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Marketing tip of the quarter

Do you have a list of referral sources? The best kinds of leads come from referrals, so it is extremely important not to overlook these sources.

One method for keeping in touch and encouraging more referrals is to send a handful of your newsletters (or other "informative" marketing piece) to each referral source. Package them in a nice envelope with a letter explaining that you would like them distributed to anyone who may be interested.

If this sounds like something that would work for your business, ask your marketing consultant about how we can help you to make it happen.



All of us at
Newsletters Ink PLUS
would like to wish
you a happy and
healthy 2013!

3 things you must do when crafting a "great" offer

You've heard it said again and again, "Every successful marketing piece must include an offer!" Any old offer won't do, though. If you want to get a great response, you'll have to include a great offer. Here are three tips to help you do just that:

1. Be specific. You don't want your offer to be confusing or ambiguous. Make sure the prospect knows exactly what they're getting if they respond.

2. Offer something valuable. It doesn't have to be monetary (though everyone likes a few bucks off), but it has to be something that will provide value to the prospect. A free report or a useful gift can go a long way towards raising your response rates.

3. Include an expiration date. Setting a deadline for responding creates a sense of urgency in the prospect and helps to fight off the natural human tendency to procrastinate.

Professional marketing made simple.