

*“We cannot direct
the wind, but we
can adjust the sails.”*



During this unusual set of circumstances, we are committed to continuing production. We are here to assist you in maintaining all your printing and mailing needs during and after this time.

For Better Results, Follow Your Curiosity

Do you have curiosity? If you're doing personalized print marketing, a little can go a long way. By asking questions of your customers, whether in print or digital surveys, you can uncover valuable information that can improve your sales.

One governmental agency shows us how it's done. When the agency began implementing a new set of regulations, it set up a compliance program to help affected businesses. It also scheduled an educational event to let companies know about the changes and help them get on board. In advance of the event, it surveyed attendees about their knowledge of the new regulations and compliance initiative. To encourage them to respond to the survey, it offered a guaranteed prize plus a chance to win a new iPod.

The survey provided critical insights, including:

- More than two-thirds of attendees did not know whether or not they were in compliance.
- 54% had never visited the agency's website designed to educate them on the regulations.
- 48% did not know how the compliance program would help them.

Imagine how this information helped the agency tailor its message during the event!

In another example, one mid-sized marketer used personalized surveys to improve its prospecting efforts. It asked customers to indicate where they needed the most help in critical areas of their business, what services would make their jobs more manageable, and what their pain points were. This information helped the salespeople create highly targeted presentations directed at the individual needs of each prospect. The result was a whopping 73.9% conversion rate.


Are you doing regular customer and prospect surveys? If not, there are many ways to work them into your marketing projects, from personalized URLs to pre-filled tear-out forms, to online and email forms.

To create these surveys, ask yourself what information you do not currently have that would help you open doors, increase the relevance of your messaging, and ultimately help you close the sale. Once you know what information you need, we can help you craft the surveys to get the best results.

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