



# PROFESSIONAL Print & Mail

Your Professional Partner in Marketing for 25 Years

[www.PrintFresno.com](http://www.PrintFresno.com)



## QR Codes Reach the Busy, Mobile Customer

QR (quick response) Codes are images that compact data into graphic form. Also called mobile barcodes, they work by scanning the QR Code with a camera phone equipped with reader software. The

phone's browser will then open and be redirected to a URL, a text message, a video, or contact information. Some examples of available reader software are NeoReader, QuickMark and i-nigma.

Like personalized URLs, mobile barcodes help reach customers anywhere, anytime. They allow you to measure ROI (return on investment) of your marketing campaigns, based on actual responses and actions of consumers.

With a QR Code, there is no need to write down anything or type in a URL by hand – just SCAN and VIEW. To learn more about adding a QR Code to your marketing material, contact your professional partners in marketing at Professional Print & Mail.



**Try it now!**

## PROFESSIONAL PRINT & MAIL

2818 E. Hamilton Summer 2010

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(559) 237-7468

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# When Direct Mail Goes Out, Customers Come In

## 9 Ways to Drive Traffic to Your Store

If you are trying to bring more customers into your store, you need to give them a reason to come in. What better way to provide that reason than with a personal invitation. Here are 9 ways to make that invitation unique and enticing.

**1** *Hold a private sale* – Show appreciation for your best customers by inviting them to a private sale.

**2** *Hold a drawing* – “Win a Free \_\_\_\_.” Have your customers drop by and drop their business card into a fishbowl for a chance to win a prize.

**3** *Start a birthday or anniversary club* – Give your customers a free gift on their special day. It’s easy to build a program around these events and invite your customers to sign up. You’ll be surprised how many do – who doesn’t like a free gift?

**4** *Get behind a local charity* – Partner with a charity and announce to your

customers that a percentage of all sales on a certain date will be donated to that cause.

**5** *Send a coupon calendar* – Send your customers a calendar where each day/week is a coupon.

**6** *Start a store newsletter* – Feature new products, employees, and even upcoming sales. A newsletter is a great way to create loyalty and build your business.

**7** *Guest speakers, demonstrations and seminars* – This can be an easy and inexpensive event to host. The speakers get exposure and you get traffic.

**8** *Remind customers to come in* – “It’s time to bring your pet in for a bath.” Customers not only respond to reminder such as this one, they appreciate them.

**9** *Start a referral program.*

Call the print and mail experts at Professional Print & Mail for more details on how you can put any of these programs to work for your business.



## Quotable—

**Procrastination is the grave in which opportunity is buried.**

UNKNOWN

**Discovery consists of seeing what everybody has seen and thinking what nobody else has thought.**

JONATHAN SWIFT

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# Multi-Channel Marketing

## Track, Analyze and Improve Marketing Results



Multi-channel marketing leverages the value of your customer data with the power of Professional Print & Mail's comprehensive print, mail and data management capabilities to fully maximize the impact of your marketing message.

We now offer an Integrated Marketing Solution, focused on providing you with the ability to significantly improve your direct marketing results. Additionally, you gain the ability to track and measure, in real-time, every aspect of your campaign including the ROI

Try it and watch your responses increase! Call your Sales Rep at 559/237-7468 to schedule a demo.



The Key Catalog/Multichannel Issues Survey, conducted by Vovici EFM late last year revealed that 96% of respondents agreed that their printed catalog generates online sales, and more than 60% said it influences half or more of those sales. A majority of the respondents saw a 20% – 50% increase in online sales immediately following a catalog mailing.

Another study conducted by comScore showed that direct mail and catalog recipients are more likely to make an online purchase than shoppers who do not receive catalogs. Not only are they more likely to make a purchase, but they typically buy more items and spend more money. Direct mail and catalogs not only influence shoppers to go visit a site, but they also discourage comparison shopping.

Even though the role of catalogs has changed a bit, catalogs and other direct mailings are an effective way to increase online sales. Make sure you mail regularly to keep your brand top of mind. Contact your Sales Representative to learn more about using direct mail to drive web traffic.

- Personalize your messages to leverage your data
- Integrate your message across multiple media channels with the use of personalized URLs (pURLs) and QR Codes
- Gather specific responses to create future campaigns that target customers' needs, wants, and desires
- React immediately to leads
- Close more deals
- Increase returns on your marketing investment

## Direct Mail Catalogs Help Increase Online Sales

Even though the role of catalogs has undergone a change in recent years, they are hardly a thing of the past. Research has shown that catalog recipients account for 22% of website traffic and 37% of e-commerce dollars.

## Move Update Standards

Move Update Standards with the US Postal Service are now in effect. The penalties for not complying with the standards can be severe. If you have any questions or for additional information, call your Print & Mail experts at 237-7468.

## US Postal Service Holiday Closing Schedule 2010:

- Labor Day  
*Monday,*  
*September 6, 2010*
- Columbus Day  
*Monday,*  
*October 11, 2010*
- Veterans Day  
*Thursday,*  
*November 11, 2010*
- Thanksgiving  
*Thursday,*  
*November 25, 2010*
- Christmas Day  
*Saturday,*  
*December 25, 2010*
- New Year's Day  
*Saturday,*  
*January 1, 2011*



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ELECTRONIC SERVICE REQUESTED



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for Customers  
On-the-Go.**



**Drive Traffic to  
Your Store.**



**Multi-Channel  
Marketing Improves  
Results.**



**Catalogs Increase  
On-Line Sales.**

Prsrt Std  
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Our social media sites provide valuable information regarding printing, mailing, and direct marketing strategies.

To become a fan of PPM visit:  
<http://www.facebook.com/PrintFresno>  
or scan this QR code



Our Blog can be found at the following web address:  
[www.professionalprintandmail.blogspot.com](http://www.professionalprintandmail.blogspot.com)  
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or scan this QR code

