



# Direct Mail

As a full-service, marketingcentric public relations firm, Sweeney offers an exceptional strategic direct mail capability. In fact, just as direct mail is a cornerstone of the marketing industry, so too is it a fundamental practice of the agency.

## Defining Success

From post cards and letters, to packets and premiums, we use direct mail to achieve our clients' corporate and sales objectives, including: building brand awareness, affecting opinions and behaviors, building loyalty, generating leads, producing immediate sales, creating and building traffic, and driving information requests.



## Critical Considerations

While many elements and factors impact on the success of direct mail – existing levels of brand awareness, timing/seasonality of mailing, frequency, selected response mechanisms – three primary factors consistently affect outcome:

### 1 THE LIST

### 2 THE OFFER

### 3 THE CREATIVE

**PACK YOUR BAGS... IT'S TIME TO GO!**

You already submitted one referral that became an owner – but don't stop now! Up until July 31, 2003, submit one more referral that becomes an owner and you'll earn an added \$5,000 in cash PLUS a free trip for two to Aruba! You'll also earn \$5,000 for each additional referral that becomes an owner. Start packing your bags and referring more potential owners!

**Checklist of things to pack for Aruba trip:**

- Bathing suit
- Beach towels
- Beach bag
- Sunglasses
- Flip-flops
- Sunscreen
- Swims gear
- Surf board
- Golf clubs

**Checklist of things to leave behind:**

- Sandals
- Shorts
- T-shirts
- Lip balm
- Tank tops
- Trainers
- Camcorder
- Address for post cards
- Cell phone
- Computer
- Swimsuit System
- Palm Pilot
- Bright idea kits
- P.F.P.
- Brief Case
- Rolodex

Please see the reverse side for detail on how to qualify.

**PROforma**

**CHECKLIST TO QUALIFY FOR ARUBA TRIP**

- Identify potential owners right now and tell them about Proforma.
- Tell John Campbell or Alan Chippindale about your referral.
  - E-mail: schippindale@proforma.com or jcampbell@proforma.com
  - Telephone: 1-800-825-1525; John (3287), Alan (3282)
  - Fax: 216-520-8474
  - Internet: Go to [www.proformainet.com](http://www.proformainet.com) and click on the parrot
- Pocket \$8,500 in cash (or more) and a trip for two to Aruba!
  - ✓ Receive \$3,500 for your referral that becomes an Owner by July 31, 2003
  - Receive \$5,000 for each additional referral that becomes an Owner by July 31, 2003
  - Receive a trip for two to Aruba as an added bonus for the two referrals that become Owners by July 31, 2003

**OLIVE 1001**

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## Levels of ROI Measurement

Tracking and measuring the impact of direct mail is essential to building an efficient and effective program.

Level 1 = Reception Rate

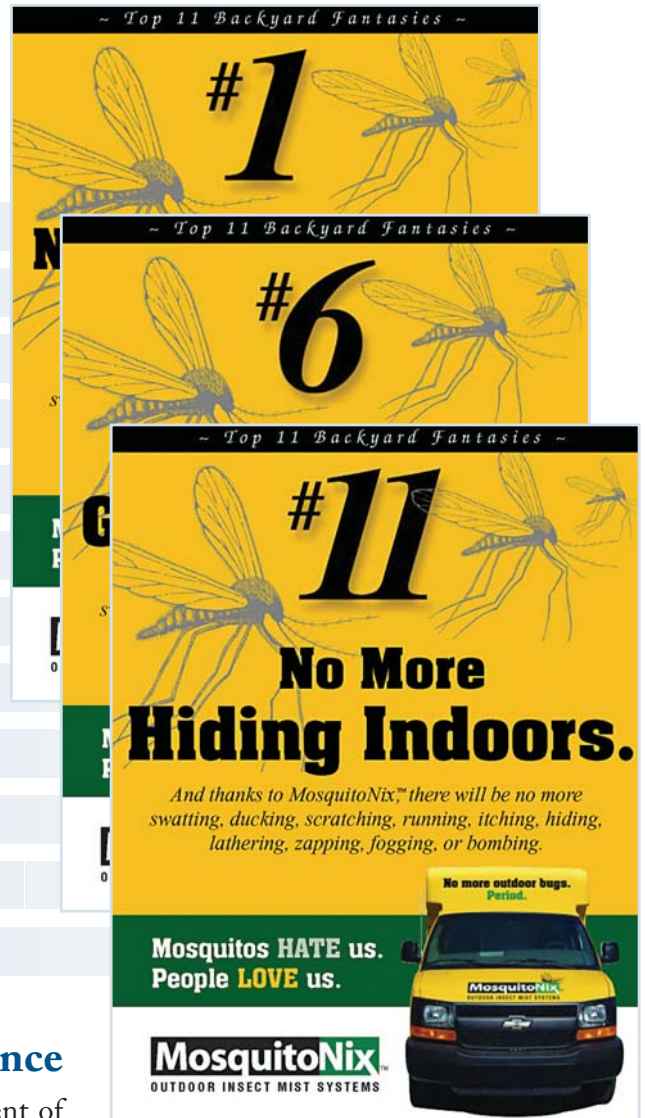
Level 2 = Response/Reply Rate

Level 3 = Teleservice Pickup Rate

Level 4 = Goal Conversion Rate

# Sweeney's 12-Step Approach to Direct Mail

- 1 Set specific ROI goals
- 2 Identify and segment target audiences
- 3 Establish the audience "needs"
- 4 Factor in "timing" issues
- 5 Determine the offer
- 6 Craft the messages (proposition) and call-to-action
- 7 Determine direct mail "format" and "response mechanisms"
- 8 Design the direct mail vehicle (creative)
- 9 Test - offer, creative, format, list, timing, response mechanism
- 10 Launch the direct mail campaign
- 11 Conduct follow-up
- 12 Monitor results, fulfill requests, measure and evaluate success



## Client Experience

Since the establishment of the firm in 1986, Sweeney has been actively involved in the development and implementation of high-impact business and consumer direct mail campaigns for a wide range of clients, including:

- |                                  |                                 |
|----------------------------------|---------------------------------|
| Assurant Preeed                  | Kaiser Permanente               |
| Blue Cross & Blue Shield of Ohio | Larsen Architects               |
| Broadview Multicare Center       | Medical Mutual of Ohio          |
| Cleveland Clinic Sports Health   | MosquitoNix                     |
| ComDoc Inc.                      | Nordson Corporation             |
| ContainerPort Group              | North Coast Health Ministry     |
| Fairport Funds                   | Ohio Manufacturers' Association |
| Fortis Family                    | Proforma                        |
| Goodman Conveyor Company         | Roulston & Company              |
| Hy-Tech Products                 | Waste Management of Ohio        |

