

16. Always test something

No marketing campaign is too small for a test! Lists, offer, copy, format, and web tie-ins are just a few elements to test. And testing *always* pays off. Because when the responses come in, you'll know more than whether the effort worked: you'll also have a clue as to *why*. We can help you structure tests — from simple price tests to multi-cell test grids — and translate results into media and message decisions that deliver better returns on every marketing dollar you invest.

17. Map your way to a more cost-effective website

It can cost a bundle to re-jigger websites once they're up and running. Plus, it can cost you customers if your website is hard to use, out of date or incomplete. That's why it can wind up costing *more* to do a website in-house. It's better to bring in professionals up front. Drawing on best practices and real-world experience, they map out the *simplest number of pages and links* to achieve your business purpose. This initial mapping and ongoing project management save you time and money, and deliver a quality site. In addition, your smoothly running site will be much easier for your in-house staff to manage and update. In addition to making sure your website gets done right the first time, we can also help you anticipate where new uses of web pages might evolve (including customer relationship management or new product development).

18. BONUS SECRET: Marketing can't pay if it can't get "out the door."

Sales call follow-up letters... professional presentations... polished proposals... a better home page... new marketing vehicles... It's no secret that companies who invest in tools like these enjoy better revenues. With today's smaller staffs and longer to-do lists, however, it's not easy to find time to develop a real marketing strategy and turn tactics into hardworking sales collateral, lead-generators, or deal-sealers. Unfortunately, *not* having these tools can leave your revenues stalled — with customers — and new sales — starting to drift away.

But there's no need to stall! If you don't have time or in-house expertise to get good marketing "out the door," soon — or if your marketing manager is on maternity or family leave — call us!

Since 1985, Holtje Communications Group has been helping clients boost sales, delight customers and grow. Along the way, we've won plenty of awards. We've helped our clients win plenty of them, too. The intriguing thing is that every award-winner — and every successful package, website and campaign — was built on very simple ideas.



But don't be fooled by their simplicity! These secrets can perform bottom-line magic for any size organization and for any market, product or service. In this brochure, you'll find 17 of these ingenious — and proven — ideas. You'll also find ideas on how Holtje Communications Group can help you tailor these ideas into quick-to-implement, easy-to-afford solutions that produce measurable success.

Enjoy these ideas! And when you're ready to translate them into real-world results, give us a call at (703) 242-7944, or visit our website: www.holtje.com.

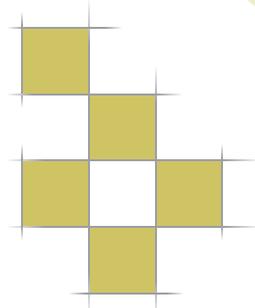
Sincerely,

Bob Holtje, President



We can provide one easy point of contact for as much or as little help as you need, including:

Consulting	Critiques Strategic Planning Analysis Creative Solutions
Creative Services & Production	Marketing Materials Sales Support Web
Speeches & Proposals	Writing/Design Print/PowerPoint Presentations Folders & Leave-behinds
Web Services	Content Planning Design/Redesign New/Updated Text



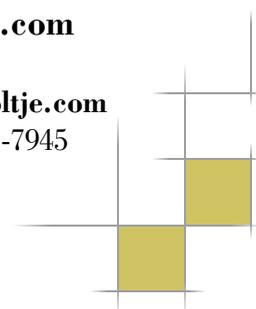
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HOLTJE COMMUNICATIONS GROUP

Since 1985

Direct Marketing
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17

PROVEN MARKETING SECRETS

guaranteed to boost sales, delight customers & help you grow

LEAD GENERATION

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FREE ADVERTISING

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STRATEGIC TESTS

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1. Generate leads with a FREE-OFFER booklet

The key is finding information that makes the strongest appeal to your audience at the earliest point in the buying decision. You don't have to pay for a white paper: simply pull from existing sales literature, study findings or website material. Just remember, your giveaway booklet must offer real *value* and not be simply a reformatted sales pitch. Let us help you package the right material, produce it for peanuts, and use it to generate leads — and FREE advertising.



2. Drive Web traffic with inexpensive postcards

Web-driver postcards work for both B2B and B2C audiences. The secret is not to give too much away. Here's an example for small business owners. The product is a handbook on how to cope with today's complex labor regulations:



We can help create your highest-impact message — and boost response even more with a valuable incentive offer *that won't cost you a penny!*

3. Grab real attention — with real news

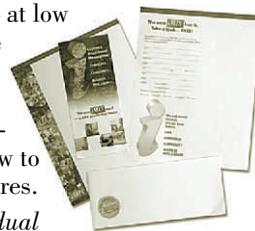
For instant credibility and urgency, tie real news events to your marketing message. Fund-raisers have used this technique for decades, but it works equally well for new B2B offers. By alerting prospects to a new Supreme Court decision, for example, a telegram-like package earned 23 responses for a \$3,500 service. Let us show you why E-mail campaigns are particularly good vehicles for current events tie-ins — and how to launch one *fast*.

4. Make prospecting pay for itself

An up-to-date prospect file is worth its weight in gold — especially when prospects pay you to create it! Simply *offer information sent regularly via e-mail for a nominal charge*. For instance, insurance providers could e-mail news on the latest insurance-related legislation in Congress or business case studies for a \$10 annual fee. Each response strengthens your prospect file, gives you valuable e-mail addresses, AND generates revenue! Let us show you how to promote and deliver on a unique and valuable offer... on shoestring budgets for both money and effort!

5. Keep marketing options wide open — with “shells”

Shells are pre-printed pieces which then can be run through your computer's printer to customize information, on demand. Pre-printing shells in quantity gives you the punch of four-color graphics — and the ability to “brand” your image — at low cost. Plus, you can easily update information or customize a message for a specific client. In addition to insert sheets and proposals, we'd love to show you how to “batch customize” entire brochures.



This 4-color shell allowed individual software resellers to customize the free offer and include specific regional and contact information.

6. Get big returns from small mailings

If you have a limited sales force or want to connect with a top-management audience, small mailings can work wonders. But success means far more than sending a letter with clumsy fill-ins for the person's name or company. The secret is to make sure the personalization is smooth and that it isn't undercut by too “produced” a presentation. We've seen great success with report formats — combining pre-printed and personalized marketing material to look like a business research report created just for a specific company. Terrific for getting through “gatekeepers!”

7. Polish the text for proposals and websites

Text needs just as much professional polish as the visuals on Home Pages, proposals or PowerPoint presentations. One major consulting firm, for instance, discovered that government proposals were going out with inconsistent — and often contradictory — definitions of the firm's services. There was yet another variation on the website. In another example, a graphic design firm was one of two finalists for a major project with a U.S. government agency. Despite a dazzling presentation and state-of-the-art website, they didn't win the contract. They later learned that grammatical errors and weak text had undermined their message of paying attention to detail and delivering quality work. When you *do* need to write materials in-house, let us make sure they have the professional polish to reflect your image and achieve your goals.

8. Go modular — and save

Creating marketing materials piecemeal is expensive. Plus, you wind up with different “looks” and mixed messages. It's far better to take a modular approach

where you pay *once* to create materials you can use in *multiple* ways. Examples include graphics that work for website *and* your brochures... brochures that can be used with a variety of different offers... or website product descriptions that can be clicked into PowerPoint presentations or proposals.



Using a modular approach, we produced print materials, a website and a ready-to-use presentation. These core materials can be combined — quickly, easily and affordably — to meet the company's many marketing, sales, and PR needs.

9. Cut marketing costs with “splash pages”

Instead of prospecting with expensive direct mail packages, try lean mailers — like the postcards in idea #2 — and a web page. The page and its URL are created just for a specific promotion. This page functions like the biggest, best, most beautiful brochure, but without no printing and mailing costs. Just be careful about including click-throughs — too much information delays and dilutes action! We can show you what works best (including keeping the length to about a screen and a half) and how to funnel the message down to an easy “click” response.

10. Save trees — put conference sessions online

You can promote seminars, conferences and trade shows *without* chopping down entire forests to print exhibitor listings, sponsor information or course descriptions. Instead, print a conference URL in slimmed-down mailings or display ads so prospects can click to an exciting website filled with *the latest* information on everything. We can share a whole suite of proven ideas for creating your conference site and using it to *boost* attendance, exhibitor participation, and sponsorships.

11. Make sure those samples sell

Publishers are often tempted to send sample issues as part of promotional packages. This can be extremely effective, but only if the sample *sells*. For starters, the sample must be targeted *just* for your mailing list. This may mean compiling articles into a promotional sample. Then, make the sample dynamic. If articles are complete, the “action” may be putting the sample into a reading pile rather than mailing the reply card! Let us show you how to use “teasers” — in the text or super-imposed on the articles — to lead readers from the front page of your sample issue to the [] YES box on the reply card.

12. Try a new approach — fast and almost free

Test classified ads! No kidding! A company promoted its travel club with big direct mail packages sent to expensive lists of frequent fliers and vacation-takers. To see if they could reach this same audience for a *far* lower cost, they tested three different ads in the travel classifieds of several Sunday papers. The small, all-text ads featured a simple offer plus a URL to a splash page (see idea #9). By mid-week, the travel club not only had responses, they knew which ad worked best! We can help you maximize results with this same find-out-fast approach in papers, magazines, trade journals, and other media.

13. Win repeat business and new sales — with an e-letter

A regular newsletter is a powerful way to win repeat business and widen your prospecting base. And using e-mail to send your newsletter eliminates printing and mailing costs. One software developer has documented *over \$80,000 in revenue tied directly to its newsletter*. The only hurdle is finding the time to create it. Many of our clients rely on us to compile and produce monthly and quarterly newsletters. Call us and explore how affordably we can deliver a newsletter that helps boost revenues *and* productivity — including ways to customize your e-newsletters for specific market slices within your customer/prospect base and use website links to cut calls to customer service.

14. Keep marketing relationships interactive

Make sure your customers and prospects can always respond to *something* in your offer! This may mean offering a “Maybe” option or a fall-back offer. For example, if prospects can't say yes to a product demonstration... they *can* say yes to a free white paper. We can show you a variety of these multiple offers — *and* how to structure them so they don't delay, confuse or depress response for your main offer.

15. Find partners to sponsor your marketing!

Sure, co-op advertising lets you *reduce* costs by sharing them. But what about *eliminating* those costs completely? The secret is finding sponsors! That's right — sponsorships not just for trade shows or seminars! We can help you develop relationships with sponsors to enjoy better ROI on your marketing efforts... faster. Plus, we can show you how to translate a win-win relationship with your sponsor into a *much* stronger message for your own product or service.

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