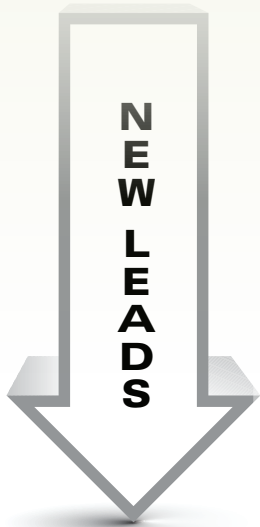


The Continuing **Crisis**  
in the Search for **New & Qualified**  
**Customers**



RSVP

# Lead Generation Efforts Continue to Struggle!



**72%** of small businesses consider the constant struggle for new customers as one of their most important challenges<sup>1</sup>



**68%** of companies blame their marketing efforts for not providing enough quality leads<sup>2</sup>

**287** is the average number of meaningful branding and advertising messages seen daily.

People are tired and bored of the everyday, the mundane and the expected.

***If your message doesn't resonate or impinge with the consumer, will they even notice it?***<sup>3</sup>



+ More Educated Buyers  
+ Too Much Competition  
+ Price Shopping  
+ Three Bids  
**= Lower Profit Margins**

1. Source: 2013 Lead Management Optimization Study, Key Trends Analysis. CSO Insights  
2. Source: MarketingSherpa 2012 Lead Generation Benchmark Report  
3. Source: Jay Walker-Smith, President of the Marketing Firm Yankelovich



# Internet and email Usage

# Continues to Surge

with **150 Million** new websites this year alone!

## Internet Statistics<sup>5</sup>

**785** Million websites  
as of November 2013

**625** Million websites  
as of November 2012

## Daily Email Statistics<sup>4</sup>

**144** Billion emails  
per day worldwide

**99** Billion spam  
messages per day or  
69% of total email traffic

**With Competition this fierce you need to drive viewers to your site. But how?**

Only **27%**  
of consumers open  
unsolicited email

Yet **98%**  
of consumers review  
postal mail every day

## Bottom Line:

Spending more on Pay Per Click advertising is one way. Spending more on Organic Search is another.

*To compete, and generate the leads your company needs, spending more where all your prospects shop, is vital.*

4. Source: Internet 2012 in Numbers—Pingdom AB

5. Source: November 2013 Web Server Survey—Netcraft Ltd.

# Online and Offline: **The Irony** online leads quite often originate from traditional media

## Direct Mail Triggers an Online Response!

The top three actions consumers take after receiving direct mail from a brand they're interested in:



**44%** visit a brands' website

**34%** search online for information about the product or service

**26%** keep the mailing for future reference<sup>6</sup>

## Direct Mail Increased Web Traffic & Online Sales

**60%** of direct mail recipients were influenced to visit a website

**28%** spent more online when they received a direct mail offer

**163%** revenue lift for websites supported by direct mail as opposed to those that were not<sup>7</sup>



6. Source: From Letterbox to Inbox 2013, UK Direct Marketing Association  
7. Source: USPS Deliver Magazine 2012

# 8 Critical mistakes

to avoid when marketing your product or service

## 1 Targeting the wrong consumer. Are they really your qualified prospect?

You need consumers who are able, ready and willing to buy. One of the most **desirable demographics** today is the **mass affluent**, the 21% of homes that are responsible for 60% of spending. They are 98% homeowners that are twice as likely to buy, and when they do, spend 3.2 times more.<sup>8</sup>

## 2 Using old, outdated and often blatantly incorrect consumer data.

Consumer data is being continually updated, thanks to new technology, which means if you're not using the freshest available data from reputable resources, your marketing is going to the wrong customers and addresses. The result? **More hard earned money wasted...**

## 3 Don't try to deliver your brand, or position yourself, with "generic messaging."

Consumers today are savvy. They prefer a much more personalized communication. And they care about value more than ever, which means how you brand and "position" your company is ultra important, particularly when the consumer **is evaluating whether or not they want to do business with you.** Talk to your RSVP rep for valuable tips on how to do this.

## 4 Is your message really being seen, or getting lost?

Consumers are being exposed to **hundreds** of advertising messages daily. To get noticed in that **"crowded room"** you need to reach them at a time when they're receptive to viewing your message, and often. It's a simple immutable rule --- the more often they see you, the better they'll remember you, **especially when they're finally ready to purchase.** Which leads to...

## 5 Not understanding the buyer's educational timeline!

Savvy advertisers are extremely consistent in pushing their message. Why? Because consumers are always in different stages of the "buying cycle," from consideration to evaluation to purchase. You must know how to generate sales from today's **now buyers**, while cultivating future business from the **"not ready yet"** buyers!

## 6 Not tracking and understanding your return on investment.

You've made a decision to invest your hard-earned dollars in the promotion of your business, so why would you not measure the results or have some type of expectation? Whether it's number of calls/visits, cost per lead, cost per acquisition, total sales, or ROI (return on investment), **not measuring your advertising performance** will lead to choosing and relying on the wrong media choices.

## 7 Not responding promptly to leads.

It's shocking how quickly leads go cold; **only 37% of businesses respond to leads within an hour.**

- 16% - 1-24 hours
- 24% took more than 24 hours
- 23% never responded at all

*A prompt response not only tells the customer that you care about their demands and time, but also that your company can handle their request reliably and responsibly.*

## 8 Shifting budgets away from traditional media to online marketing.

Very few prospects today go from receiving one email, a cold call or a direct mail piece to being a client. Leads generated by traditional media that drives consumers to the web aren't getting attributed to the right efforts, and the inexpensive cost of **online marketing** has led to an **erroneous perception** that good leads can be generated cheaply there. So marketers shift more ad dollars erroneously to the Internet, instead of striking the right "multi-channel" balance.



# Mass Affluent...the **Spending Engine** driving today's economy

What every business should know about **marketing to the mass affluent**

**More than half of U.S. income is still concentrated in one of five households.**

The top households in the U.S. (21%) still have 60% of all earned income and 70% of consumer wealth. And the number of affluent households has increased in the past two years, along with incomes and net worth.<sup>9</sup>

**Affluent households are still twice as likely to buy.**

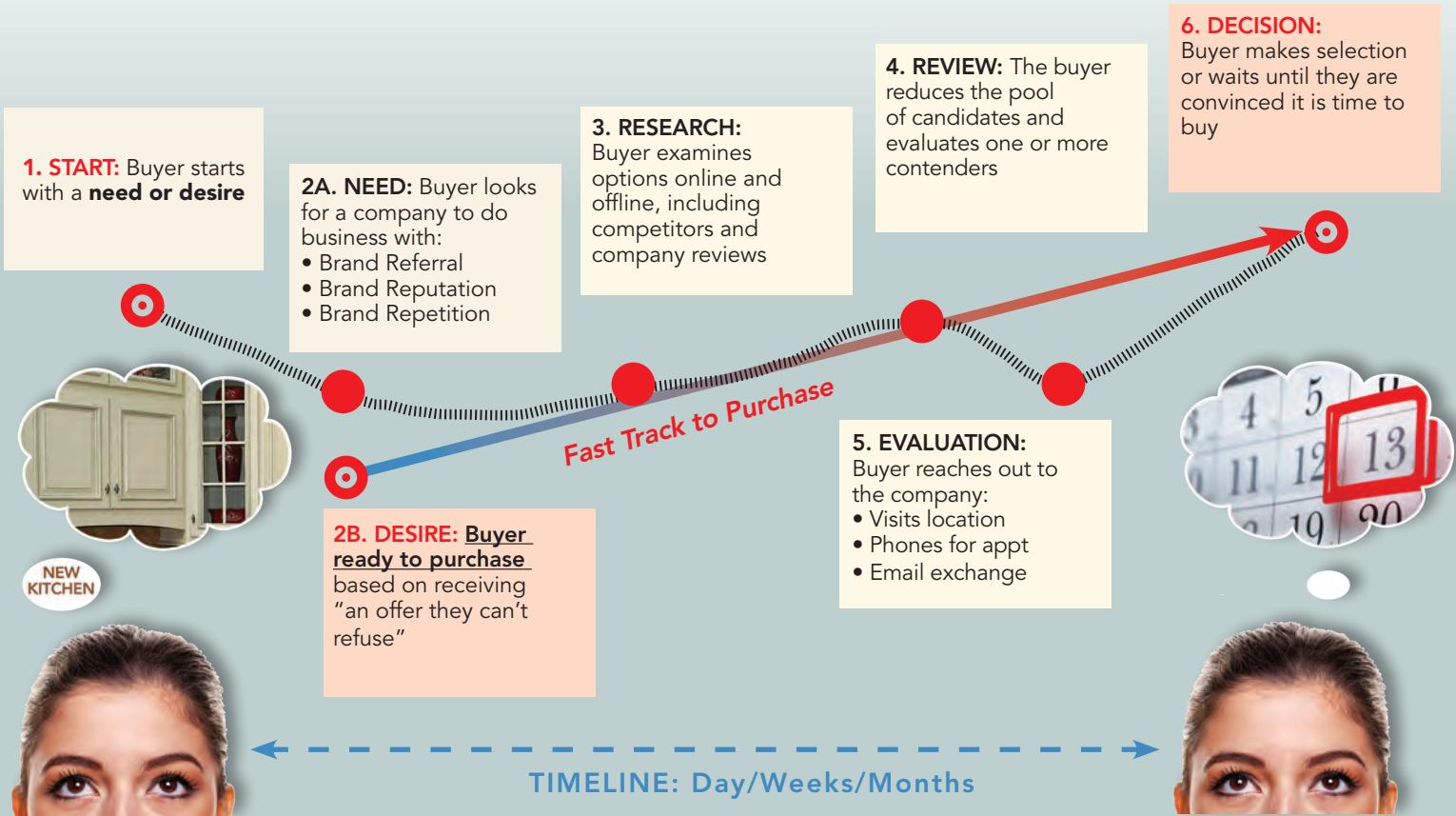
And when they do, they spend 3.2 times more than the average household in many categories, such as home improvement products and services, cars, cell phones, electronics, jewelry, furniture, kitchen gadgets, movies, books and travel.

**78%** of married households have a brand-manager at the door and if you don't look your best... she's not buying!

The "Lady of the House" is calling the shots. When considering major purchases in married households, the **woman is influenced heavily by brand appearance.**

# Understanding the Buyer's Educational Timeline<sup>®</sup>

Your customers **buy on their schedule** not yours.  
And when the buyer has a need, they find you offline and online!



## Comparative Analysis

	Internet	Ad Mag	Gloss Mag	Solo Mail	TV	Radio	RSVP
Targets customers who spend more (mass affluent)		RSVP					✓
Appeals to the "Lady of the House" (branding, aesthetics)		RSVP					✓
Qualified buyers (homeowners only)				✓			✓
Little/no competition (exclusivity)				✓			✓
Targeted (less waste, minimize cost)	✓	RSVP		✓			✓
Stand alone media (gets seen without competitive "clutter")	✓			✓			✓
Response-driven (impingement - call now!)		✓	✓	✓	✓ <sup>10</sup>	✓ <sup>10</sup>	✓
Personalized, emotional impact (state-of-the-art list)		RSVP					✓
Monitor/manage the conversation (call tracking)	✓	✓	✓	✓	✓	✓	✓
More bang-for-the-buck (only pennies per home)							✓
Mass Affluent-friendly (high perception value)		RSVP			✓		✓
An offer they can't refuse (buy now offer)	✓	✓		✓	✓ <sup>10</sup>	✓ <sup>10</sup>	✓

10. DRTV and Direct Response Radio





Focus: The qualified decision makers!

# RSVP Marketing Solutions for Small Business

RSVP is the **only direct-response company offering a complete offline and online approach.**

Our proven direct-response formats ensure a steady dynamic flow of calls, walk-ins, and online visits to help your business grow.

## RSVP Luxury Card Packs™ The centerpiece and driving force of your offline promotion

**Target** – mass affluent, owner-occupied homes, through state-of-the-art, updated “rooftop” analysis

Shared, cost-efficient formats with:

- High-quality printing of your brand that gets opened
- Response-driven, call-now media
- Long shelf life
- Measurable lead follow up
- **Turnkey...We do all the heavy lifting...** you sit back and enjoy a steady flow of new business leads!



RSVP New Homeowner™ monthly mailing to new movers in your local areas



RSVP Home & Living™ magazine mailed to affluent neighborhoods



RSVP Radius™ when you want to target the affluent in areas around your job site



RSVP Online™ for website and SEO optimization, reputation management and email marketing

RSVP Products keep your business “**top-of-mind**” at any point along the **Buyer's Educational Timeline**®

RSVP

RSVP H&L

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