

Million Dollar Marketing Advice

21 tested marketing campaigns to increase sales, boost profits
and create brand new clients...



With the compliments of
Graham McGregor
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An innovative way to get profitable appointments with key decision makers

By Tim Holliday

Children's World Uniform Supply partners with private schools to provide the uniforms that their students wear to school every day.

Among the many benefits of the uniforms are that they are great promotional items for the schools. Each school is significant, because it means outfitting however many hundreds of students they have with uniforms.

Obtaining meetings with the appropriate personnel at the school, in order to discuss a uniform program, is the number one goal of the business.

Having had mixed results with traditional methods of phone calls and direct mail pieces, Children's World decided to try something different.

Custom promotional items were put together, featuring the Children's World information in a tangible way, instead of just on paper.

These were used as custom direct mail pieces to a targeted group of private schools in a 100 mile radius of the store. After analysing data from the internet, and conducting investigative phone calls to determine the principals and appropriate school heads to personally address the packages to, the packages were assembled.



How good is your uniform partner?

Why not move up to an award-winning partner?

Children's World
941.955.6999



These consisted of an award sheet showing some of the numerous reader's choice and other awards that the store has won, an engraved flashlight that had the store information, as well as a catch phrase "shining a light on promotional products", for schools to think about Children's World Uniform Supply for their uniform program.

The award sheet and flashlight were put in a colourful oversized custom box with flowers and "look what's blooming with Children's World" on the outside.

The box was personally addressed to the decision maker that had been identified above, and mailed just a few at a time, to allow time for appropriate follow-up.

Within two or three days of the delivery of the boxes, follow-up was done via direct phone calls to those decision makers.

The decision makers were much more receptive to discussions and setting up meetings to discuss Children's World's services in more detail.

The campaign resulted in 3 closed sales out of the 21 packages that were mailed. The total campaign cost approximately \$12.00 per box, plus some labour costs for the time researching the schools, assembling and mailing the boxes.

Total sales of \$25,000 have been realized the first year alone, with that amount expected as additional annual sales for every year these schools are served.

By using custom promotional items, unique packaging, targeted mailing, and good follow-up, Children's World was able to make this a very successful campaign.

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Other businesses could use similar ideas like this to target their best prospects, and likely have similar results...

The formula would be as follows. First, the business would need to narrow down their target market into highly qualified prospects that would be good for their business, and would appear to be able to do business with them.

This can be done by doing research on the prospects via the internet and other informational sources available.

Next, the business should work with a promotional products expert, who can help them pick products and packaging that can make a visual impact with this project.

The products should represent the business well, be useful, and be consistent with the businesses brand image and colours.

Finally, the actual mailing needs to be done in stages, rather than all at once.

This is so the business can have time to focus on appropriate follow-up and schedule meetings with the prospects. This is a crucial point, because if appropriate follow-up is not done, the entire project might not yield results, meaning the whole thing was a waste of time and money.

If, however, the mailings are done just a few a week, so there is time to make follow-up phone calls within days of the packages being received, there is a high possibility that meetings will be granted, and the opportunity to present your business proposal will be there.

And, considering they were introduced to the company through such a unique and creative mail piece, the prospects will already have a favourable impression of the business, meaning they may be more inclined to meet, and do business.

Tim Holliday owns Children's World and Children's World Uniform Supply with his wife Cynthia. 2012 National Runner-Up Independent Small Business of the Year, and in business since 1964, Children's World offers school/business/sport/Boy Scout uniforms, custom embroidery/printing, promotional products, and specialty toys/games/educational supplies. Tim is a branding expert, holding a MASI designation, which is the equivalent of a Master's Degree in advertising specialties/promotional products. He can be reached at his website <http://www.childrensworlduniform.com/>

Notes by Graham

I love this idea of using an innovative package to get the attention of key decision makers. Surprisingly inexpensive to do yet works so well.