



Let **OCS, Inc.** assist you with any of your Promotional ideas or program needs.

In addition, we can handle any of your Direct Mail Services, Address List Development, Commercial Printing or Fund Raising requirements!

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The goal of our newsletter is to help our clients grow their business. Promotional products can increase awareness, name recognition and lead generation.

Premiums will improve customer loyalty, employee morale and productivity.

Spring/Summer 2006

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Information and Ideas for Improving Sales, Image and Profits



Direct Mail Mystique

Without question, direct mail is one of the most powerful marketing tools at your disposal. When done correctly, it opens doors, turns strangers into customers and bolsters the bottom line. The ground rules aren't hard or complicated, but they will help your marketing piece go from ho-hum to humming! Follow these tips from the pros:

- 1. Write a Great Headline.** No other part of your message has greater impact on readers. Studies show the right headline can increase response rate 400%.
- 2. Bulk It Up.** Three dimensional mailings are irresistible. A million and one inexpensive items are available including custom-shaped magnets and light-up pens, which fit inside an envelope to add dimension to your mailing. A major computer manufacturer targeting resellers included a nugget of "gold" with its sales guide. The response rate went from less than 1% to more than 10%.
- 3. Talk Benefits.** Tell readers how you are going to help them save time, money or make their lives better. Remember everyone's favorite motto: WIIFM – What's in it for me?
- 4. Use Endorsements.** Nothing adds more credibility than third-party success stories. A real estate broker used a few quotes from satisfied clients in a recent mailing and reaped his best results ever - \$550,000 in new listings!
- 5. Reduce the Risk.** Offer a money-back guarantee or trial period to reassure future customers.
- 6. Ask for the Sale.** A direct mail piece without a call-to-action is like Superman wearing kryptonite tights. Give clear instructions regarding what action should be taken – i.e., *call for an appointment, visit our website or buy today and receive a FREE gift.* A cookware company sent a single personalized oven mitt to a select group of prospects. Recipients wanting the matching mitt had to agree to a sales visit. Appointment rates doubled.



If you're looking to land more business, call us today for a free consultation!

Curb Your Turnover

Did you know that up to a third of your workers will consider leaving their jobs in the next year? Especially at-risk are employees with less than five years tenure. Fortunately, turnover doesn't have to be a problem - a very good thing, since it can cost up to 1.5 times a person's salary to replace him or her.

People simply want to feel appreciated. You can boost staff morale and performance with a rewards program. A 2005 survey by the Incentive Foundation found that **80% of employees had better recall of previous rewards than of how much money they had made!**

To inspire loyalty and hard work, one computer-equipment provider set the bar low, giving every sales rep who made at least 25 phone calls a reward. Company executives created *Dialing for Dollars Day*, during which they walked through the department distributing themed prizes to the salespeople.

Over the course of a year, the staff received imprinted tie-dyed caps, T-shirts, stuffed toys, etc. The program has helped the company create a positive workplace where employee turnover is down 50% and overall sales are up 35%. Please call us today for ideas to help improve your company's morale.



Survey Secrets

It's hard to put an exact value on customer feedback, but it's somewhere up there with gold and premium gasoline. If you're serious about future marketing efforts, you have to know what people think about your company. Written surveys are one of the most cost-effective means for monitoring attitudes. When conducting such surveys:

1. Stick mostly to multiple choice or check-the-box questions. If you include more than a couple of fill-in-the-blanks, response typically drops by half.
2. Ask people what they like most about your product or service - and use any great reviews as testimonials.
3. To triple response rates, offer a small but desirable reward such as a light-up keychain or mini-MP3 player, or enter respondents in a sweepstakes to win larger prizes such as a desk clock radio or translucent binoculars.



Filling the Donut Hole

They did it again. That nice company dropped off donuts early in the morning and by afternoon nobody could remember who brought them. **Delivering treats to a worksite or office definitely wins friends and influences people.** It's also a great icebreaker on cold calls.

But unless your name is on those goodies, you're missing the chance to convey your message to numerous people all day long. What you need are preprinted donut boxes, complete with business-card holders.

The same principle holds true for candy jars. Package the first batch of sweets in a custom-imprinted jar, and have your rep refill it on future visits. That way, customers and prospects keep feasting on your name with or without calories!



Lagniappe

(a little something extra)

Quotable Quotes

The trouble with talking too fast is you may say something you haven't thought of yet. - Ann Landers

The remarkable thing about my mother is that for thirty years she served us nothing but leftovers. The original meal has never been found. - Calvin Trillin

It's so simple to be wise. Just think of something stupid to say and then don't say it. - Sam Levenson

I don't want to achieve immortality through my work. I want to achieve immortality through not dying. - Woody Allen

Too bad that all the people who know how to run this country are busy driving taxis and cutting hair. - George Burns



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Natural Promotions

Maybe it's stress. But more of us are choosing outdoor leisure over sweaty competition. The popularity of walking and hiking have skyrocketed according to *Leisure Trends Reports*. What does this mean to the savvy marketer? With summer approaching, the best promotion might come naturally.

Casual hikers like to make the most of their jaunts. That's where you come in, with great incentives such as cooler backpacks, waist packs to hold wallets and cell phones, and an insulated thermos for refreshing drinks. Pets are frequent trail partners, so don't overlook collapsible water bowls.

Some companies build entire summer campaigns around imprinted outdoor/camping gear. After all, we're talking reusable and long-lasting gifts that give durability to your gesture of goodwill.

Employees appreciate such gifts, salespeople find them motivational and clients take them on vacation. One major oil company even improved its safety record 68% by offering backpacks to workers who went 12 months without an accident.

Best bets? Even the shortest camping trip requires a watertight cooler - check out the new soft, foldable versions. Also in demand are plastic flyers that support paper plates and can be turned over for a game of toss and catch. When impressing new clients, go for a swanky picnic basket loaded with wine glasses, a blanket, a corkscrew, a wine duffel and an imprinted cheese board.

Please call us about inviting Mother Nature into your promotions. We predict awesome results.



Swing Time

It's an old maxim that holds true for most businesses; more deals are consummated on the golf course than in the office. Are you getting in on the action?

One leading radio station swears by its corporate golf outings. Every spring the station hosts a day of golf, refreshments and prizes for top advertisers, who look forward to the event all year. "It's hard to put an exact number on the benefit of these relationships," says the station manager, **"but we easily reap four times what we invest. Our sponsors feel appreciated and they stick with us."**

Kick off your event with a group golf clinic led by a pro - a simple idea even small companies can provide for their invitees. Follow-up with a round of golf and you'll make impressive and valuable connections with your partners, whether they're clients or top employees.

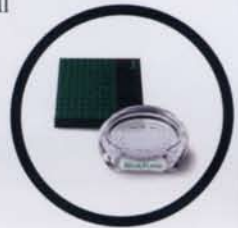
Add to the entertainment by rewarding closest-to-the pin, most lost balls and longest drive. Ideal prizes for these contests include new microfiber towels, head covers or framed photos of each foursome. Of course, you want your gifts to have staying power and appeal. Just focus on quality gear and you'll score for years to come! Here are a few suggestions:

Putting Cup. Send this great gift with an invitation to your outing so guests can start practicing for the big tournament.

Golf Tool. Golfers will use this giveaway on and off the course.

Golf Pack. This tournament kit comes complete with 22 oz. polar grip bottle, white golf towel, divot ball marker, nine 2 1/8" wooden golf tees and white golf ball.

Golf Shirts. Advertise your company after the tournament is over with good-looking golf shirts.



The Riddler

YOUR CHANCE TO WIN A FREE GIFT

Q: I am weightless, but you can see me. Put me in a bucket, and I'll make it lighter. What am I?

Note: The first five people to correctly answer the riddle will win a free gift. Email, call or fax your answer (see form on back).



Getting Old

1. I've still got it, but nobody wants to see it.
2. It's scary when you start making the same noises as your coffeemaker.
3. Don't let aging get you down. It's too hard to get back up.
4. You don't stop laughing because you grow old; you grow old because you stop laughing.
5. Grant me the senility to forget the people I never liked anyway, the good fortune to run into the ones I do, and the eyesight to tell the difference.

Dear Addy,

ANSWERS TO YOUR PROMOTIONAL QUESTIONS

- Q:** What's an easy way to get kids more interested in our school reading program?
- A:** Give each child a colorful pin when they select a book to read. Choose a variety of fun shapes to spark their interest in collecting and competition. Many organizations find pins are a great way to encourage learning achievement in all kinds of areas - including sports, religion, history and music.
- Q:** I do a lot of income tax work. Last year, I presented customers with a coffee mug when they picked up their returns, but the promotion lacked punch. And I've still got boxes of mugs left. Any ideas?
- A:** Stuff the cups with custom chocolate bars and imprinted pens. You can actually order chocolates shaped like 1040 forms that are labeled "Bite Back at the IRS." Encourage your clients to use their "write off" pens when making out your check! They'll be back next year.



Please copy and fax or mail your request

**Do you enjoy reading our newsletter?
Call, fax or email us with your comments.**

This Newsletter Provides Information and Ideas for Improving Sales, Image and Profits.

Want to make your next promotion a success?
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I need: literature pricing samples of these products: _____

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City/State/Zip _____

Phone/Fax/Email _____

Riddle Answer _____



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