



## Choices...

Like shoes and life, marketing is not always “one size fits all.” That’s why they have both chocolate and vanilla ice cream.

In Marketing, like life, we have choices. But in marketing your business, the choices should be based on a sound strategy. Whether you are “business to consumer” or “business to business” the choices that you make should always be based on your goals for your business.

**E-mail marketing** is affordable and works great if you are looking to nurture your existing customer base. Give them new ideas, unveil new products, or provide new information about your company. But for new customers, e-mail marketing is one of the worst. Studies have shown that businesses and consumers regard almost all e-mail that comes from an unknown company as spam. That’s the folder your email will wind up in, and that’s where your message will stay.

**Social networking** works when you get an endorsement from a friend on Facebook, LinkedIn, or any of the other social channels out there. But for most people, social media is their private time and they resent getting hit with companies trying to be their friend only to get business. “Paid advertizing on social media stop infringing on my social time!” If you want social media to work for you, get your business endorsed by someone’s friend or follower or contact.

**SEO** (search engine optimization) is the best way to get new customers; WOW, haven’t you heard this before? There are two ways to make this work for you. One is to pay for it. That works great until your competitor pays for it as well. Now you are back to even, and you are still paying for it. Two is organic search engine, that involves lots of time and lots of content. You have

to keep up with something new on your website every few days to stay relevant.

Direct mail works--it gets to the right person and they see what you are offering. Plus you can lead them to your website or a landing page, or even include a QR code that takes them to a mobile site. But being one of the most effective ways to get new customers, it is also expensive. Direct Mail becomes even more expensive when you are sending mail to the wrong people. Work your current customers profile and match that to a purchased list that has the same traits. You will be much more successful and you can turn that contact into a nurturing customer that you can follow up with regular e-mails.

There are dozens of choices for where you spend your marketing time and dollars. Stop, sit, and think where your new customers come from and let us help you reach your goals. We don’t just offer one solution to help you market your company, but we are your “OneSource” to all your marketing needs.

Give us a call at 888-282-8764 or e-mail me at [bradw@api-marketing.com](mailto:bradw@api-marketing.com) and we can talk about what you need to succeed and what we can do to help.

By the way, 10½ two tone saddle shoes and chocolate are always my choices.





## Where are they looking?

Who's looking for new customers?

First you need to know where your customers are looking and who they are trusting.

December 3, 2012 -- According to marketing firm Epsilon, targeting the latest annual Consumer Channel Preference Study; channels consumers prefer to receive marketing messages from remain relatively consistent, with, again, direct mail being the most preferred delivery method.

The study, Consumer Channel Preference for both the Mobile and Non-Mobile Consumers find that direct mail continues to deliver. In conclusion, consumers' preferred means of receiving messages from brands is through direct mail, with six out of 10 Americans reporting they "enjoy getting postal mail from brands about new products."

Seven Key Findings:

### 1. DIRECT MAIL PREFERRED OVERALL

Across all key verticals, with the exception of hearing about online sites to shop at, direct mail is overwhelmingly preferred to email for obtaining product information, offers and deals.

### 2. CONSUMERS ENJOY RECEIVING MAIL AT HOME

Examining variations between email and online preferences, Epsilon found the majority of U.S. respondents agree with the following statements:

I get a lot of email that I just don't open (73%)

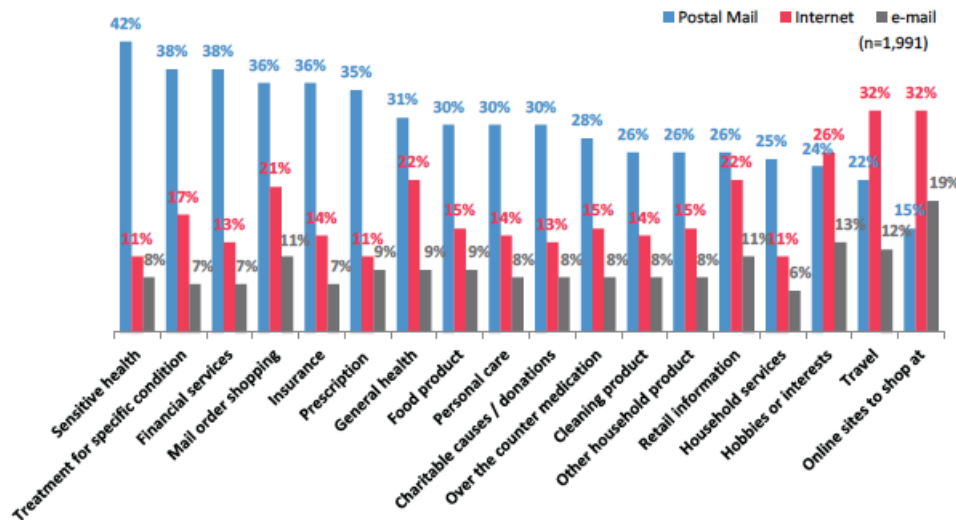
I am getting more email now versus a year ago (70%)

I get too many emails in one day (67%)

I enjoy checking the mailbox for postal mail (62%)

I enjoy getting postal mail from brands about new products (59%)

Stated Preference for Receiving Information (US)



Comparatively, only 39% of respondents say they enjoy getting email from brands about new products and 6% like to receive mobile offers. Mobile device users were 40-50% more likely to prefer email and online communications, respectively, than non-users.

### 3. TOP REASONS CONSUMERS LIST FOR PREFERRING OFFLINE, ONLINE

Convenience, ability to easily reference and portability are the top reasons respondents prefer postal mail over email/online:

Can read the info when it is convenient (73%)

Can refer back to the info when needed (61%)

Can take info easily to different place (40%)

More private if sent through the mail than sent by email (36%)

Top reasons respondents prefer email/online over postal mail are much the same as above, just preferred by less respondents:

Can refer back to the info when needed (45%)

Can read the info when it is convenient (42%)

Can pass info easily along to others (38%)

### 4. TOP TRUSTED SOURCES

Top source of trusted info for U.S. consumers is friends and family (52%), followed by newspapers, company websites and search engines (all at 22%). The least trustworthy sources of information are online and social media: email (11%), Facebook (8%) and YouTube (6%).

### 5. WOMEN PREFER DIRECT MAIL MORE THAN MEN

Women, more than men, prefer direct mail for obtaining information. Females ages 18 to 24 with incomes under \$50,000 use more direct mail as an information source.

### 6. PERCEIVED USEFULNESS OF SOCIAL MEDIA ADS REMAINS LOW

Consumers still have a relatively low level of agreement on perceived usefulness of social media advertising. In 2011, 13% of U.S. consumers found ads on social media sites useful. In 2012, 14% say social media ads are engaging.

### 7. LOCATION MARKETING NOT EMBRACED

Epsilon found consumers aren't quite ready to embrace the concept of location marketing -- 80% of U.S. consumers aren't interested in receiving digital offers during or after a visit to a store.



### Kelley Buxton - Operations Manager



When I am not enjoying my day at APi-marketing, I spend most of my time having fun traveling with friends and family or just hanging with my furr-balls Macie and Moose. As I write this bio, FOOTBALL is the center of my life! I follow the University of Nevada - Wolfpack thru their season and root on the SF 49ers due to the draft of UNR's star quarterback Colin Kaepernick! This keeps peace in our family as my husband Bob has been an avid 49er fan his entire life. Other hobbies include skiing, concerts and traveling. I am a huge cruise enthusiast and like to spend vacations in the Caribbean. It also has been a great joy having Tyler back home from College.







## Here comes Santa Brad, here comes Santa Brad...

This year like every year “Santa Brad” slips into his overstuffed jolly red suit and greets the children at the Sutter Auburn Faith annual Children’s Christmas Faire. During the day long festivities, the children can have their face painted, design their own cookies, and gather gifts along the way.

“This is always a special day for me that I always look forward to,” said Santa Brad. “They are truly angels.”

Brad went on to explain when speaking about the daycare and providers of children with special needs. “They do a tremendous job and deserve all of our respect.”



*Santa Brad sits with one of his favorite elves (and daughter) Lizzi.*