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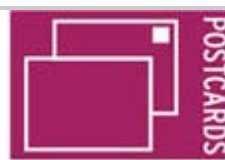
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Multi-Touch Campaigns Boost Response Rates

One of the most effective ways to boost your response rates is to use a strategic, multi-touch approach. This approach uses multiple contacts with the same or different media to build your message over time. Often, these contacts are layered in three stages:

1. Priming the pump ("Watch for our exciting offer!")
2. Presentation of the message
3. Follow-up or reminder to respond

Please note that not all programs will utilize the same elements. Let's look at three classic examples:

Nonprofit: When a private school wanted to increase donations, it developed a multi-touch campaign that stretched over several weeks. The program started with a "general awareness letter" to introduce the campaign and its financial goal. This was followed by first, second and third appeal letters, with personalized data that were based on child, grade level, teacher, family's past giving history and progress toward the goal. This was followed by a postcard alerting families to an upcoming Phone-A-Thon. Using this approach, the school reached its financial goal three months early, and overall, achieved new records for revenue and participation.

Manufacturing: When one manufacturer wanted to introduce a new product, it created a snazzy, four-color mailer addressing recipients by name and encouraging them to log into a personalized URL to sign up for a sweepstakes and learn more about the product. As a reminder to those who had not yet responded, it sent a personalized follow-up e-mail, with the same branding and imagery as the print mailer. Sales of the product jumped 81% and exceeded sales projections by 13%.

Communications: When a company that offers temporary cell phone SIM cards for travelers wanted to make the process easier for its customers, it turned to a multi-touch campaign. Once a customer contracts for its service, the company sends out a personalized SMS text message alerting the customer to the upcoming delivery of the customer information guide. Next, it sends a four-color, personalized brochure containing only information relevant to each user's individual contract. The last touch is a final SMS text message designed to encourage the return of the SIM card. Since implementing the program, the company has seen a 90% drop in customer support inquiries and a "marked increase" in the return of SIM cards.

It's all about return on investment. If a multi-touch campaign can increase the response rate from 4% to 18%, what is the value of that additional 14% return? Instead of looking at the upfront cost of these campaigns, consider how it impacts your ROI.