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June 11, 2014

## Thinking For Your Clients Your brain is worth more than your hands

An old management maxim: "Every time you hire a pair of hands, they come with a free brain attached." Have you become a "pair of hands" to your customers? You do the printing and mailing for them but they don't look for you to help them with their actual marketing. Hands don't make nearly the money that brains do.

If you are waiting for your clients to come looking to you for new marketing services you may have a long wait. They respect you for your printing and mailing capabilities, but they are not likely to look to you for actual marketing services – it's probably not how they see you. Don't be fooled because you do the occasional email blast for them – that's really just an extension of your production competency. If they're not discussing response rates with you, you're just hands to them.

Here are a few ideas to get your customers admiring your brain, too:

- Track their mail – and do something with the results:
  - Boost their response by coordinating other marketing their doing;
    - Send an email just as their mail is delivering;
    - Send a daily delivery file to their telemarketing department or firm;
  - Notify your customers' customers:
    - Share tracking data with your clients' branches, stores, or chapters;
  - Keep an eye out for trouble:
    - Set targeted in-home dates for their mail and let them know when the mail is late – or early;
    - Early, late, or on-time, mail delivery tracking provides an excellent opportunity for discussing timing and response with your clients.
- Tie their mail to web marketing:
  - Create a simple landing page – base the design on their reply form – use PURLs and email links to drive customers there – it's easier than you think;
  - Push web banner ads to their prospects – you can append web cookies to a mailing list so when a prospect goes online they see banner ads for your clients on popular web sites.

These are all services you can provide to your client that will improve their results, and in doing so will deepen your relationship with them. However, it is unlikely they will come to you looking for them, so get out ahead of them by adding these to your capabilities. SnailWorks can help!

## John Rafner Joins the SnailWorks Team The Chairman has Arrived!

SnailWorks is proud to add John Rafner to our growing team as a Senior Account Executive. John has a long history of leadership in the direct marketing industry. He owned his own printing and mailing company, Nice Lines Direct, for many years. Since successfully selling that company in 2006, he has worked for industry software companies providing software solutions for the management of Printing and Mailing and Fulfillment facilities. John is a well-known leader in the direct marketing industry, and served as the Chairman of the Board for MFSA in 2007 and 2008.

John's unique experience suits him perfectly for helping mailing and printing companies transition into their new roles as marketing service providers. He has real-world experience at putting software products and services to work making money. We're excited to have him as part of our team. To get John's unique perspective, or to just say "Hi!" you can reach him at [jrafner@snailworks.com](mailto:jrafner@snailworks.com), or call him at 484-416-0900.

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