

Since 1938 we've been
getting jobs out *Right and On Time*

WE DOUBLED RESPONSE ON THIS ONE . . .

- Identified new target markets
- Created new control package

Here was the problem

Our client sells decorative fluorescent light diffusers. Their sales efforts were concentrated primarily to the dental industry. Mail was used to support their sales efforts on a limited basis.

They wanted to expand their business throughout the U.S. and asked for our help in developing other markets.

Here's how we helped them grow their business

Our first task was to suggest markets which we considered to be good prospects for their product.

We also explained the value of testing and tracking different market segments on a limited basis for future rollout.

Their first mailing was a tremendous success.

Our next step was to suggest that our client test a different package as well as continue to test new market segments.

We developed a new sales letter using testimonials.

Response rates increased two-fold.

Based on its success, testimonials have been added to all of their marketing communication efforts.

This on-going program continues to use testimonials and uncover new markets through list research and acquisition.

Our phone is 1-800-417-2767

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TEST STRATEGY TURNS MEMBER DRIVE INTO BIGGEST SUCCESS EVER FOR ART MUSEUM DIRECT MAIL CAMPAIGN

Here was the problem

This leading mid-size art museum offers special art exhibits, films, concerts, galas and other events for the general public. Although these exhibits and events are a major attraction to members, new member acquisition was flat. And, attendance to events was down.

Timing for announcement mail often was tight.

They were missing deadlines.

They found a solution

Us!

Our people always made the drop dates on time.

We did better than that.

We helped them cut costs.

We suggested simple format changes for faster processing.

We reviewed pieces for postal regulations to ensure discounts *before* printing.

Now we have the job of chief adviser for their mailings. As adviser, we review their design to ensure their mail meets USPS requirements for non-profit and they qualify for the best postal discounts available. We also review this client's copy and make recommendations utilizing Yeck Brothers' vast experience in the area of successful fundraising and non-profit direct mail programs.

In addition, we studied their member profile, researched and found the best lists available to match their best members. We tested and tracked results and helped them find prospect lists that even out-pulled their house lists.

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