



Western States  
Envelope & Label

# Map Your Road to Success.

Short-term goals and strategies are where you're creating the big picture, starting with small steps. Every short-term goal is in line with a long-term marketing objective, but it involves immediate actions and results.

Let's say you launched a new website for your widgets. In the long-term, you need to drive people to the site so you can build awareness about your widget business and offerings. You want to be on the first page of a Google search and the first company customers think of when they need a widget. You want to build a reputation as the world's best and most reliable widget provider. How can you build on that long-term goal immediately? With a few short-term strategies. Here's how they work in tandem:

**Long-term goal:** Improve Google Search Ranking to be Included on First Page of Google Search Within Six Months.

**Long-term strategy:** Monitor site traffic and SEO rankings monthly; make site adjustments and improvements as necessary to improve ranking.

**Short-term goal:** Get 100 New Visitors to Website Each Month.

**Short-term strategy:** Launch a direct mail campaign with three mailings over the six months with special offers.

**Mailing #1:** Recipients scan QR code on tear-off mailpiece that takes them to a dedicated URL and landing page online to sign up for a \$25 coupon off their first order of \$100 or more for a limited time.

**Mailing #2:** Use a peel-off envelope with sticky-note reminder of the deadline for special \$25 coupon offer.

**Mailing #3:** Send "final reminder" postcard with QR code, landing page and add special premium offer for signing up before deadline, in addition to \$25 coupon.

## Marketing Mediums.

To determine the right medium mix to implement your marketing plan, pinpoint your audience demographics. For example, if your target is age 50 and over, they may respond more to print. But remember your audience is likely more tech savvy than you think, so include a digital

component in your mailing, such as a QR code that launches a dedicated URL with more info and/or purchasing options. Some overall tips for considering the right mediums:

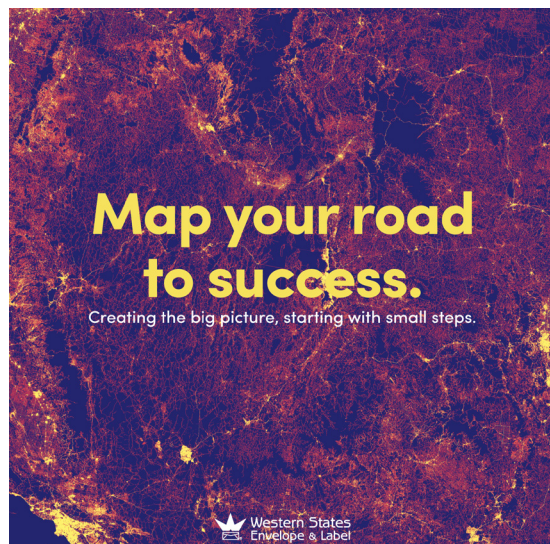
**Be engaging.** Remember that in this digital age, direct mail still reigns as the most results-driven form of direct marketing. Enhance this by combining a mailpiece with a digital component.

**Be interactive.** The more a recipient can interact with your mailpiece, the better. Consider envelopes with a tear-off [wsel.com/tearific](http://wsel.com/tearific) or removable sticky note [wsel.com/peel-n-view](http://wsel.com/peel-n-view) feature.

**Be brief.** The average human attention span is a mere eight seconds. Get to the point and spell out your offer and how they can act on it as soon as possible.

**Be convenient.** Make it easy and you'll be more successful. In other words, offer a wide range of ways that customers can take action (call, log on, scan QR code, reply by mail, etc.) so that they can reply in a way that's best for them.

When you or your customer is ready to implement a marketing plan, let us help you maximize your efforts with unique direct mail ideas and engaging envelopes and labels. Contact [wsel.com/contact](http://wsel.com/contact) for more information.



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