

WE'RE SOCIAL!

FIND US ON ALL YOUR FAVORITE SOCIAL MEDIA SITES.



Answers to Trivia from page 3

1. D - Ruby, 2. C - Cancer, Leo and Virgo
3. B - Times Square with 41.9 million visitors a year
4. A - Spain 5. B - 90 Million

Meet the Team

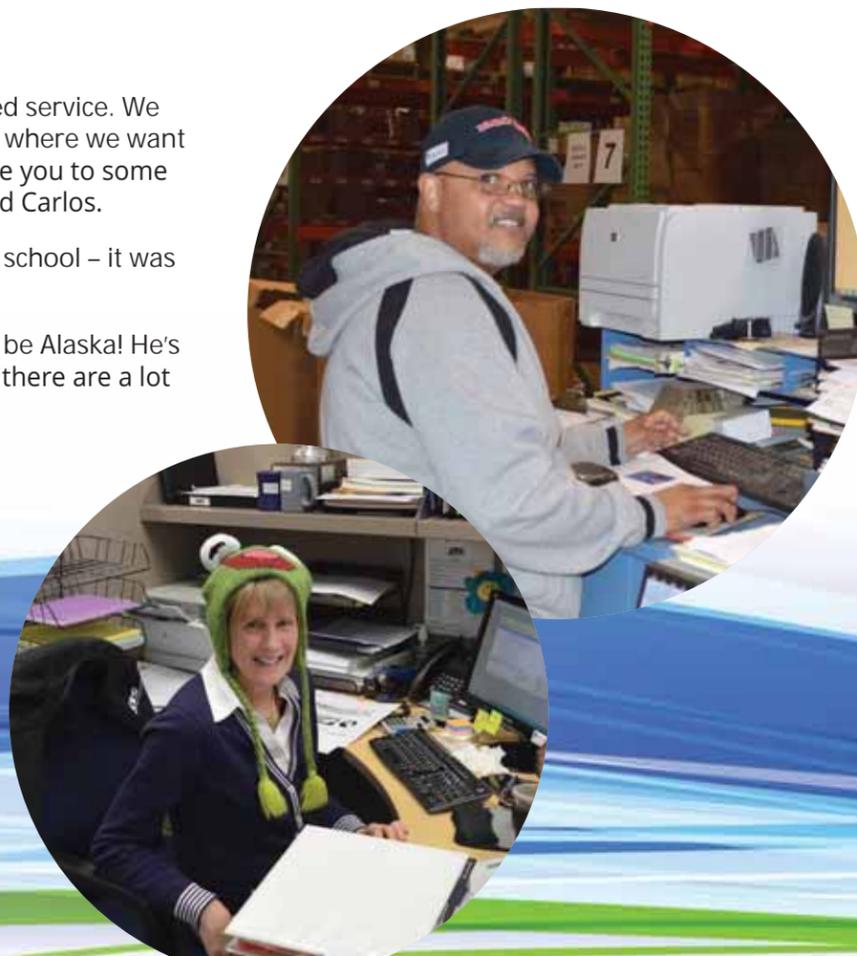
We believe in providing our customers unparalleled service. We also believe in having fun and working hard to get where we want to be! With that in mind, we would like to introduce you to some of our team members. In this issue, meet Mary and Carlos.

Mary has been involved in Graphic Arts since high school - it was a natural progression into Client Solutions.

If Carlos could live anywhere in the world it would be Alaska! He's always loved the mountains and the wildlife. Plus, there are a lot of great adventures you can find in Alaska.



Scan the QR code to learn more about our team members.



What's so funny about marketing?

by Tony Pires

I heard a story about a restaurant owner who liked to run the drive up window on Saturdays. He would laugh and joke with customers and sometimes tease them. He enjoyed the laughter and fun the customers seem to get from it and many seemed to come back just to go through the drive up.

But he did notice about 10% of customers would complain about it. They would tell him that they just wanted their food and didn't find it humorous. They would say that it was unprofessional and that they would probably not come back because of how they were treated.

In the story the owner talked about how he wondered if he should continue to operate his drive thru like this on Saturdays. Was it worth losing customers? Wouldn't most businesses put a stop to it right away? He then went on to explain that the humor he brought to his drive up window made 90% of his customers happy. They left with a smile and some even commented about how they enjoyed coming on Saturdays. He made them feel welcome and it was a more personal experience for them.

So the restaurant owner decided that he would rather risk losing the 10% who complained because of the humor and laughter he brought to their experience than risk losing the 90% who enjoyed it.

The big question is "should we include humor in our marketing efforts?" If any of you know me, you know my answer is a resounding YES. But hey, that's just me. However a report from Marketing Serpa provides this data: A campaign seen as "Entertainment - funny or insightful" is a major driver for social "friend" or "follow" action. Among metrics tracked in this study, "because it was funny" reason is given 35% of the time. This outranks the reason to learn more about "Company culture, environmental resp., workers policies, etc.," and although this is in reference to

social media marketing I think we can all correlate how it could relate to much of our marketing.

We all work in fast paced environments. We all have a lot of data coming at us from multiple sources. We have to sort through emails, tweets, likes, follows, direct mail, voice messages and text messages. It's a lot of work, much of it is important and we take it seriously. So in the midst of all this serious information that is coming at us in all directions, humor, laughter and making someone smile even for just a moment may be the one thing that makes your message stand out. It may be the one thing that makes your drive up window worth going back to over the other guys.

So if you think that it's unprofessional or that your customers may not find it funny when you add humor to your marketing, ask yourself the same question the owner of the restaurant asked "am I willing to make 90% of my customers feel better about doing business with us even if I risk losing 10% who don't?"



Summer Trivia!

1. The most traditional birthstone for the month of July is what? A. Diamond, B. Topaz C. Pearl or D. Ruby
2. What are the three summer signs of the Zodiac?
A. Gemini, Cancer and Leo, B. Scorpio, Sagittarius and Capricorn, C. Cancer, Leo and Virgo or D. Capricorn, Aquarius and Pisces
3. What is the top tourist attraction in the United States? A. Las Vegas Strip, B. Times Square, C. Magic Kingdom or D. Golden Gate Bridge
4. Which country held the 1992 Summer Olympics?
A. Spain, B. South Korea, C. Canada or D. Italy
5. How many pounds of marshmallows do Americans buy a year?
A. 25 Million, B. 90 Million
C. 60 Million or D. 45 Million

Answers on page 4



CFS Workshop

On April 13th, 2017, we hosted a marketing123 – integrated marketing workshop at the Cape Cod Chamber of Commerce. It was a productive afternoon filled with education, laughs, and good eats from The Little Sandwich Shop in Hyannis.

Due to popular demand, we will be offering more workshops in the future, and hope you will be able to attend our next event. If you would like to attend one – let us know!

Please visit www.surveymonkey.com/r/9WHKDH2 to fill out a survey to give us an idea about your interests.



Are millennials engaging with direct mail?

The myth with millennials is that they are too distracted by technology to be interested in direct mail. Marketers assume the only way to connect with them is through social media or any other type of digital marketing. In fact, the engagement rate for direct mail sent to millennials is significantly greater than non-millennials.

According to the USPS, 87% of millennials like receiving direct mail; 90% think direct mail advertising is relatable.

So what can you do as a marketer to engage with this generation?

Keep your Message Simple – When designing, make sure your message is simple to read and easy to understand. This gives you a better chance of your prospect engaging with your brand. This is especially true if you're sending a postcard – you end up being very limited with space.

Be Authentic – Your direct mail campaign should always be authentic. Millennials believe in the messaging of a brand more so than the deals being offered. When you're authentic with your readers, they'll feel as if your brand is trust worthy and will be more willing to spread the word about you.



Have a Sense of Purpose – Brands demonstrating a sense of purpose increase the chances of a purchase. When making a purchase, millennials like to feel as if they're making the world a better place. Donating a portion of your sales to a charity or demonstrating corporate responsibility will go a long way in resonating with millennials.

Incorporate Digital Marketing – Just because millennials are more likely to receive and respond to a direct mail piece doesn't mean you shouldn't incorporate digital marketing. Include QR codes, augmented reality, or links to your social media, or website. Also, make everything cohesive – so when prospects see your brand over and over again, they'll be reminded of their initial interest.

With the millennial generation slowly becoming the "decision-makers", make sure your marketing leaves a lasting impression. By incorporating these tips into your next direct mail campaign, you'll be well on your way to attracting new millennial prospects.

On the Road with CFS!

This year we started a campaign called CFS Travels. We told our team members to don their CFS apparel and share their photos with us during their vacations or weekend trips so that we can share it in our newsletter.

Pictured in order from top to bottom: *Tony Pires, our VP of Business Development canoeing the Nemasket River. Cathleen Drury, our Marketing Coordinator at the Chacchoben Mayan Ruins in Costa Maya, Mexico. Kelly Newcomb, our VP of Strategic Initiatives with her family at Magic Kingdom.*

If you would like to see more photos from the team at CFS visit tinyurl.com/CFSTravels to see the full Facebook album.



Marketing Checklist

When working on your marketing plan, there are a few questions to consider ensuring your campaign gets the return on investment you're hoping for.

How many of these questions are you actually considering when writing your marketing plan?

- Who is your target audience?
- What are their problems or pain?
- Why is this what they need to read, see or hear?
- Does the subject line get their attention?
- Does the first sentence draw them in further?
- Does the message address their pain in a simple, easy-to-understand way?
- Will they understand what you're saying?

Here are some quick tips to consider...

Keep it simple and unexpected. Make it concrete and credible. Include a story with emotion and always keep them interested in what you have to say.

If you'd like to read the full checklist, visit cfsinc.com/marketing-checklist/ to download it today!

