

# GRAPHIC ADVISOR

ISSUE TWENTY-FOUR

A PUBLICATION OF

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## THE IMPORTANCE OF A CALL TO ACTION

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THANKS TO AMAZING DIGITAL TECHNOLOGY,  
YOU WILL NOW EXPERIENCE REAL WORLD  
CONTENT IN PRINTED MATERIALS WITH  
**AUGMENTED REALITY**  
IN THIS EDITION OF BPI'S GRAPHIC ADVISOR!



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# DON'T FORGET YOUR CALL TO ACTION!



**Y**ou've designed a terrific direct mail piece. You have high-quality graphics and are printing on premium stock. Your headline jumps out, your marketing copy rocks, and you've got multiple response mechanisms, including QR Codes. There are even social media icons for viral sharing on the landing pages of your mobile site. Is the campaign ready to launch? Not until you've got a call to action.

The call to action (CTA) can make or break any marketing piece. In the CTA, you invite the recipient to do something—make a call, sign up for an event, or make a purchase by a certain date.

Even with a great direct mail campaign, people won't always respond right away even if they are interested. Sometimes they have to be asked. They need to be given an invitation or an incentive. Otherwise, your mailer turns out to be a pretty art piece that sits on the counter.

This happened to a high-end car manufacturer recently. It created an eye-popping, multi-fold piece promoting its newest model sedan. It used cutting-edge augmented reality (AR) technology to encourage recipients to scan the piece with their smartphones, looking for areas that would automatically launch an AR app, enabling them to take virtual tours and explore different features of the car. The piece was extremely well produced,

engaged recipients at a very deep level, and used unusual elements such as AR and video to command attention.

But the piece had no call to action. Missing was the ability to request a test drive, get directions to the nearest dealership, or access some kind of incentive to encourage recipients to respond within a specific time frame (or at all). Had those elements been present, how much greater might the response have been?

In the call to action, you are giving an invitation. Your goal is to close the sale. So when designing your next direct mail campaign, don't forget to include one. The lack of a CTA is a simple oversight that can make all the difference between a good response rate and a great one.



**What are some common calls to action?** We are familiar with “Call now!” or “Order by [Date].” But why not mix it up a little? Here are a few great calls to action we've seen used that may give you some ideas.

Learn How to Get Started!

See How [Product or Service] Can Save You Time and Money!

Sign up! You Have Nothing to Lose!

Ask for Your Sneak Peek at [Product]

Can [Product or Service] Help Me Cut Costs and Increase Sales?

Find out How Affordable [Product] Can Be!

Use Our Online Calculator to [Calculate Price/ROI]

Learn How [Product] Can Pay for Itself in Six Weeks!

Receiving a [Solution] Is Just a Phone Call Away!

Scan This Code to Get Your FREE [Analysis/Gadget/Test Period]





# Are You Using the Code?

In case you haven't noticed, QR Codes are everywhere. They are on a wide variety of printed products from Starbucks cups and Sun-Maid raisin boxes to National Football League direct mailers and McDonald's Happy Meals. They are in magazine advertisements, on real estate signs, and on transit posters. They have become ubiquitous because they work.

# QR

Codes are part of a category called “proximity-based, action-oriented marketing solutions” that includes similar technologies such as near-field communications (NFC), augmented reality (AR), and other 2D mobile barcodes. According to forecasts from Smith’s Point Analytics, this market is set to reach \$2.3 billion by 2016.

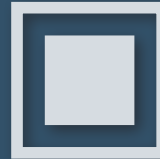
What’s driving this growth? Convenience. When you’re standing in the electronics aisle and want to decide between two different models of digital camera, would you rather go into your phone’s browser, type in “customer reviews for XYZ camera,” then sift through the results? Or simply scan a QR Code on the product packaging that says, “View customer reviews!”

If you receive a postcard advertising the newest model of your favorite luxury sedan, would you rather walk over to your desktop, type in the automaker’s URL, and do a manual search for more information? Or scan a QR Code that takes

you to a page providing a virtual tour of the latest features and offering to set up a test drive through your local dealer?

QR Codes are powerful tools for print advertising, as well. Say you’re viewing a print ad for a clothier and want to check color or sizing options on an outfit. Would you rather go online, search the catalog, and try to find the same outfit you’ve been looking at? Or scan a QR Code that takes you right to the color and sizing options for that specific outfit automatically?

QR Codes are all about immediacy and convenience. How could they be put to use for you?



## About Scanbuy

One of the largest processors of QR Code scans is

Scanbuy. The company offers its own proprietary mobile barcode solution called ScanLife, but it processes 20% of all mobile barcodes globally through its system. According to Scanbuy’s “Q2 2013 Mobile Barcode Trend Report,” the use of QR Codes continues to grow astronomically.

### On Scanbuy’s system alone (20% of all barcode scans):

- There are nearly 6 million “active” users of QR Codes, or people who scanned at least once in Q2 2013.
- There were 4 million “new users” in Q2 2013, or people who are scanning for the first time.
- Scanbuy is now processing over 7 million scans in consecutive months.
- QR Code users scan over 3x per month on average, up 22% from one year ago.
- Scanning from tablets has increased by 1300% from one year ago.

## A few examples of where QR Codes can be placed:



### At Point of Purchase

When customers are standing in the electronics aisle trying to decide between two different models of digital camera, scanning a QR Code on the product packaging that says, “View customer reviews!” is much simpler than typing “customer reviews for XYZ camera,” in their phone’s browser and having to sift through the results.



### On Direct Mail

When a potential buyer receives a postcard advertising the newest model of their favorite luxury sedan, a QR Code on the card can take them to a page providing a virtual tour of the latest features and offer to set up a test drive through the local dealer. That customer is more likely to scan the code than walk over to their desktop, type in the automaker’s URL, and do a manual search for more information.

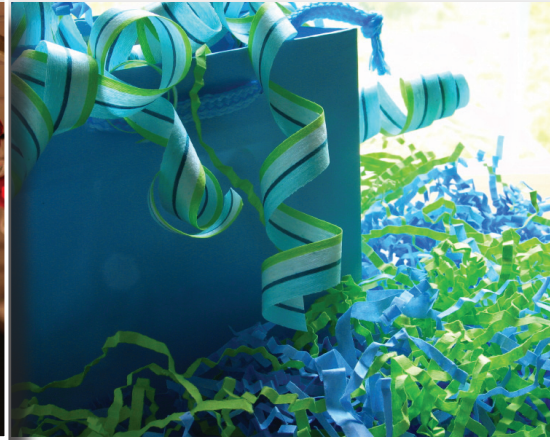


### On Advertising

Customers viewing a print ad for a clothier that want to check color or sizing options on a featured outfit would find it easy to scan a QR Code that automatically takes them to those options on the store’s site. It would be much more laborious for them to go online, search the catalog, and try to find the same outfit they saw in the ad. And they would be far less likely to do it.



# Tailoring Incentives: The Perfect Fit



**W**hen prospecting, many marketers use some kind of incentive to boost response. “Come in early, and receive a discount!” “Log into your personalized URL to be entered into a sweepstakes!”

But let’s face it. Not all response incentives are created equal. To be successful, you need to put as much thought into the incentive as you do your list, your creative and your message. You also need to match the value of the incentive to how much the response is worth to you.

When one company wanted to add more value-added resellers, for example (something in which even bringing on one more could bring in millions over time), it offered a sweepstakes featuring a trip to the Caribbean. When another wanted to access high-level executives, it offered remote control cars personalized with the recipient’s name.

### Value Doesn’t Mean Pricey

Just because your incentive has a high dollar value, however, doesn’t mean that it’s the right offer for your client or prospect base. The important thing is to ensure that the incentive is a good match for the campaign.

For example, you might not want to give away free digital cameras to a very camera-savvy audience that most likely already has one (or three). Perhaps to



this audience, you might want to offer something more unusual, such as a digital picture frame that attaches to a key ring.

Also keep in mind that just because an incentive doesn’t cost a lot, that doesn’t mean that it’s not highly motivating.

One marketer used the “hook” during its Christmastime promotion of allowing respondents to help select the charity to receive its end-of-year donation.

Others have given away free saplings to environmentally conscious prospects around Earth Day. We recently read about another marketer that gave away

United States Postal Service “Forever” stamps to promote the use of direct mail.

The point is simply to match the incentive to the audience you are trying to reach. One size doesn’t fit all. Also match the value of the incentive to the value of the contact to your bottom line.

Need some help with incentive ideas? Talk to us about getting the right match for your next campaign.

*Just because your incentive has a high dollar value doesn’t mean that it’s the right offer for your client or prospect base.*



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bpi media group

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PO Box 600  
340 Denson Avenue  
Boaz, AL 35957-0600

www.bpimediagroup.com  
800.235.6652

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Contact us to learn more  
about customizing a  
QR code for you.

FIND US ON

facebook

twitter

LinkedIn

*Scan front cover to view informative video from our president*

## IT'S NOT A FUTURISTIC DREAM, IT'S HERE NOW.

Augmented reality (AR) is cutting-edge technology that allows for a digitally enhanced view of the real world, connecting you with more meaningful content in your everyday life. With the camera and sensors in a smartphone or tablet, AR adds layers of digital information – videos, photos, sounds – directly on top of items in the world around us.

Scan print materials enhanced with Layar to view rich digital experiences right on top! Then be amazed as extra digital content appears, allowing you to interact with your world in a whole new way!



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free Layar app.  
Then look for  
pages with  
the **ar** logo.



Open the app,  
hold the phone  
above the  
entire page and  
tap to scan it.



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