven, cost-effective and versatile communication vehicles are among the best business development tools available. Nearly all successful accounting firms, law firms, banks, financial advisors, insurers and other professional service providers send out marketing mailers (or newsletters.)

Why? Because they work.

Survey after survey confirms what savvy marketers have long known: Newsletters help to increase visibility, keep a RIM company top of mind, build loyalty and goodwill, and encourage contact with the company providing it. While they might not lead directly to an contract or sale, they often prepare the way for one.

Newsletters provide an efficient way to reach a broad audience, and they generally cost less per contact than traditional advertising or sales calls. And when you use a ready-to-send newsletter (print or electronic) from RIMproMarketing, the benefits and savings are even greater.

Newsletters are read and valued by recipients.

A 2002 survey by Standard & Poor's of 4,000 clients of financial services companies found that:

- 92% read at least some issues of the newsletters these companies send out, 83% read most or some articles and 84% find the information useful.
- Most respondents took action after reading a newsletter: 72% saved articles for future use, 74% visited the provider's Web site, 60% passed on an article to a friend, and 40% called or stopped in for more information, or consulted a financial advisor.

Similarly, a recent survey by the Legal Marketing Association showed that:

- 84% of the corporate clients who receive newsletters find the information relevant.
- Almost half of those surveyed said that a timely, well-written article in a newsletter would prompt them to call the sender for an appointment.
- 81% of its newsletters are read by more than one person. On average, each newsletter gets passed along to two others, greatly leveraging its reach.

Newsletters are more cost-effective than other marketing tools

Newsletters cost less per contact than advertising, direct mail, exhibiting or sales calls. According to data presented by Financial Publishing Services Co. in the June 2002 issue of ABA Bank Marketing magazine, client newsletters cost approximately \$1.50 per contact. That compares with \$1.60 for direct mail promotions, \$3.40 for publication advertising, \$20 for exhibiting and \$500 for in-person sales calls.

While theoretically you might be able to write your own newsletter, this usually is not the best way to go. Doing your own newsletter is usually difficult and time consuming. Staff lose valuable hours when writing newsletters, and producing a newsletter in house takes more talent and resources than many companies have. Also, choosing topics, writing articles and managing setups can conflict with other responsibilities. And when those responsibilities take precedence, the newsletter doesn't go out.

This is where RIMproMarketing comes in. Because we specialize in developing marketing newsletters, we are able to achieve significant economies of scale in writing and producing them. This enables us to offer you professionally written, high quality newsletters for significantly less than a comparable one produced in house.

Rationale for Web Enhancement Service

We focus on your website because we know you won't. Actually you haven't in ages. You wanted to. You knew you should. But when it comes right down to it. You didn't. And today your website just doesn't achieve the results it could or should.

RIMproMarketing will do that for you. Every month we will get into your site and make it better . Every month we will look at the data presented from the analytics. We won't just rely on our extensive knowledge of the web and what works for RIM service companies to fix your site and make it better, we rely on cold hard data from site analytics.

Included in your Just The Basics Monthly program we will include 3 hours of analysis of site analytics, web enhancement and reporting. You can purchase more hours, but we are pretty certain that will give you a good start.

Here are some of the things we will do to make your site better.

- Prospect optimization. We want your site visitors to understand what you do and then find it easy to make contact with you. The goal of your site is ultimately to produce a lead. But your site needs to be structured so that it is easy for them.
- Search engine optimization. We want search engines to like your site, index your site and direct others to it. So we spit and polish so that your site looks good to them too. What we have discovered is that if you fix it for prospects, search engines like you better. But there are some things that are important to them, so we look after that.
- Offsite factors to improve traffic to your site. We know what it means to drive traffic to your site.

Our goal is to ensure your site works. When it works, you get more leads, More leads brings you more potential of new clients.

If you have lots of new clients.... Then you are happy. If you are happy, you keep paying us.. Then we're happy.

Then we take the street people for dinner without as much resentment... we let people into rush hour traffic. We all smile and the world is simply a better place.

Just the Basics Tom! Get our marketing going for us.