



MARKET

Jottings

A newsletter directed to SMS clients and prospects to communicate topics of common interest.

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Want to receive more marketing tips, news, and info? Sign up for our e-jottings by sending an e-mail to anita@smsmktg.com with NEWS as the subject line.

Some \$ay a Can't Buy Much of Anything Today...

SMS disagrees!

SMS has utilized our special "Buck's Stuck Here" market research mailers for many years now, and we are continually amazed at the quality and quantity of responses to these mailings.

So, what is it?

"The Buck's Stuck Here" is a questionnaire containing 8 to 10 targeted questions. On the front of the survey card, we tape a dollar bill to it, which instantly catches the recipient's attention. From there, recipients can either pocket the dollar, fill out the survey and mail it back, or, quite frankly, take the money and run. But don't worry. Our findings are that *at least 18% will respond*, and it's not unusual to see upwards of *40% respond!* Obviously, these numbers are not guaranteed, but our clients' history of success in using these tells us that they do indeed work. Compared to a typical 2% response rate for ordinary direct mail, these percentages are quite amazing.

How does the process work?

SMS has developed a tried and true formula for producing "Buck's Stuck Here" mailers. Here is the run down of what is needed to initiate this campaign:

Step 1: Determine a list of highly targeted prospects. These should be people that you know may be interested in your products/services and could potentially buy from you, and/or current clients from whom you would like more feedback.

Generally, we suggest sending the mailer to at least 500 people to get an accurate sample.

Step 2: Create 8-10 specific questions you would like to ask of these recipients. These questions should be very direct, leaving no room for interpretation. In addition, leave space for recipients to add comments and/or their contact info at the bottom.

Step 3: Mail during a traditionally slow time of the year for your industry, to give people more time to respond.

Step 4: A few days after mailing, you will begin to receive responses and then they can be tabulated using a database to compile all of your information.

Lastly, review your findings and learn from the responses. You may be surprised and discover something you may never have known about your business or market!

SMS can design, print, mail, and quantify a "Buck's Stuck Here" campaign for you for just a couple of dollars per piece, total. It's a great deal and is the perfect way to learn more about your market. If you'd like a quote or more information on this effective marketing tool, please contact Anita at **856-697-1257**.

Want a FREE, Objective Analysis of your Web Site?

Simply e-mail anita@smsmktg.com and request an analysis of your site. You will receive a complete review of your site with no obligation whatsoever.

*We know many of you have burning marketing questions to ask us. Let the SMS Market Jottings Newsletter quench the fire! Send your questions about marketing to anita@smsmktg.com or call us at **856-697-1257**. Your question and answer might appear in the next Market Jottings issue.*

