

Compliments of  
Gannett



**CREATING**  
**compelling**  
**DIRECT**  
**marketing**  
**OFFERS**  
**FOR SMALL BUSINESSES**



## What is Direct Marketing?

### RV's Wanted

**We can find Buyers for your RV!**

Demand for Used RV's is high and RV's are selling! Consign and sell your RV now, we are Arizona's #1 RV Consignment Center!



**Call Now to Hear 24 Hour Recorded Message for more info and special offer 800-549-0105 ext. 125**

- Consign for no cost!
- Your RV will be professionally advertised and promoted.
- We can buy your RV and pay off your loan.
- We can arrange financing for our buyers and take trades.
- We will pick up your RV.
- We consign and buy all years and types.

**We take the Hassle out of Selling!**



**12495 NW Grand Ave.  
El Mirage [623] 972-4700  
watch video at [www.RVArizona.net](http://www.RVArizona.net)**

Direct marketing is not just for the large companies with large budgets.

Creating compelling offers for your small business with the right tools can quantify your return on investment and is a proven strategy to drive customers.

**54%** of all 2009 U.S. ad spending, or \$149.3 billion, focused on direct marketing, according to the Direct Marketing Association.

The difference of direct marketing:

- 1) The business sends a message directly to consumers, without media interpretation.
- 2) There's a specific "call to action" for a offer. The positive responses to the call to action are measurable, helping you determine a project's success.

**1**  
**Call Now to Hear 24 Hour Recorded Message for more info and special offer**  
**800-549-0105 ext. 125**  
**3**

Calls to action answer three questions:

- 1** **WHAT** you want them to do.
- 2** **WHY** they should do it.
- 3** **HOW** they should do it.

**Not sure where to start? Create your free custom local marketing plan for your small business at [gannettlocal.com](http://gannettlocal.com)**



# What are my options?



## Direct mail

As customers' inboxes get more and more cluttered with promotional e-mails, direct mail has actually become a great way to cut through the daily clutter. Each person is exposed to thousands of advertising messages a day, but you can grab

**77%** of people sort their mail daily, according to the United States Postal Service.

their attention with a well-designed direct mail piece that stands out from the pile of bills. Direct mail has the flexibility to feature a colored envelope or a testimonial coming through the envelope window to entice someone.

## E-mail

E-mail is the holy grail for data-driven marketers or business owners who want to know how many people opened, clicked or responded.

It's easier to reach the business or household decision-maker with a

targeted e-mail to their own address. In e-mail marketing, the subject line is king, and that short phrase is all you have to entice a recipient to open your communication.

**57%** of internet users worldwide said they are more apt to buy a product in a store after getting a marketing e-mail according to a 2010 e-Dialog study.



## Print

Newspaper ads and community flyer inserts send a positive message: By advertising your business in a local newspaper you send a message to readers that your business is involved in their community. Flyers can help to create buzz about something new coming to the neighborhood. Newspapers and flyers can be around

**70%** of American adults (18+) read a printed newspaper during an average week, according to a 2009 Scarborough Research report.

homes for days at a time or longer and Newspaper ads have the flexibility to adjust the content or size of a newspaper ad in the middle of a marketing campaign to test for effectiveness.



# How do I get a response?

## Effective offers:

- Speak directly to the target audience
- Fill a need
- Are useful, exclusive, unique and easy to get
- State a specific Deadline

**"If** you want a yard full of deer, do not put a 50-pound block of cheddar cheese outside. Put a big salt block. If you want rats and mice, try the cheese. If you want to catch trout, do not tie an old shoe to your fishing line. Very simple formula: Match Bait to Critter." – Dan Kennedy, author

A great offer is the key to getting a great response with your business's direct marketing campaign.

An offer is the deal you present to the potential customer, a combination of what they'll receive and how they can get the deal.

**PAPAGO PLAZA'S**  
The Sub Shop Presents

**30% OFF Any Combo**

Combo Includes Sub, Drink and Chips.  
Offer Valid with Coupon. Expires 5/31/10

7047 E McDowell Rd • Scottsdale  
**480.947.7827 (SUBS)**  
www.earlsubshop.com

THE SUB SHOP

Talk to your existing customers.

Ask them what they like about the product or service, why they bought it in the first place and what are some of the benefits they've received.

A GannettLocal Navigator can help you reach customers with winning offers! Call (602) 444-1700.

Test offers to perfect your road map to success.

The same offer worded different ways have different results. Between "Half price!", "Buy one-get one free" and "50% off!", consumers were more likely to act on the second offer.





Savvy consumers experience fine appliances before they buy. Join us for a *taste-drive* at our next product cooking presentation.

### Upcoming Presentation Dates:

Saturday, August 14<sup>th</sup> – 12:00noon

Saturday, August 28<sup>th</sup> – 12:00noon

Saturday, September 11<sup>th</sup> – 12:00noon

Space is limited.

Call today to reserve your place in the kitchen.

**Miele**  
GALLERY

7550 E Greenway Road, Suite 100

Scottsdale, AZ 85260

☎480.443.0045

Hours: Tuesday – Saturday, 10am – 5pm

Visit [mieleusa.com/scottsdale](http://mieleusa.com/scottsdale) for additional event dates.

## Which offers work best?

### FREE!

Free trials give your customers a chance to try your product for a set amount of time. Free gifts could contain your logo, which makes it exclusive and unique. For a business selling to other businesses, the gift doesn't have to be a physical product. A Free White Paper (like the one you're reading!) can provide industry information and industry predictions.

Free presentations get your product in front of a consumer.

### LIMITED!

A limited time gives urgency to their response and forces a decision.

### FUN!

People love to win, so figure out what your business can offer as a prize. Some examples include a free consultation, first month free or a gift certificate. Find a prize that interests your audience enough to make them enter.

## SERVICE BUSINESS OFFERS

Offers that work for some business might not work for all. Service businesses rely on customer trust more than product-based businesses do.

Discounts on services lower the perception of value and trust. Instead, offer low-risk service samples like consultations and seminars.





## How Does Your Business Affect Your Offer?

Figure out which category best describes your business to take the best route to an outstanding offer with great response.

# B2C

(SELLING FROM A BUSINESS  
TO A CONSUMER)

With B2C marketing,  
the focus is on the **PRODUCT**  
and a **LARGE AUDIENCE**.  
The **SHORT SALES CYCLE**  
(usually weeks or months) uses  
**EMOTION AND IMAGES**  
to reach  
**ONE OR TWO**  
**DECISION MAKERS**.

B2C companies use  
**COUPONS, DISPLAYS**  
**AND STORE FRONTS**  
to convert shoppers into buyers.

# B2B

(SELLING FROM A BUSINESS  
TO A BUSINESS)

With B2B marketing,  
the focus is on a good **RELATIONSHIP**  
with a **SMALL AUDIENCE**.  
The **LONG SALES CYCLE**  
(usually months or years) uses  
**REPUTATION AND EDUCATION**  
to reach  
**MORE THAN A DOZEN**  
**DECISION MAKERS**.

B2B companies use  
**WHITE PAPERS**  
**AND PRESS RELEASES**  
to build relationships with buyers.

Whether you're B2C or B2B, we'd love to be your partner in plotting your map to success!  
Call a GannettLocal Navigator today at (602) 444-1700.



# How Do I Capture a Lead?

## THE ELEMENTS OF A LANDING PAGE

- Your logo
- A headline that matches your postcard, e-mail or ad
- A clear and compelling offer
- Facts to back up the benefit you're presenting
- Photos of your product
- An obvious call to action (links, buttons or forms)
- Customer reviews, references or testimonials
- Your businesses' contact information.

**GannettLocal can help you land customers! Call a Navigator today at (602) 444-1700.**

**Congratulations! Your potential customer liked your offer and is ready to act!**

Welcome them to their destination with a designated web page (or landing page) that will further explain the benefits of your offer. The landing page should never be the home page of your website- you want to point them to a distinct destination. The goal is to convert your audience into customers.

## Use a different landing page for each direct marketing campaign.

It will be easier to track results and test which features convinced your customers to take the offer. Get them to interact on a landing page: Complete a form, sign up for a newsletter or buy a product.

## Consider a personalized URL (or PURL) as the landing page.

Which would you be more likely to type into your browser?

Destinationtravel.com or the unique online destination johnsmith.destinationtravel.com? The activity on each PURL is tracked, recorded and routed to your sales team for follow up.





“EACH DOLLAR  
SPENT ON DIRECT MARKETING  
YIELDS, ON AVERAGE,  
A RETURN ON INVESTMENT  
(ROI) OF **\$11.73**,  
VERSUS ROI  
OF **\$5.23** FROM  
NON-DIRECT  
MARKETING  
EXPENDITURES.”

From DMA's The Power  
of Direct Marketing: ROI,  
Sales, Expenditures and  
Employment in the US,  
2009-2010 Edition.



## How Do I Measure Success?

### WHAT IS CALL TRACKING?

Call Tracking gives you the ability to assign a unique phone number to each of your online and offline ads. Calls from each individual ad get tracked and recorded so you can trace which ads get the most response. The call can be transferred to your office or cell phone.

**Call a GannettLocal Navigator today at (602) 444-1700 to get more information about Call Tracking.**

The road to success in your direct marketing effort is an awesome Return On Investment (ROI.)

The ROI is calculated using the cost of your direct marketing campaign and the profit from the conversions you gain. For a high ROI, you need a high rate of conversion, the rate the audience follows through with your offer. GannettLocal has all the tools to help your business track and measure conversion and figure out your ROI. Use the ROI from your first campaign as a base measure to build and improve later efforts.

**Marketing directly to a potential customer gives you the ability to track your success.**

For an e-mail campaign, examine the click-through rate (CTR,) open rate and completed sales to find out if you're headed in the right direction. In direct mail, your response rate is the key (aim for a 1% response rate.) Assign individual codes to coupons or call-tracking numbers to track conversion with newspaper ads and flyers.





**GannettLocal delivers  
big results for small businesses.**  
**We can do the same for you!**



Start a conversation today  
with a GannettLocal Navigator.  
GannettLocal is the local marketing partner  
small business owners rely on to get  
maximum exposure and bring in new customers  
– easily and affordably – with a proven set  
of local marketing programs that combine  
online and print media.

**Call 602-444-1700**  
to talk with a GannettLocal Navigator