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Volume 11 Issue 1

claim YOUR spot on the fridge



The Great American Fridge

The refrigerator is one of the most important inventions of modern times and has changed the way we eat. It's also changed the way we advertise to each other.

We're not sure when the Great American Fridge began doubling as a family bulletin board, but it is a role that this common household appliance has performed quite well. Take a look at most fridges in kitchens around the country and you're likely to see a variety of printed marketing pieces, held up with magnets, covering them. This is as true today as it ever was.

So the next time you hear some naysayer talk about how "no one uses print anymore," remember the fridge and know that even in the age of the Internet, printed pieces have a prominent spot in the American kitchen. Claim your spot on the fridge today!

TOP 3 KEYS TO A SUCCESSFUL *Relationship Marketing program*

There are three keys to every successful *Relationship Marketing* program:

- 🔑 **Be consistent**—All marketing efforts should be consistently applied. This consistency makes sure that your audience will absorb your promotional message.
- 🔑 **Target the right audience**—Don't waste your money talking to people who aren't listening. Target those most likely to respond.
- 🔑 **Diversify**—Different people prefer different means of communication. Using a variety of media to convey your message means you'll be heard by more of them.

By making sure your *Relationship Marketing* program is consistent, targeted, and diversified, you will be on your way to increases in repeat business and referrals.

Relationship Marketing is the process of building upon the trust that current and former customers have in your business, which will inspire loyalty and increase referrals.



Professional marketing made simple.