

Proven-Effective Ideas to Attract More Customers and Promote for Greater Profits

## Success Spotlight

### Moving Targets® Clients Get Results!



**“I’m writing to tell you** how thrilled we are with Moving Targets! I recommend it to every business owner who wants to bring new customers to their door. About a year ago, we opened a second location. Our

biggest challenge was getting new customers. We tried just about every advertising route out there. Moving Targets is definitely the best value for the money. I love that we can control the selection criteria and the number of mailers sent each month. I also love that it’s working! We’re getting new customers in every week with the Moving Targets coupons in hand.”

Traci McCoy, Vice President, M & M Tire & Auto Service Inc. Christiansburg, VA

### Publicize Your Business Success!

We’d like to feature *your* business in an upcoming issue of *TargetTIPS!* Simply send us your story of 200 words or fewer along with your photo (via U.S. mail or email)... and we might promote your business in our next issue! Or call Jenna at: 800-926-2451, ext. 132.

## Marketing

# MAXIMIZER!

### When Customers Move... Bring them Back!

When a customer moves, **Moving Targets** may send a mailing encouraging him or her to visit you again. Surprisingly, some retailers don’t understand the value of doing this. Fact is, most industry experts say that getting former customers to return is vital. **Why?** Because reestablishing your relationship with them typically leads to *continued sales*—your #1 goal! What’s more, when people move, they’re often undergoing some kind of lifestyle change involving their family, marriage, or job. This disruption in their everyday routine makes it an ideal time for your competition to “steal” these customers from you. Of course, if you don’t *want* us to mail to your customers who’ve moved, we can screen our monthly mailing list against your customer database free of charge. Just ask!

### The National Restaurant Association Reports:

**“Birthdays are the #1 dine-out occasion of the entire year.”**

Did you know that nearly 7 out of 10 adults visit a restaurant on their own or someone else’s birthday? This makes birthdays the most popular occasion to dine out by nearly 2-to-1. **Smart restaurant owners profit from this by sending birthday cards to their neighbors and enclosing a special birthday savings or gift.** See the logic? Recipients often bring friends and family, resulting in multiple sales for you. And the easiest way to do this is to use **Birthdays Connections™**. **That’s because they know the birth dates of all your neighbors and they do all the mailings for you.** All you do is choose the offer... sit back... and watch the new customers stream in. **No contracts, no minimum mailings, no monthly fees.** High response rates.

**CALL FOR FREE INFO KIT & SAMPLES: 1-800-875-1522.**

(New Customer Special: Mention *TargetTIPS* for \$100 in **FREE** mailings.)

[www.BirthdayConnections.com](http://www.BirthdayConnections.com)



## PROMOTION POWER!

### Easy Ways to Create New Streams of Customers and Income Today!

**Gift Them Away!** Why do banks give gifts to people who open new accounts? Because people *love* gifts... and they offer excellent promotional opportunities that always get noticed. From low-cost t-shirts with every \$50 purchase... to a pair of movie tickets for customers that spend a certain amount during their visit... to an exciting “Mystery Gift” worth \$500 when their purchases reach a certain dollar amount. Since you control the amount they must spend, you can offer outrageously appealing gifts. But small gifts work too! If you’re a pizza shop, give away coupons for 2 free ice cream cones at a local ice cream shop with every pizza purchased during your slow times. If you’re an auto repair shop, a free car wash with every service is always appealing, and sets you apart from shops who do nothing but take their customers’ money. Approach sellers of those promotional items and offer to buy in volume for a discount. While these things might not mean much to you, they give people more reason to buy from you... to choose you over the competition who gives them *nothing*... and makes the transaction more interesting and fun.



# JAY’S TOP SECRETS

### For Creating Irresistible Advertising

**SECRET #39: Get Personal!** Scores of tests have shown that personalized mailings and offers get noticed more and get better response than generic, stock forms, cards, and letters. That’s why **Moving Targets** is so effective. Our letters and Gift Certificates are warm and friendly, and address your prospect by name. Same with our **Loyal Rewards®** customer emailings and **Birthday Connections™** service. Which would you rather read? A letter addressed as “Dear Occupant” or “Dear [Your Name]”? It’s obvious. No matter how large your promotions... always give them a *personal* touch!

## How to Strike CUSTOMER SERVICE

# GOLD!

### Simple Ways to “WOW” ’Em Every Time

**ROLE-PLAY YOUR WAY TO EXCELLENCE**—How well does your staff understand the importance of giving excellent customer service? Experts say it’s critical that you *role-play* with your employees and see if they have the knowledge and sufficient people skills to deal with the sticky situations *before* they arise. For example, how do they handle a botched order? A repair that didn’t last? Food complaint? Billing error? How do they deal with angry customers who demand remedies for their complaints? Or unusual requests? It’s one thing to simply *ask* them how they’d respond and let them *tell* you... quite another to put them “on the spot” and *watch* them in action. Role-playing is an excellent learning tool because it gives your employees the opportunity to practice without suffering business- and job-threatening consequences.

Hundreds of Client Feedback Letters Prove that...

# Moving Targets® Delivers *Powerful* Long-Term Results!



Jay Siff, CEO

**IT'S A FACT:** The longer you mail with us, the more effective your mailings become. That's because Moving Targets is a long-term program with a proven track record with thousands of businesses nationwide. It's why we tell our clients, *"Try us for 6 months and you'll stay with us for life!"* But don't take *my* word for it! Below are some of the *hundreds* of letters from Moving Targets clients that are cashing-in on the profitable "snowball" effect our mailings create.



December 20, 2007

Fox's Pizza Den  
4326 Highway 17 Bypass  
Murrells Inlet, SC 29576

Dear Moving Targets:

What else can I say... **we have been in business 8 years and we have been using Moving Targets 7 years. I have never used any other advertising program for more than a year.**

I love when people call the store or walk in and say, "I have a coupon for a free pizza... is it really free?" I say, "It sure is, what would you like on it!"

**I have made lots of new customers who turn into repeat customers through our Moving Targets program.**

Thanks much.

Sincerely,

Mike Mitchell  
Fox's Pizza Den

#### **SUCCESS CASE-STUDY #65**

**Business:** Fox's Pizza Den

**Offer:** One Medium Pizza (with 2 toppings)... up to an \$8.79 value!

**Moving Targets Mailer Since:** March 2001

**...is creating  
new business for  
your business!**

**IT REALLY WORKS!** Moving Targets has added over \$610 million in profits to over 20,000 businesses like yours by successfully introducing them to more than 33 million families nationwide... *truly a win-win for everyone!*

## At Moving Targets, our only business...



December 20, 2007

Landis Supermarket, Inc.  
2685 County Line Road  
Telford, PA 18969-1075

Dear Moving Targets:

A year ago, our 'New Mover' program was in a state of confusion. **We had four different companies sending out letters and postcards for us, but the only one that we were getting consistent return from was Moving Targets.** So it was an easy decision when we had to narrow down our new resident company to just one. **Since our exclusive partnership with Moving Targets, the number of new customers coming into our stores with these letters has increased substantially!**

But like any business, its not enough to bring the customer in the door just once. Your monthly mailings set off a chain of 'personal touches' that start when the customer brings the letter to our checkout. They receive a warm welcome from our staff, store information, more coupon offers, and free items to make them feel at home in a new place. **We've seen these new customers come back time and time again,** and it all starts with a simple 'Welcome to the Neighborhood' letter. **New resident direct marketing WORKS thanks to Moving Targets!**

Kirsten Saybolt  
Marketing Coordinator  
Landis Supermarket, Inc.

#### **SUCCESS CASE-STUDY #66**

**Business:** Landis Supermarket Inc.

**Offer:** One Whole Rotisserie Chicken (hot or cold), One Package of J.F. Martin Regular Franks (1 lb.), One Bag of Landis Kettle Chips (10 oz. bag), and One Mrs. Benner's Shoo Fly Pie (8"). This is over a \$15.00 value!

**Moving Targets Mailer Since:** March 1997