

DIRECT MAIL 101 - 5 Steps for Making an Offer



What is one of the best reasons to send direct mail? It motivates recipients to take a specific action like visiting your store, buying your product or requesting more information.

To spur this kind of behavior you need a powerful, relevant offer that has real value for your target audience. An incentive or reward that motivates customers and prospects to respond to your mailing, either with a purchase or a request for more information.

But no matter what type of offer you create, you'll need to convey it in an engaging way.

Consider these tips to get recipients' attention:

- 1. Stick to one offer.** Avoid using multiple offers in the same piece. Your prospect likely is skimming your mailer, and the slightest bit of confusion could derail your message.
- 2. Use language that entices.** Even though they're used everywhere, words like "free," "save," "new," "sale" and "guarantee" arouse curiosity.
- 3. Produce a sense of urgency.** An offer is best when it has a deadline. Phrases like "for a limited time only," "call now" and "supplies are limited" create excitement and encourage folks to respond.

4. Display it prominently. Don't let graphics, copy or busy colors overshadow your key message.

5. Tell them how to respond. If you want recipients to bring the mailer in to the store, visit a personalized URL or return a Business Reply Mail™ card, be clear about telling them to do so. You may choose to simultaneously test different offers to see which perform well, or, test the same offer using different copy.

Keep in mind, too, that a single offer may not appeal to everyone you wish to reach. You may need to choose different options for different segments of your target audience.

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Promote Your Brand With Items Your Customers Will Use

Whether you're sponsoring a golf event, need an item for a tradeshow giveaway or a client gift, we can supply the right item, for the right price. There's no better reminder of your company and services than to have your logo front and center when your customer reaches for that pen, bag or towel. If you're not sure what to order, we can do the research for you and provide samples for your review.

100% Cotton Golf Towel with Grommet and Hook



62" Vented Golf Umbrella



Packaged Imprinted Pair of Golf Balls and 9 Imprinted Wooden Tees



Fail Safe Paper Choices

PCI Creative Group has a new proofing service available that helps take the guesswork out of paper choices. You want to try a new paper stock, but not sure how it will look? No problem. We can now show you what your printed image will look like on over 12 paper brands that offer 396 different sheets with a new service called Personal Proof™.

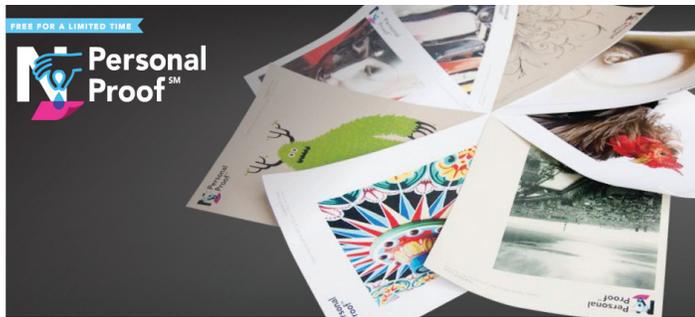
You can get a Personal Proof on a comprehensive range of colors, textures, finishes and weights. Your office printer can't do that. No other medium can match the touch and feel of paper. Personal Proof lets you experience different sheets with your idea and artwork, not just a blank swatchbook.

Sometimes you don't know the best choice until you can feel it for yourself. Personal Proof gives you the flexibility to explore multiple directions and try new paper textures, finishes and weights that you may not have worked with before.

Every Personal Proof is produced on a state-of-the-art HP Indigo on the exact same Neenah Paper that your job will be printed on, so you can be confident that what you see is what you'll get.

We think you will love the concept of personal proof, and best of all, its **free***.

*For a limited time. Express delivery charges not included.



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| CLASSIC CREST® | EAMES™ |
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| CLASSIC® Laid | ESSE® |
| CLASSIC COLUMNS® | OXFORD® |
| CLASSIC COTTON® | STARWHITE® |
| CRANE'S CREST® | SUNDANCE® |

PCI CREATIVE GROUP IN THE COMMUNITY

As part of PCI Creative Group's commitment to give back to the community, Anne Chiapetta addressed the AP Economics class of Steve Balasz at the Darien High School recently. Through the Darien Chamber of Commerce, Anne volunteered her time to appear as a guest speaker to discuss how her company was created and managed. She explained the basics of advertising and media, providing a case study and answering questions along the way. She stressed that for young people, the ongoing commercial use of social media and the web has changed the face of marketing. "The students really came alive when presented with actual comps that were presented to a client. Nothing gets people's attention like a strong visual. They all had an opinion on the creative direction. It's exhilarating to work with these teens who are just starting to make their own way in the world", says Anne.



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