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# Promotional Times <sup>TM</sup>

*Information and Ideas for Improving Sales, Image and Profits*

## Using Direct Mail to Generate Leads

Even with the growth of newer marketing mediums like e-mail and social media, direct mail remains a very effective way to generate leads and sales. After all, everyone reads – or at least glances at – their mail. **We've put together some tips to help you get the most from your direct mail efforts:**

**Choose your mailer carefully.** Direct mail can take many forms, from simple postcards to sales letters, brochures, invitations and next-day packages. Define your goals and budget, and then choose your format. Ask your printer for pricing information and advice.

**Grab attention.** If you're using a postcard, use a headline that will quickly capture the recipient's attention. If you're sending a letter or other mailer, include a small promotional item to make it "bulky". This will significantly increase your open rate. Choose an item that fits the theme of your mailing. Coffee packets could help energize the prospect's sales, or a pen may suggest helping write more contracts.

**Keep it straightforward.** Get to the point quickly. Stress the value you offer and what sets you apart from the competition.

**Focus on benefits.** Don't just list the features of your product or service – tell prospects how it benefits them.

**Ask readers to take the next step.** One of the most critical parts of any direct mail campaign is the call to action. Tell prospects exactly what you want them to do next, whether it's visit your website, download a report, or call or e-mail you.

**Provide an incentive.** Offer something for responding, such as a free consultation, a special report on a USB pen, or a gift tailored to your audience. A company selling RV insurance, for example, offered an auto safety flashlight kit, while a health care company used pedometers and medicine organizers.

**Include a P.S.** Research shows that a P.S. is one of the most-read parts of a direct mail campaign. Keep it short (one or two sentences) and reiterate your key benefit, your offer, and your call to action.

Direct mail can be a very powerful and cost-effective prospecting tool when it's done right. We can help with your next campaign – give us a call to learn more!



The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation. Awards and premiums will improve customer loyalty, employee morale and productivity.

## Spring 2011



### INCENTIVES & REWARDS

*Kid-Friendly Apparel*  
**SALES & MARKETING TIPS...**

*Location-Based Social Media Marketing*  
**LAGNIAPPE**

*Quotable Quotes*



### PRODUCT SPOTLIGHT

*Make Every Day Earth Day*  
**SUCCESS STORIES**

*Surprise Rewards*

### THE RIDDLER

*Your Chance to Win a Free Gift*



### DEAR ADDY

*Answers Your Promotional Questions*  
**BUSINESS RESOURCES**

*Top Websites*

### ROUTE TO:

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 \_\_\_\_\_  
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## Kid-Friendly Apparel



The next time you're outfitting your employees in branded apparel, don't forget about their children. The kids will love it, your employees will appreciate it, and you'll gain brand awareness every time

their child wears a logo'd item to school, the mall or a game. Stylish t-shirts, visors and bandanas are a good choice for pre-teens and teens. Hoodie sweatshirts



and pajama pants are also popular with this age group. For younger kids,



you can't go wrong with a t-shirt, soccer shorts or windbreaker. Don't forget about the babies! We offer bibs, onesies, sun hats, beanies, receiving blankets and other infant apparel.

## Location-Based Social Marketing

Location-based social networks like Foursquare and Gowalla are generating a lot of buzz lately, and with good reason. When users "check in" to a location with their smartphone, they are telling their followers which businesses, brands and events they support. That holds tremendous potential for businesses willing to reward users for their loyalty. Not to mention, the applications provide valuable customer data – and participation is free.

To get started, register your business with Foursquare, Gowalla or Facebook Places and promote your participation across all channels, including social media, in-store signage, print ads and other marketing collateral. Then, generate more new and repeat business by rewarding people who frequently check in to your business. Coffeeshops can give out exclusive travel mugs, for example, and a discount on coffee refills. Coasters, shot glasses and steins can work well for bars



and restaurants, and water bottles and towels for gyms.



If your business doesn't have a storefront to promote, you can participate by creating check-ins for events like conferences,



seminars and open houses. Also look for ways to tie into complimentary businesses. The New Jersey Nets gave free tickets and t-shirts to Gowalla users who checked into specific sports bars in the region, and 15% ended up attending a game.

A little creative thinking and promotion can turn location-based social marketing into a win-win for your business, too. Contact us today for some great ideas on ways to reward users who check in to your business!



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LAGNIAPPE  
(a little something extra)

### Quotable Quotes

*"And in the end, it's not the years in your life that count. It's the life in your years."*  
- Abraham Lincoln

*"To accomplish great things, we must not only act, but also dream; not only plan, but also believe."*  
- Anatole France

*"I am easily satisfied with the very best."*  
- Winston Churchill

## Make Every Day Earth Day

Consumers continue to seek eco-friendly products and reward companies with green practices. Everything from green electronics to housewares are now available. Here are some of the interesting items we've seen lately:

**Get Charged Up** – This super-thin keychain solar charger powers up cell phones and MP3 and MP4 players. It makes a great employee incentive or tradeshow gift.



### Off to Sleep

– One click of this convenient power-saving button puts a computer into sleep mode to save energy. It's perfect for your office staff and would make a great giveaway for office supply and computer stores.

**Keep Your Cool** – This insulated cooler is made of 50% recycled material, and it's just the right size for a picnic lunch or a six-pack.



## The Great Outdoors

Spring is in the air, which means your employees, clients and prospects will be spending more time outside! Here are some great products to keep them comfortable while having fun:

**Bug Off** – This all-natural insect repellent uses essential oils, not chemicals, to keep pests at bay. It's great for outside events, corporate picnics, sports teams, pro shops and more.



**Just Relax** – Help employees and clients make the most of their downtime with this handy portable hammock. It rolls up easily and includes a carrying bag.



**Light and Dry** – Spring showers are inevitable. Make sure everyone is prepared, day or night, with this convenient foldable umbrella with a flashlight in the handle.



## Surprise Rewards

Subway has seen significant results from its Random Acts of Fitness program, launched in 2007 to promote the sandwich chain's new Fresh Fit Menu.

Brand ambassadors roamed New York City on bikes and gave branded mountain bikes and gift cards to people they saw doing "random acts of fitness," such as taking the stairs or walking. The program was also promoted on national morning shows.



Subway credits the program with its biggest increase in store traffic in two years, and it has since been expanded to a classroom program for kids. Teachers can request a free classroom kit that includes a branded planner and posters.

This type of "surprise" promotion is a great way to create customer engagement and build strong brand loyalty. Call us for ideas on how you can incorporate a similar program into your marketing plans!



## The Riddler

**YOUR CHANCE TO WIN A FREE GIFT**

**Q:** What always runs but never walks, often murmurs, never talks, has a bed but never sleeps, has a mouth but never eats?

