

JANUARY, 2009

# DIRECT, Ink

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an ArtisOne DIRECT MARKETING Publication

## Resolving to trim the fat in 2009

Quicker, better, faster... and affordable.

For many, it's an age-old promise to ourselves each New Year. We resolve to lose the weight that slows us down, makes us unhealthy and can prevent us from doing other activities that really matter. Even for the fit, there's always room for improvement. The same can be said for business, particularly in an economic environment that demands more for less. Bad habits, dead weight

and generally doing things because "that's the way we've always done it" can position an organization for failure. Operating lean spawns the notion of doing things quicker, better and faster. ArtisOne can show you that:

**Resolving to save money** on printing doesn't have to come with sacrifice. ArtisOne provides qualified customers

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*"our success isn't measured  
by the quality of our output,  
it's determined by the quality  
of our customers' outcomes"*



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## Learn More

### Extending your direct mail dollar

Marketing budgets have been slashed, and the New Year brings some major cost-cutting challenges for most companies. No doubt, your company is bidding out projects to ensure best pricing. But there are other aspects of direct mail that you can address to optimize results and minimize costs.

ArtisOne Direct Marketing's newest white paper exposes systematic cost-cutting measures that you can take to improve results and ultimately enhance the ROI of your direct mail campaigns.

Download our whitepaper, "Extending Your Direct Mail Dollar" at [www.artisone.com/wp](http://www.artisone.com/wp)



**"I have learned that any fool can write a bad ad, but that it takes a real genius to keep his hands off a good one."**

—Leo Burnett



## The Power of Print

### Buyers seek print

The success of retail websites means printed catalogs can be relegated to the doornail file. Or so says the conventional wisdom. But research indicates otherwise.

Online consumers who received a printed catalog from any given retailer were nearly twice as likely to make an online purchase at that retailer's website. The finding comes from a ComScore survey based on 6,400 responses from online shoppers.

The reason for the sales windfall: consumers seek print when they're ready to buy. That's a fact supported by a field study from the Direct Marketing Association. Scoring the primary channels for generating orders, the research found that 60% came from printed catalogs, 24% were inspired by retail settings and only 9% arrived via Internet.

The percent of sales by channel also showed print's pulling power. Paper catalogs accounted for 42% of sales, retail 20%, websites 26% and other channels 12%.

In another study of newspaper readers sponsored by the Newspaper Association of America, 78% reported that they use newspaper inserts to plan shopping and 76% say that these inserts have helped them save money.

The moral: If you're not using print, you're missing out on big numbers.

—*Courtesy of The Print Council*

### How To Reach Us:

**Mail List:** If you wish to update your mailing address or be removed from our list, please send an email with your current name and mailing address to [directink@artisone.com](mailto:directink@artisone.com)

**General:** for general correspondence with ArtisOne, please call us at

**1-877-578-4700,**

find us at [www.artisone.com](http://www.artisone.com),

or write to us at

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**ArtisOne**  
DIRECT MARKETING

# DIRECT MARKETING

w o r k s h o p

## Guaranteeing your credibility

One of the greatest blunders in advertising is developing a compelling direct mail piece with an effective pitch only to be undone by the fact that the prospect was unconvinced of your company's or product's credibility. For years advertisers have used various forms of guarantees to help create that extra layer of trust that you might need to sell your products. Follow these fundamental rules to help bolster your message:

**Keep it short and sweet.** Keep your guarantee straightforward. By itself, it is not a sales pitch. It is a tool to give your pitch dependability so that you may make the sale. A standard guarantee might read, "We provide the finest gadgets in the industry. If you are not fully satisfied, for any reason, just return your widget within 60 days for a full refund of your purchase price."

**Back it up.** Mean it when you say it. Everyone in the organization should understand the guarantee. Salespeople, customer service reps, complaint handlers and anyone with direct contact with customers should fully understand the guarantee and how to process the guarantee when it is employed.

**Personalize it.** Quality and integrity are sometimes key selling points for a product and require trust at a higher level. A guarantee delivers additional impact when conveyed by a company spokesperson. A quotation from the company president guaranteeing the product is like a handshake with a promise.

**Extend the term length.** Long-term guarantees can help prevent returns. When a customer has lots of time to make a return, there's no rush to return. Sometimes consumers even feel guilty about returning an item, even when still under warranty, because it has been used.

**Benefit the customer.** Stronger guarantees translate into stronger sales. A quality guarantee removes the risk that a product will fail. A price guarantee removes the risk that the item can be purchased cheaper somewhere else. When the customer wants to buy the item, make sure she buys it from you by providing her with a benefit.

**Make it legal.** Obviously, don't promise something that you don't intend to deliver. Have your guarantee fully vetted by legal. But remember the first rule, keep it short and sweet. You may need to include language to protect yourself, but avoid asterisks and barely legible small type. You'll only dilute the purity of the guarantee. Follow the lead of many financial direct marketers and include the detail elsewhere in the package.

If you have a good product, a guarantee isn't a burden. A solid guarantee is tangible proof that you're reputable. Buyers factor in a cost for risk. Anything that you can do to mitigate this risk effectively reduces that cost of switching to your product.



**D**id you know that as a full-service graphic communications company, ArtisOne provides most of the creative services that you need without the big agency price tag? Sorry, we don't lease expensive, beachfront office space, and we don't have champagne in the lobby. We do have an exceptional aptitude for communicating our clients' messages and an ability to deliver value.

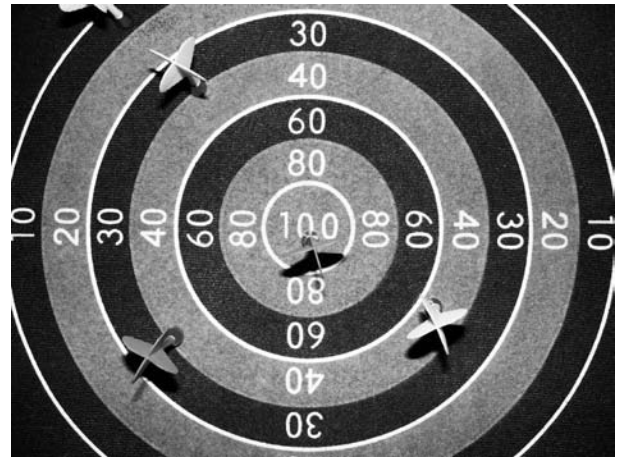
**A**rtisOne specializes in the development of corporate identity packages and marketing communications such as company newsletters and printed sales promotion. Our creative skill sets are in concept development, copy writing and graphic design. Jobs can be quoted on a flat fee basis or affordable retainer plans can be developed.

Learn more at [artisone.com](http://artisone.com)



with online ordering capabilities and preferred pricing on business identity print programs. Our customers are able to order individualized business cards and approve them for press in under five minutes. They've eliminated typesetting fees, slashed the purchasing time and get some of the best contract pricing in the industry.

What's more, ArtisOne uses soy-based inks, offers environmentally-friendly papers and utilizes a computer-to-plate process that eliminates the use of many traditional chemicals. You're saving the planet at the same time.



**Resolving to grow** in a tougher market means working smarter. Direct mail is an exceptional tool for advertising in a down economy because it is efficient, targeting only your selected audience. Direct mail provides the measurable results that you need to prove its value. Today, communicating with your target market is more important than ever. In uncertain times with some of your competitors failing, your customers are looking for reassurance that you are here to stay. Communication highlights the less abundant opportunities in the market and ensures that your company will emerge a leader as the market recovers.

ArtisOne has the tools to optimize your data, personnel to develop compelling copywriting and creative, and the printing and mailing facility to execute your direct mail campaigns affordably. ArtisOne does all of this in-house, saving you money and giving you added accountability for results. Already doing direct mail? Let ArtisOne show you how to improve your return-on-investment, improving results for the dollars you put into it.

## YOUR SILENT SALES FORCE

*Direct mail keeps you in front of customers and prospects*

Businesses use direct mail because it works. Direct mail helps build trust and stimulates customer traffic. The Power of Direct Marketing, a report published by the DMA, illustrated that an investment of \$1 in direct marketing advertising will generate an average of \$11.69 in revenue across all industries. The mail box is a lucrative, but highly-competitive battle ground for companies within almost every major market, including healthcare, technology and hospitality to name a few. To be successful, savvy marketers know that the right combination of data know-how, messaging and design is imperative.

A newsletter is a versatile tool that can simultaneously educate prospects and develop a bond with customers. The newsletter can be a non-threatening format with more real estate to announce product releases, detail value propositions and present customer testimonials. Postcards and sales letters are more tactical, used more often for promotional purposes like sales discounts and generating leads. Regardless of your objective or format, sound design, crisp messaging and pinpointed mail list selection are crucial for success.

Successful direct mail projects require the combination of many different skill sets. ArtisOne Direct Marketing believes that the greatest value comes from a partner that can help you with all aspects of mail piece design, printing and entry into the postal system.

ArtisOne Direct Marketing is a full service graphic communications company. More than just a printer, our team can design, produce and distribute your print project. Because our creative staff, printing facility and mail house are under one roof, ArtisOne can take accountability for the entire process while delivering our clients quick turnaround times.

Call ArtisOne for a direct marketing consultation that can help you develop a consistent program that fits your budget and hits your target.

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