

149 MILLION
 NUMBER OF BUSINESSES, P.O.
 BOXES, AND RESIDENCES THAT
 RECEIVE DIRECT MAIL IN THE US.

62% OF CONSUMERS WHO FIND
 DIRECT MAIL OVER FACEBOOK
 AND TWITTER AS A USEFUL
 CHANNEL FOR PROMOTIONS.

FORRESTER'S US INTERACTIVE
 MARKETING FORECAST,
 2011 TO 2016, ESTIMATES THAT
 UNITED STATES FIRMS ALONE
 SPENT US \$1.51 BILLION ON
 EMAIL MARKETING IN 2011
 AND WILL GROW TO
\$2.468 BILLION BY 2016.

YOU ASKED. OUR EXPERTS ANSWERED.

WHY SHOULD I THINK OF EVERY EVENT AS BEING BIG?



Jennifer Ritter Kelly
 V.P. of Sales and Marketing
 Ritter's Communications

"Whenever you can do any type of unique marketing, it's a big deal. Events are not just a moment in time. They can be the start of new relationships, gain insight into your customer's thoughts about your company, products or services, and what their needs are. This is all guidance for you to have stronger marketing and sales efforts in the future."

76%

of young people who made a purchase were influenced by a direct mail piece they received.

WHY SHOULD PRINT & DIRECT MAIL BE PART OF MY EVENT MARKETING?



Cindy Woods
 President/CEO
 The CMO Team

"Now you're in the Ritter's Print and Communications wheelhouse! Direct mail is STILL the most powerful part of marketing! Imagine any event without printed materials to promote it – it's almost impossible. While e-marketing is cost effective, inboxes have become inundated with spam and offers that are either misplaced or unsolicited. In a nano-second, the delete button can erase any chance you had of capturing their attention.

The perfect solution – a strategic combination of powerful direct mail and online marketing. Put something in their hands AND compliment it with a great online strategy. That's a winning combination!"

86% Number of direct mail recipients in percentage that open direct mail.

HOW CAN I MOVE MY INVITEES BETWEEN MY ONLINE & OFFLINE EFFORTS?



Steve Ritter
 President
 Ritter's Communications

- QR Codes on printed materials leading to a custom microsite
- PURLs that take the recipient to a personalized welcome page
- Special offer to "Share" the event invite with a friend online
- E-blasts to promote and pre-register for event
- Promo codes on print materials for "early bird" specials
- Display social media badges specific to the event

54% of social network users who want to be informed of special offers and promotions through mail.

HOW CAN MY SOCIAL MEDIA PLATFORMS BENEFIT FROM MY EVENT?



LIVE UPDATES • CONTESTS
 COUNTDOWN TIMELINES
 SPECIAL ANNOUNCEMENTS
 FAN EXCLUSIVITY OFFERS & PROMOTIONS

WHY DO SOME CAMPAIGNS DO BETTER THAN OTHERS?



Kristen Hartman
 Director, Professional Photographers
 of America Association

"Remember the "who, what, where, when and how" rule. Have a purpose and a plan before you spend one nickel on the marketing. The #1 reason for success or failure is the list – the "who". Who do you want to talk to and engage? Second is the offer – the "what". What do you have that they want to buy or use, and what are you offering them as an engagement opportunity. Where, when and how are also equally important as this is where you develop effective messaging, design and delivery."

HAVE A PURPOSE AND A PLAN BEFORE YOU SPEND ONE NICKEL ON THE MARKETING.

WHY CONSIDER TURNING AN "OCCASION" INTO AN EVENT?



Rosalind Ritter
 Operations Manager
 Ritter's Communications

"It brings you and your brand face-to-face with your audience. It targets your consumer and captivates their senses with what we call *experiential marketing*. Plus, it gives you a reason and a purpose to contact old customers, existing customers and new prospects."

A MUST SEE
 EVENT!

HOW CAN I CAPTURE DATA?

INVITATION & RSVP • CONTEST
 SURVEY • REGISTRATION •
 EVENT WITHIN EVENT

29% Average number of consumers who have used a social networking site to respond to direct mail.

WHAT ARE SOME WAYS I CAN GET ATTENTION WITH MY EVENT MARKETING DIRECT MAIL PIECES?



- Two-Drop Direct Mail
- Oversized Direct Mail
- Multi-Channel Campaign
- Dimensional Mail
- Theme Your Event

REALLY? A "THEME" FOR MY EVENT?



Mike Ritter
 Business Development
 Ritter's Communications

"Absolutely. This is your opportunity to capture the moment and make it an experience that they will remember. A theme combined and supported by a brand can be very powerful and very memorable. An event without a theme is like a package with no wrapping or a bow! A theme gives your event it's own identity, while strengthening your brand identity."



SNAIL MAIL FOR MY EVENT PROMOTION? REALLY? I AM IN THE "SOCIAL MEDIA" GENERATION.



Shenika Webb
 Marketing Assistant
 Ritter's Communications

"While we commend your social media savvy, "snail mail" still rules! **DIRECT MAIL IS RESPONSIBLE FOR 76% OF ONLINE PURCHASES** or interactions by directing people to websites and social media sites. Snail mail has super powers that give it longevity on your desk, in your kitchen, on the table next to your sofa; it is more memorable because of its long lifespan; it behaves well and sits around happily till you decide to interact with it; it can make you feel very special with personalized communications; and the good news for you is that it plays well with others – like social media and e-marketing! So – YES, REALLY – snail mail is in vogue!"

Ritter's
 Communications

GET IN TOUCH WITH
THE EXPERTS
 FOR ALL OF YOUR DIRECT MAIL
 & MARKETING CAMPAIGN NEEDS!

www.directmailwithritters.com

www.rittersprinting.com | 954.771.7204 | www.facebook.com/RittersCommunications | www.rittersprinting.com/blog/



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TO:

◆◆◆◆ THERE'S A ◆◆◆◆
**MARKETING OPPORTUNITY
IN EVERY EVENT.**

No matter how big or small your event may be, it gives you a unique opportunity to go-to-market with your brand and to tell a story that reminds your audience of who you are and what you do. Your marketing can create awareness, educate and position your company with clients and prospects alike. Event marketing allows you to reach your audience with timely, relevant and purposeful messaging. It also provides you with an opportunity to generate leads, build your database, and build relationships and credibility with those who attend AND those who don't.

SO WHAT TYPE OF EVENT COULD BE IN YOUR FUTURE?
WE'VE COME UP WITH 22 THAT WE'VE HELPED OUR CLIENTS WITH.

EVENT #1: MOVING TO NEW LOCATION	EVENT #2: GRAND OPENING (OR GRAND RE-OPENING)	EVENT #3: BUSINESS ANNIVERSARY	EVENT #4: NEW PRODUCT LAUNCH
EVENT #5: COMMUNITY/ CHAMBER EVENT	EVENT #6: NEW SERVICE LAUNCH	EVENT #7: SPECIAL PROMO OR SALE	EVENT #8: TRADESHOW EXHIBITOR
EVENT #9: SEMINAR HOSTING	EVENT #10: PRODUCTION/ SERVICE MILESTONES	STOP RIGHT THERE! WE'VE GOT ONE OF THESE OURSELVES: RITTER'S COMMUNICATIONS PRINTED AND DROPPED INTO USPS A RECORD NUMBER 2.2 MILLION PIECES OF DIRECT MAIL IN OCTOBER 2012!	
EVENT #11: NETWORKING EVENTS	EVENT #12: MERGER/ ACQUISITION	EVENT #13: EXPANSION NEW LOCATION OPENING	EVENT #14: JOB FAIR
EVENT #15: NEW OWNERSHIP	EVENT #16: REBRAND	EVENT #17: NEW WEBSITE LAUNCH	EVENT #18: CUSTOMER SURVEY
EVENT #19: COMPANY TOUR	EVENT #20: PRODUCT SAMPLING	EVENT #21: LUNCH & LEARN EVENTS	EVENT #22: SPONSORSHIP OPPORTUNITY



STILL THINKING OF A
REASON TO
PROMOTE
YOUR EVENT?

KEEP UNFOLDING - WE'VE GOT THE ANSWERS TO YOUR QUESTIONS.

ARE THESE ALL THINGS THAT MAKE YOU GO HMMM...?

<p>PURLS: Simplified, it is a Personalized landing page (URL) that is customized to the person visiting. Data tailors the website information and the user's experience.</p>	<p>MICROSITE: Also known as a landing page, mini-site or weblet, this is a page or small group of pages designed to function as a unique entity within an existing website. The microsite generally has its own domain name or subdomain.</p>	<p>CONTENT MARKETING: Thought leaders share educational and informational content through mediums such as blogs, webinars, whitepapers, newsletters, microsites, social media and podcasts.</p>	<p>EVENT WITHIN EVENT: An activity held during the main event that encourages the event attendees to participate in an organized activity.</p>
<p>EMAIL MARKETING: Two main types - transactional and direct. Transactional is triggered by a customer's interaction with your organization such as an inquiry or a purchase. Direct is sent to a customer to solely communicate promotional messaging such as a special offer or an announcement.</p>	<p>MOBILE MARKETING: A blog is a great way to "content market" and become an expert in your industry. (We LOVE the WordPress platform for blogging)</p>	<p>MAIL: Includes but is not limited to catalogs, postcards, oversized, letter and "flat" mailings, brochures, dimensional mail, marketing and event collateral.</p>	<p>MARKETING: The combination of a direct mail teaser followed by an announcement, invitation or coordinating marketing collateral.</p>
<p>SOCIAL MEDIA: When scanned by a smart phone, these codes can take you to a landing page, homepage, social media profile or download contact info.</p>	<p>QR CODES: When scanned by a smart phone, these codes can take you to a landing page, homepage, social media profile or download contact info.</p>	<p>MARKETING: Includes but is not limited to catalogs, postcards, oversized, letter and "flat" mailings, brochures, dimensional mail, marketing and event collateral.</p>	<p>MARKETING: The combination of a direct mail teaser followed by an announcement, invitation or coordinating marketing collateral.</p>

Have we got you thinking about a special marketing event opportunity? Now let's look at your marketing options... (something we know more than just "a little" about!)



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