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- Marketing
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## WE'RE SOCIAL!

FIND US ON ALL YOUR FAVORITE SOCIAL MEDIA SITES.



Answers to Guess the year trivia: The year was 1986  
Answers to Spring trivia from Page 2: 1. March 2. September  
3. April 22nd 4. East 5. When the day and night are equal in length  
6. First, since winter begins in December 7. The Robin

## CFS TEAM MEMBER RECIPE → FRUIT PIZZA

Looking for the perfect recipe to start off Spring on the right foot? Try this easy and fun recipe for **Fruit Pizza** from our **Creative Director, Marlon Fernandes**. It's the perfect dish to bring to your next outdoor event, and it's sure to be a hit with all of your family and friends.

### Directions:

Heat oven to 350°F. Spray 12-inch pizza pan with cooking spray. Press cookie dough evenly in bottom of pan to form crust. Bake 14 to 18 minutes or until golden brown. Cool completely (approx. 30 minutes). In a small bowl, beat cream cheese, sugar, and vanilla until fluffy. Spread mixture over cooled crust. Arrange fruit over cream cheese. Stir jelly until smooth and spoon or brush over fruit. Refrigerate until chilled, at least 1 hour.

### Ingredients:

- 1 can refrigerated sugar-cookie dough
- 8 oz. cream cheese, softened
- 1/3 cup sugar
- 1/2 teaspoon vanilla
- 4 cups assorted fruit, cut up (kiwi fruit, strawberries, blueberries, raspberries, mandarin oranges, etc.)
- 1/2 cup apple jelly



## Combine the Power of Google with Targeted Direct Mail!

In the digital age, many businesses are focusing their marketing efforts with online advertising believing that it's the most profitable approach, dismissing direct mail as a thing of the past. The problem with this thinking is that direct mail has always worked and has been proven to produce results. **Recent statistics show that 40% of consumers try new businesses after receiving direct mail.**

### So imagine if you could combine the two?

Introducing marketing123 - a proven marketing program that allows you to combine both online and offline marketing efforts, maximizing your reach and ROI. *Here's how it works:*

### Mail Tracking

Through barcode technology, we track the progress of your mailing via an online dashboard. You can log in at any time to forecast when your mail pieces are due to arrive, allowing you to plan for the influx of inquiries.

### Google Online Follow-Up Ads

Through our partnership with Google, text and image ads matching your direct mail piece follow your website visitors after they leave your site. If prospects don't take the desired action on your website the first time, you can stay in front of them until they do. During the campaign, you can also log onto the dashboard and view the number of clicks and impressions your ads have left on prospects.

### Call Tracking

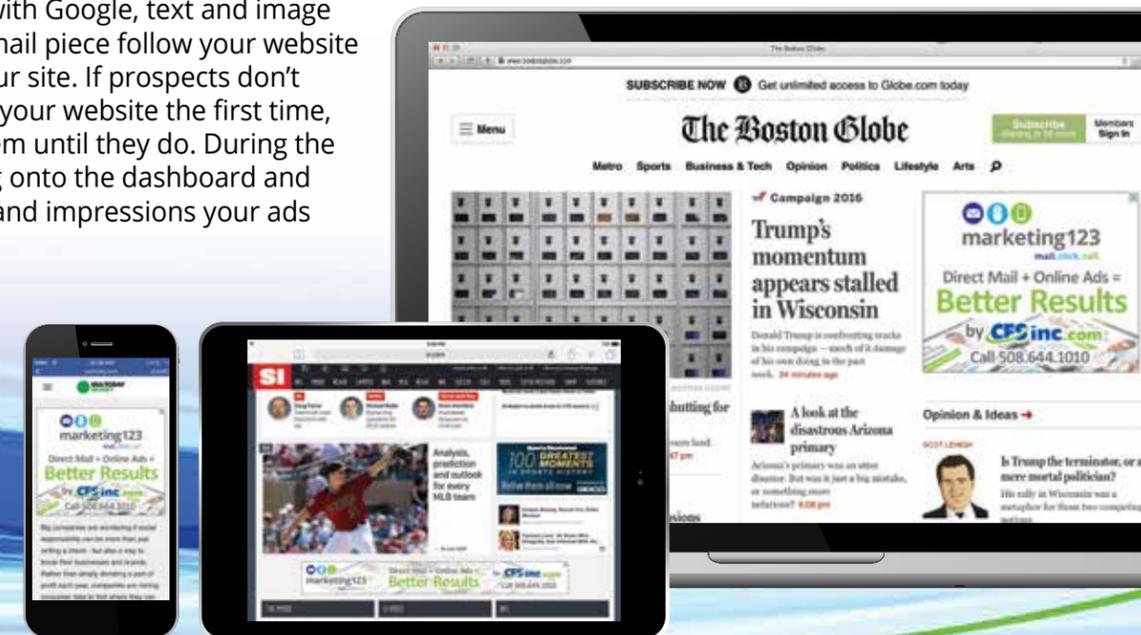
We assign you a unique phone number to track the number of calls your campaign generates. You can use this data to gauge the effectiveness of different strategies and marketing messages. You can review and listen to incoming calls, within your dashboard. With marketing123 you can increase your brand's awareness, stay in front of prospects longer, and improve your response rates.

*Want more information on marketing123? Go to [cfsinc.com/marketing123](http://cfsinc.com/marketing123).*



# marketing123

[mail.click.call](http://mail.click.call)



## Guess the year!

The Boston Celtics defeated the Houston Rockets to win the NBA Championship.

Internet mail access protocol was defined for email transfer

IBM unveiled the first PC Convertible – the first laptop computer

Pixar Animation Studios was founded in Emeryville, California.

Ferris Bueller's Day Off was released in theaters, becoming one of the top grossing films of the year.

The cost of a Superbowl Advertisement was \$550,000.

Fox was created by News Corp – offering 10 hours of prime-time programming a week.



## Spring Trivia

1. In the northern hemisphere, the first day of Spring occurs in what month?
2. In the southern hemisphere, the first day of Spring occurs in what month?
3. Which day does Arbor Day fall on?
4. On the first day of spring, where does the sun rise?
5. The term "equinox" is defined as?
6. Is spring considered the first, second, third or fourth season of the year?
7. Which bird symbolizes the arrival of the Spring season?

See answers on back page.



## Top 4 Spring Promo Products!

Spring has finally sprung! When the sun is shining and the flowers are blooming, it is always a good sign of the seasons to come. Now is the perfect opportunity to look at promoting your business for the spring season with these promo products.

Here are the top 4 spring promo products:

### Umbrellas

Spring is the rainy season, as well as the start of the golf season, so giving an umbrella as a promotional item is always a great idea. Your brand will be at the top of your prospect's head each and every time they use it.

### Sunglasses

With summer just around the corner, sunglasses are one of the most used items. Why not help your clients and prospects see clearly when it is sunny outside with a pair of branded sunglasses.

### Tote Bags

When the weather gets warmer, people want to be outside. Simple tasks such as reading a book, having a meeting or eating their lunch become more enjoyable when done outside. With a branded tote bag, they will be able to store all of their outdoor items for easy travel and accessibility.

### Flower Seeds

Flower seed packets are an environmentally friendly promotion, and they are also a great way to get your message out to the public. There's no better way to show your prospects and clients that you care about being green.

Looking for more products for your upcoming spring marketing promotion?

**Let CFS help you grow your brand with promo products!**



## What is fulfillment?

Check out our "what is fulfillment?" video series which demonstrates the many different types of fulfillment and how CFS has helped clients create cost effective and efficient solutions for their fulfillment challenges throughout the years.

The first two videos in this series highlight the Point of Purchase distribution and packaging challenges that were faced by our client. Future videos address the needs of the banking industry, high volume fulfillment, kit assembly and more.

Scan the QR code with your smartphone or visit [cfsinc.com/whatisfulfillment](http://cfsinc.com/whatisfulfillment) to watch our current "what is fulfillment?" videos and then be sure to check back in the near future for more videos.

We also post them on social media, so like us on Facebook at [facebook.com/CFSFulfills](https://facebook.com/CFSFulfills) or follow us on Twitter @CFSFulfills for recent videos.

## 2016 Upcoming Events

Attending any tradeshow this year? Take a look at the list of shows CFS will be attending. Come find our booth, and let us know you received our newsletter!

### NEDMA Annual Conference

La Cava Center, Bentley University, Waltham, MA  
May 17, 2016

### New England Association for College Admission Counseling (NEACAC)

Northeastern University, Boston, MA  
June 2, 2016

### Cape Cod Young Professionals Back to Business Bash

Rectrix Aerodrome Center, Hyannis, MA  
September 29, 2016

### SouthCoast Business Expo

Whites of Westport, Westport, MA  
October 12, 2016

### The New England Financial Marketing Association (NEFMA) Fall Conference

Hartford Marriott Downtown, Hartford, CT  
October 13 - October 14, 2016

### Philanthropy Day on Cape Cod

Hyannis Resort & Conference Center, Hyannis, MA  
November 8, 2016

## Past Events

### Cape Cod's Conference for Women

Sea Crest Beach Hotel, Falmouth, MA  
March 10, 2016.

### The New England Financial Marketing Association (NEFMA) Spring Conference

Sheraton Portsmouth Harborside Hotel, Portsmouth, NH  
April 7 - April 8, 2016

