

How to Sell

Your Multi-Channel Services to

Your Print and Mail Customers





Selling multi-channel marketing services is very different than selling traditional printing and mailing services

– it is a new relationship with your clients. With the right tools and a step-by-step approach, you can make this change, diversify, and solidify your business. We're going to tell you how.

How do you make money today?

If you are a printer, it's by putting ink on paper. If you're a mailer it's by producing direct mail. Chances are, that is what customers come to you looking for, and you do it well. As demand for these services have declined, competition has driven down prices and margins. You have found other ways to enhance your margins – printers are selling mailing services, mailers are selling print, and everybody is selling logistics and shipping. These are all slices of the same pie – the direct mail production and distribution process. In the end, the work is awarded based on price and service. In a declining market, this pie will continue to shrink

One path out of this descending spiral is to provide marketing services, getting involved in your clients' results. Your clients don't create mail so that it will look great and be inexpensive. They send mail to get response – they use direct mail to sell their products and services, to raise funds. Help your clients boost response, and price becomes less of an issue. By helping your clients make their marketing more effective you are selling more on service and less on price. You may just get away with a higher price. Help your clients make more money, and you can make more, too.



Making this transition from a production shop to a Marketing Services Provider can be tricky. Your clients see you as a service provider – a reliable supplier. You need to become more than that – you need to become their marketing partner.

Where to begin? That is the challenge with any big change. Our goal here is to give you a very specific step-by-step guide to begin selling marketing services to your clients. Your clients are still spending money on marketing – they're just spending less of it on direct mail, and more on other channels. We want to help you earn some of that money from the other channels.

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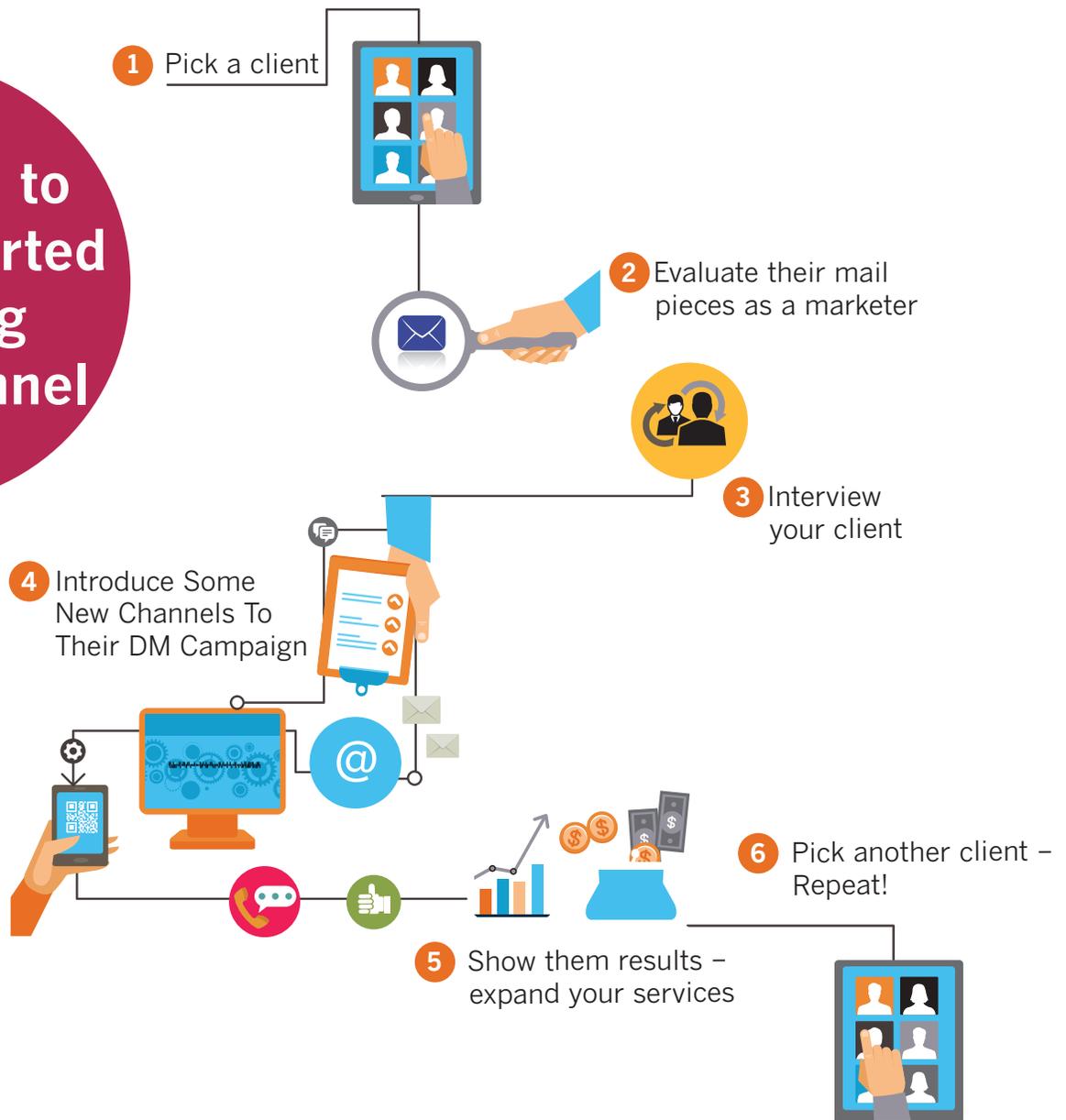
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Don't stop mailing anything!

Print and mail is where you make your living, and it remains an indispensable channel. It does things that no other marketing channel can, and you KNOW how to produce direct mail. So, when you go to your clients to add multi-channel services built around direct mail, you have immediate credibility. You're just adding services that make it better. So pick a client, look at how they're marketing today and help them do it better. If you take it a client at a time and follow a few simple steps you can make this transition.

The Steps to Getting Started in Selling Multi-Channel



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Pick a Client



Starting with the right client is essential. While there's no perfect candidate, these are qualities we look for in identifying good prospects for multi-channel:

- **Pick a client with whom you have a strong relationship** – someone who trusts you and may come to you for advice
- **Size matters** – you may want to start with a smaller client. Certainly, you want to be able to sell to a person in the organization who does more than production – this is usually going to be a smaller company
- **Choose a client you have done some non-mail work with** – maybe email blasts, design or data analysis
- **Pick a client who sends regular efforts** – not just once or twice a year. Multi-channel campaigns are most effective when run as continual programs

OK, got your client picked?
Great! Let's start marketing!



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Evaluate their Mail Pieces as a Marketer



You already produce mail pieces for your client - take a look at them, with a critical eye. What do you like about them? What don't you like about them? If you got one, would you respond? We're not interested in the production quality here (you did it - it must be good!) It's the perceived effectiveness of the piece. You are evaluating the piece so you can give your client advice on how it can be part of a more effective campaign.

There are a few essential questions you should ask yourself about the piece:

What is the offer? Not benefits of the product they're selling, but the incentive they are giving to respond right now. Is it compelling? If you were a prospect would it make you respond? Would you know how to respond?



How does one respond? Call an 800 number? Go to a web page? Do they have a specific web landing page set up for this offer? Go to the landing page - how does it look? Is it easy to fill in? Try it on your smart phone, too. How does the landing page look on that?

Are other appropriate response options available? PURL? QR Code?

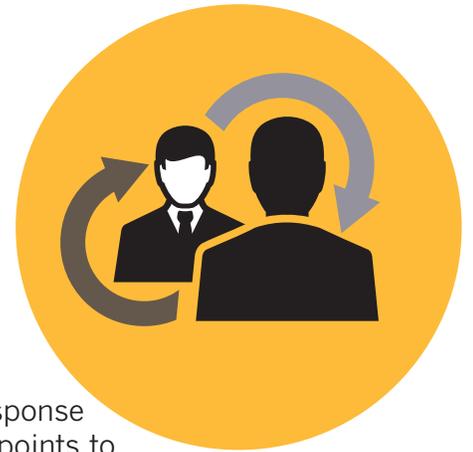
You are looking at all of these with an eye towards adding channels, giving your client's customers more, better ways to respond.

By the way, your opinion matters. Unless your client has a large sophisticated marketing department, they will probably welcome your insights, as long as you remain sensitive to their creative ideas. It is surprising, sometimes, how something that looks counter intuitive has been very effective for the client - so always temper your opinions, and keep an open mind - you'll be amazed what your clients can teach you.

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Interview Your Client

This is where you start to become a marketer. You need to talk with your client about their results – what they are looking to achieve, how much response they typically get, how they manage response, and more. A couple of key points to keep in mind: **You are not there to discuss production or reduce their postage costs - you are there to discuss results.**

Here are some key questions to ask your client:

- **How effective has their direct mail been?** Are they happy with their response rates?
- **What ARE their response rates?**
- **How do they measure response?** Do they track it from effort to effort, year to year?
- **What marketing do they do outside of direct mail?** What works best?
- **Do they have offer-specific web landing pages?** If so, are they mobile compatible?
- **How much of their response is from the web?** From phone? From reply mail? From other methods?
- **What do they see as the key value proposition they are offering their prospects?**
- **What offers are they putting out there?** What's their call to action?
- **Have they/do they use PURLs?** QR Codes? Email marketing? How have these worked for them?

It's OK to have your questions written down when you meet with your client for this. It's an interview. Let them know that you want to learn more about their business, and determine how you can help them be more successful. You want to finish the interview with a clear picture of how their marketing process works, from who does the creative to how response is managed and measured.

This meeting is primarily an opportunity to learn, rather than to sell. If you see where the multi-channel services you provide may fill a need you can certainly mention it, but typically it is better to just learn and go back with a comprehensive proposal.

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Introduce New Channels

Evaluate Where You Can Help and Make a Proposal – Carefully!

By now you probably know a lot more about your client than you did before, and that fact alone has value. As you look at what you have learned, try to identify those areas where you think you could improve your client's efforts, and begin to develop a plan. You want to go gradually – you will not gain instant credibility, but there are likely some specific steps you can take that may help your client's efforts, without a lot of change.



This is where you need to take advantage of our multi-channel specialists at SnailWorks. We've had this conversation many times, and can help you in evaluating your client's current marketing efforts, and in helping to develop a plan.

A sequence we often use:

- **Start with mail tracking.** This is an easy first step – no changes required to the mail piece – it already has an IMb. This is an easy step for you to do and for your client to understand. It lets you and your client get used to logging in and looking at reports, and costs almost nothing. Best of all, it's a new conversation you can have with your client after their mail is dropped – you can discuss when and where it is being delivered.
- **Create a landing page for them.** If there is a reply form in the package, they already have a landing page – it's just on paper. Use that art to create a web/mobile landing page. Lean on SnailWorks to help you. We'll make it affordable and easy.
- **Add a PURL and maybe a QR code.** This is easier than you think when you have us to help you. Printing a PURL on each mail piece can be done while you are addressing it, so very little production effort is required. Even QR Codes can often be added by inkjet, and certainly if you're doing digital printing.
- **Add a coordinated email.** If your client is mailing to a house or customer list they may have some email addresses in their data base, if so, add a synchronized email timed to deliver just after the direct mail piece – it is a great response builder.

Please notice we told you what to do here, not how to do it. That's where a service like SnailWorks comes in. You need to learn the mechanics just as your client does – one step at a time. Of course, if you have a client ready to go with a full-blown multi-channel campaign, we can walk you through that as well!

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Show Them the Results – Expand Your Services



Don't forget this campaign after you mail it –

you now have a stake in the results! As the mail delivers, and emails are triggered and opened, PURLs are keyed, QR codes are scanned and, landing pages get hits, log on with your client and discuss the results. Review together how much mail has been delivered and what kinds of response activity you are seeing. If they are disappointed with the results, discuss what changes you might be able to make to improve response. Discuss other channels, different offers, and other lists – all of the elements that make up direct marketing. When you start having these conversations with your clients, you really have become a Marketing Services Provider!

Pick Another Client – Repeat!

With each new marketing services customer you will gain confidence and credibility. Identify other clients and follow the same path – start with mail tracking and expand to other channels. And don't forget that the SnailWorks team is always behind you, making you the marketing star you can become!



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One **BIG** Fringe Benefit of Offering Multi-Channel Services

If you aggressively market your new services using a multi-channel campaign that showcases them (SnailWorks resellers do this for free), you will be meeting with clients and prospects. It's always good to have something new to talk about. This will also provide more opportunities to promote and sell your existing services.

Make it marketing – just take it One Step at a Time!



The Perfect Resource to Make You **the Perfect Resource** –



Our mission at SnailWorks is to help print and mail service providers become true Marketing Service Providers. We provide a comprehensive solution that you can rebrand as your own. We provide simple yet in-depth reporting that allows you and your clients to measure their success with each campaign. Our pricing is affordable and predictable, so you can be assured of healthy mark-ups and margins, every time. And, most of all, we provide the marketing and expertise to help you sell these important new services to your clients. Whether you're a small direct mail firm or a large organization, bringing on SnailWorks is like adding a high power multi-channel marketing department to your company at a fraction of the cost.

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