



Your Business Is... Our Passion!

Issue 10

Increasing Your ROI Using
the Most Unique, Innovative
Methods to Reach Your Target
Market - Guaranteed

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And Now Back to Your Regularly Scheduled Program



Alrighty then... Well the trip to Alabama was postponed due to my being overwhelmed with stuff that needed to get done. Think we're going in Oct. now as Sept. is full of stuff to do already. The weather should be much more agreeable in the sunny southland at that time and hopefully no hurricanes will be in the area. I don't like hurricanes, they are not good spectator sports.

Now, you might wonder what could possibly keep me so busy that I can't get anything done. Well, this past month I have traveled back to the future. You may remember my comment a couple of months ago about Leaps of Faith and how they can either put you on the ground running or lead to a head first crash into the concrete floor.

Well, about three years ago I let some one convince me that moving from offset to digital would be a good thing. Faster, less graphic design work, full color image instead of two colors. Higher value for my clients higher profits for ATD Marketing. Made sense on some level and I made the leap. Like the shark below right, I came leaping into the air. Sold my two color offset press, plate maker and bought a nice Xerox digital press and was off to the races. Man, it was initially a great thing. It was easier to just reproduce all the images as they were designed, less set-up and clean-up time. Beautiful images and lots less mess.



Nothing of value has ever been accomplished without a little pain. A leap of faith can end in success or a head first dive into a concrete floor; take the leap.

-- Joe Massey

I knew from the start that I would have to pay a little more for the upgrade and that would force me to charge more for the same ads that I had been placing on the Attention Keepers. Little did I know how much more expensive it would be to go this route.

First, the toner and supplies for this type of printing turned out to be much more expensive than ink, plates, blankets and the other consumables required for offset printing. I had that handled pretty well until I needed service on the machine. Then reality hit home and I found that the machine I purchased could only be worked on by Xerox techs & they charged between \$200 & \$300 per hour from the time they walked out of their door to come to the time they walked back into their office. Whew!!!! My little business could not afford that and when the machine broke down and I could not find anyone who could fix it the concrete floor came rushing at me like a runaway freight train.

At this point I began to feel like I had made a bad choice, but what could I do but soldier on. So, when I determined that fixing the Xerox was not going to be an option, I purchased another brand that was not really designed to do the type of printing I was doing but had people locally that could work on it and offered me a contract that covered

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Just What Is Direct Marketing & Why Use It?

Direct Marketing is a method of Marketing (not necessarily advertising) that takes a businesses message directly to the target market using various methods that almost always contains a "Call To Action" that is designed to get the target to do something. Direct marketing can be employed in many ways and can be more effective than just putting an ad out there and hoping it works.

Remember, you need customers/clients and/or patients to grow!

Everything you do in your business should be geared towards creating actions that will cause you target to contact you in some way. You have to pay to get customers, so why just spend money and hope. Your cusotmers and your potential customers want to be told what to do. You just have to reach them and give them a reason to contact you. When they do that you have the opportunity to accomplish your goal of getting them to spend some of their hard earned money with you. Why else do you go through all the stress and work required to operate a business?

Whether you employ direct mail, online ads, radio, TV, newspaper or other media to present your message you should always treat it as Direct Marketing and include a call to action. Your responses will be better and your bottom line will show it. Get them in the door, work your magic on them and feel better about the effort you put into your business.

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all the toner and maintenance. Now I was paying a set cost for each piece I produced and didn't have to worry about maintenance. Due to the fact that this was not a production machine the cost went up, not down. The images were wonderful and all was right with the world. After a few months I began to realize just how costly this process was and found myself spending almost all my income supporting the copier and having very little left for my other expenses or for me.

This forced me to re-evaluate my processes and I decided that for my Attention Keepers, offset was the best option, if I wanted to stay in business. So, I went to the marketplace and purchased almost the same equipment I had disposed of in order to go digital. Now I am producing the Attention Keepers in two color again. Admittedly not as pretty as full color, but easier on my budget and that of my clients.

It means I will not have to raise my prices to an unsustainable level while still providing quality marketing messages for those who wish to reach their target market. So, I have gone back to the future & can now offer more reasonably priced exposure to the general public with disposable income that our locally owned businesses want to reach.

I now have dirty fingernails that I can't get the ink out from under & ink up to my elbows on days I print. I still have the capability to offer short run, full color printing and can print 1,000's of Attention Keepers without going bankrupt!

I took a leap of faith, I didn't end up coming down running, but I didn't really end up head first into the concrete floor either. I learned a valuable lesson & I still can offer full color if your project requires it as well as this little meme.

So, even though my leap of faith did not work out as planned, I still say: "Take the leap"; just be able to re-evaluate that leap should it prove to a bit less successful than you had hoped. As I look towards my next leap of faith I will take the lesson learned and use it to make sure the next one is more successful than the one I took from offset to digital and back again.

From this...



To this...



To this...



Back to this...



What an Adventure!
Life is never dull
around here!
Stay tuned!!!!

The Passion Pit Tips for Your Business

Top-Shelf Tip No. 170:

"Instead of using technology to automate processes, think about using technology to enhance human interaction."

Tony Zambito
Your Website's Role In The Customer Journey

Prospects can find your company in dozens of ways. They may have received a promotional product, landed on your social media page or received a referral from a business partner. While they may discover your company from anywhere, it's important to drive them to your website.

John Jantsch, a small-business marketing speaker, marketing consultant and bestselling author, says your website should play an important role in each stage of the customer journey. We explore his thoughts on a well-designed website in this issue of Promotional Consultant Today.

Know and like. Jantsch says it's entirely possible that your website is not the first place prospects will encounter you. It might be through a local listing or on social media, or maybe they see a truck with your logo driving around town. Every other channel where you are present should include your website's URL, so that it's easy for prospects to go there and learn more. Once prospects land on your website, you want to greet them with messaging and design that helps them come to further know and like your brand. Your homepage should include a promise to visitors, front and center. The promise should demonstrate that you understand their pain points and know how to solve them. Follow that up with a call to action; something that drives them to take a logical next step with your brand.

Trust and try. Once a prospect has your brand on their radar screen, Jantsch says your website can help to strengthen their trust in you, until they finally decide to give you a try. He suggests adding testimonials and case studies to demonstrate the value you've brought to other customers. They help to build an emotional connection with the prospect, who can see themselves reflected in the needs and struggles of your existing customer. Content is also a critical element in building trust. Blogs, podcasts and videos are all ways to share meaningful content with your audience.

Buy. When your prospect is ready to become a first-time customer, it's again up to your website to help you make it happen. At this stage, it's about reducing friction in the purchasing process as much as possible to ensure that you don't lose any interested prospects at the last minute because of a frustratingly complex purchasing process. If you have an e-commerce shop, reduce the number of clicks it takes to add items to a cart and to complete check-out. Ask for as little information as possible to complete the sale. When customers

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Contest Corner A monthly contest where you could win...
A \$25 Gift Certificate to the Restaurant of Your Choice
 To Enter Visit: www.atdmarketing.com/ybi_contest

We Have A Winner!
 5/19 ~ R. Pancoast ~ Classic Homes Realty
 Want to see YOUR name here? You have to enter to win!

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feel bogged down with long forms or a circuitous route to check-out, it's possible you can lose them at the moment of truth.

Repeat and refer. Once you've won over a new customer, your website's work isn't over. There are opportunities to turn that one-time customer into a lifelong one—someone who refers friends and family along the way.

Your website should be ready to work for you and your customers at every stage of the customer journey. Make sure yours provides all the information and resources customers need.



JUST FOR FUN

Random Notes...

"Don't be afraid to give up the good to go for the great."

--John D. Rockefeller

"Success seems to be connected with action. Successful people keep moving. They make mistakes, but they don't quit."

-- Conrad Hilton

"Keep on going, and the chances are that you will stumble on something, perhaps when you are least expecting it. I never heard of anyone ever stumbling on something sitting down."

-- Charles F. Kettering

"The secret of change is to focus all your energy not on fighting the old but on building the new."
 — Socrates, father of Western philosophy

If you just want to be average, all you have to do is think like the average person. If you want to be exceptional you have to think like an exceptional person. If you want to be successful you have to think like a successful person. The choice is yours to make.

-- Joe Massey