

YOUR MARKETING TEAM  
NEEDS A CUSTOMER  
CENTRIC FOCUS



# PERFECT Register

**IBSDIRECT**<sup>™</sup>  
FRAMEWORK

ISSUE 1

IBS DIRECT SPRING 2011

VOLUME 24

## WELCOMING QR CODES AS PART OF THE MARKETING MIX

By John Foley, Jr.

**S**mart Phones have exploded onto everyone's radar — and because of it QR Codes are fast becoming a popular way to take full advantage of this technology with everything you print. While the use of QR Codes (Quick Response Codes) is certainly on the rise in many places, there still may be a high level of unfamiliarity within your target audience. Here is a brief overview for those who are just beginning to pay attention to the "buzz" surrounding this new way of connecting print to an interactive response and how to successfully integrate them into your marketing plan.

### WHAT IS A QR CODE AND HOW DOES IT WORK?

QR Codes are 2-dimensional bar codes that have actually been around since 1994. They have been widely used throughout Japan (even on gravesites!) and in parts of Europe. With the increased adoption of mobile phones, they are quickly rising in popularity in the United States. Viewing QR Codes is simple. Merely point your mobile phone camera toward the code, snap a picture, and the software on your phone decodes the image. (On some phones, QR Code readers come pre-installed. Others require you to download them.) Instantly, you are directed to a website or a landing page with information about the product of interest. Or you might be presented with a special coupon offer or see a special text message. There is no need to write down anything or type in URLs by hand. Just stop, scan, view, and engage.

### QR CODE USE ON THE RISE

As the number of smart phones continues to grow, you will see QR Codes popping up in even more places. If you are thinking about adding a QR Code to your printed materials, it will be important to break down potential barriers with education. Place one in your email signature, blog posts, and eNewsletters to raise curiosity. Or, if you are including a QR Code as a call-to-action, provide a bit of how-to text on the printed piece with specific instructions of how to use it.

Another thing to consider is that QR Codes may still be readable with up to 30% deterioration. This allows you to take a few liberties when it comes to designing a QR Code, like putting your logo in the middle of a QR Code. Adding a creative touch may encourage people to take the initiative to scan the QR Code.

### ARE QR CODES ON YOUR "TO DO" LIST?

QR Codes are one of the hottest applications in the marketing world today—for good reason. They are easy to create, easy to print, and easy to track. They are an immediate response mechanism that catches consumers at the very moment of interest, whether they are walking, reading, shopping, or traveling. QR Codes take advantage of every opportunity in a big way. They cost little or nothing to add to your marketing collateral. Once people are intrigued, QR Codes help them take the next step. If QR Codes aren't on your marketing "to do" list, they should be.



If you'd like more information on QR Codes, please feel free to scan the one below. (If you don't have a smartphone, go to <http://ilink.me/QRHelp>)

Visit <http://QReateAndTrack.com> to create and track your own QR Codes. ➔

ACTUAL  
QR CODE  
SHOWN RIGHT  
AND PRACTICAL  
USE ABOVE



John Foley, Jr. is the founder of interlinkONE, and has served as the President and CEO since the company's inception in 1996. He is widely recognized for his visionary approach in designing Internet business applications that meet the changing needs of dynamic Print Fulfillment and Mail Service Provider organizations, also known as Marketing Service Providers.

## PRESIDENT'S CORNER

SALES AND MARKETING  
(WHAT'S THE DIFFERENCE?)

by George Schnyder

Or is it "Salesandmarketing?" When I was a kid my businessman father would from time to time introduce me to some "big wig" from American Standard, Kohler or some other giant plumbing manufacturer. That "big wig" often had the title "VP of Sales and Marketing." So I grew up, as many of us have, thinking of the two disciplines as synonymous. Perhaps I was under a misconception or maybe my perception was accurate but over time things have changed. What I do recognize, after having spent a significant portion of my business career involved on the periphery of marketing, is that Sales and Marketing are two very distinct skill sets and seldom successfully housed in the same "body." Good talkers aren't often good listeners.

Oh sure, they are both very interdependent. But then so are NASCAR drivers and their mechanics dependent upon each other at Daytona, Talladega or Pocono, but their individual skills are vastly different.

The good salesperson with strong selling technique can influence the customer to buy what the company makes and ultimately close the sale. Marketing is all that work you do to find the right prospects and deliver a compelling "why you." Selling can be a long drawn out process which can be shortened considerably by having marketing convert a narrow path through the woods into a four lane highway.

Theodore Levitt, onetime lecturer on business administration at the Harvard Business School,

describes the difference between sales and marketing:



*Selling focuses on the needs of the seller and the need to convert product to cash. Marketing focuses on the needs of the buyer and the need to satisfy the customer through the products produced.*



While Mr. Levitt makes a good point relative to the difference between selling and marketing, clearly he hasn't encountered our IBS Direct sales people whose consultative approach focuses on the "buyer's" needs and how they may best be satisfied by the IBS product and service offering.

## IT'S A TWO-WAY STREET

Recognize that:

1. There are no sellers without buyers.
2. Finding leads, converting to prospects and ultimately customers, is critical to a successful business.
3. Staying close to the customer so as to understand his current needs and future wants is equally critical to a company's long term success.

*A Quarterly Quip  
with Printer n' Chief.*

**George  
Schnyder**



And we begin to understand why sales & marketing are so inextricably intertwined (like the driver and the mechanic), why they are often mentioned in the same breath and why there needs to be a partnership between the two departments.

Marketing is what must be done before and after the sale. It's strategic with a long term focus. Sales is tactical, focused on today's customers and today's products.

Recognizing the personality and character differences between a successful salesperson and those of a successful marketer, one would

question how the two could even coexist in the same ZIP Code let alone the same room. That said it's a fatal error to permit the existence of a wall between the two departments. Clearly define their respective roles, foster a close relationship and

insist upon regular communication. If a wall has grown between the two, break it down. They need each other and your organization's future depends on their cooperation, communication and synergistic interaction. ➔



## 2010 IBS DIRECT

## EMPLOYEE OF THE YEAR

For the last six years IBS Direct has been honoring our employees with the Employee of the Year Award. The recipient of the 2010 IBS Direct Employee of the Year Award is Jim Lorino, Assistant Plant Manager. Jim has been with IBS Direct for 20 plus years now and has always gone above and beyond to help his fellow colleagues. During the selection

process Jim's coworkers were asked to share their thoughts on Jim's qualities. Some of the words used were: dependable, adds a little humor, and if he can help solve it, he will. Jim is rarely found in his office because he is too busy moving throughout the plant assisting others.

Thank you Jim for all you do! ➔



**JIM LORINO**

# THE NEW CONSUMER-DRIVEN CUSTOMER LOYALTY

by Diana Bernecker

**I**n our new marketing reality, consumers shop for quality, added benefits, and look for perceived bargains that validate their buying decision. This same “new consumer” wants an experience, not just a service. It’s our job as a business operating under these consumer-driven guidelines to create that experience; one that is far better than our competitors.

As a small to medium sized business, you may be far better off than you realize. You have the ability to influence a larger majority of your staff and affect how they treat your customer base. Just over a year ago we, at Moyer Indoor|Outdoor, redefined our service technicians. The Moyer Service Professional™: More than just a technician. A trusted advisor. Of course this impacted our marketing, but even more so it was imperative that we work on providing opportunities for our customers to see the benefits of working with a Moyer Service Professional™

Just the other day, one of our Customer Service Representatives told me that many of our customers had been calling, telling her how much they appreciated the ice melt we left for them — part of a program we started for all of our pre-pay lawn care customers. Every touch our customer receives from their Service Professional adds to the unique experience they perceive. During the off season, this quick service is a reminder: Our blue & green lawn care truck pulls up (somewhat shocking when you can’t

even see your lawn buried under the 2-feet of snow) and their Service Professional, dressed in uniform, stops by to give them an easy-pour bottle of ice melt as an added bonus. They even receive a notice that we’ll deliver more if they need it throughout the season.

The customer experience doesn’t end there. The challenge in lawn care is that many times the homeowner isn’t present during the application. Using a voice broadcast system we’ve instated Call Ahead Care™. A day before their treatment, our customers receive a call notifying them that we’ll be coming. After our visit we place a flag in their lawn and information in a bag on their doorknob. We’ve now created an experience for the customer: tips to help them maintain their lawn until the next treatment along with the ability to move their treatment until after their neighborhood barbecue.

Pool & Spa Care has its own set of marketing challenges. Primarily because not all homeowners need this service and many of those who do, want to be do-it-yourselfers. Here’s how we addressed the problem. Our new Silver Reflections Program includes 1.5 hours with a Pool Service Professional. During this time the homeowner can ask questions; learning how to operate their pool throughout the season. This time with the customer creates a bond and

displays our expertise without forgetting the customer’s end goal; avoiding stress, avoiding expense, and increasing time spent with their family. Next time they need a part replaced or service during their vacation, the trust will be there with a call to Moyer.

Free workshops have become a trend for business-to-business marketing. Workshops provide networking opportunities and encourage

idea sharing. We took this structure and created Pool School. When you look beyond the catchy name, this workshop scheduled twice a year for any area pool owner helps us build relationships. Over time we’ve found such value in these interactions that in 2011 we’ve decided to restructure our Pool & Spa Care service with a new

store location and dispatch center in the heart of our service area. On a daily basis, pool owners can receive the same quality care that they’ve found at our Pool School workshops, during our visits, and over the phone, right inside the store.

For businesses operating in this consumer-driven world, we have an opportunity to adapt. You can do so by starting conversations with your customers, building relationships and creating positive interactions. Each small experience adds to your customer’s loyalty and encourages referrals. ➔



*Consumers shop for quality, added benefits, and look for perceived bargains that validate their buying decision. This same consumer wants an experience, not just a service. It’s our job as a business operating under these consumer-driven guidelines to create that experience; one that is far better than our competitors.*



WHAT UNIQUE EXPERIENCE ARE YOU CREATING FOR YOUR CONSUMERS?



**Diana Bernecker** is the Marketing Coordinator for Moyer Indoor|Outdoor of Souderton, PA. She serves as the Marketing Chairperson for Indian Valley Chamber of Commerce, while volunteering for more than 5 other non-profit committees. In addition, Diana has developed her own marketing consulting business, DLB Creative.

## BIRTHDAYS

## MARCH

1<sup>ST</sup> Linda Nigh  
 5<sup>TH</sup> Kimberly Houston  
 Rich Atchison  
 8<sup>TH</sup> Tom Comerford  
 9<sup>TH</sup> Mayer Schnyder  
 13<sup>TH</sup> Mark Christiansen

## APRIL

1<sup>ST</sup> Diane Gehringer  
 6<sup>TH</sup> Allison Rigler  
 7<sup>TH</sup> Jim Lorino  
 12<sup>TH</sup> Bill Powell  
 18<sup>TH</sup> Peter Jaskot

## MAY

1<sup>ST</sup> Rick Fritz  
 17<sup>TH</sup> Jeff Harpel  
 Veronica Hall  
 19<sup>TH</sup> Pat Musgrove

## JUNE

4<sup>TH</sup> Erich Groves  
 20<sup>TH</sup> Gigi Fields  
 Jaime Capacete  
 28<sup>TH</sup> Joe Hayden  
 29<sup>TH</sup> Liz Guthrie

## ANNIVERSARIES

## MARCH

7 YRS Rich Atchison

## APRIL

4 YRS Veronica Hall  
 15 YRS Russ Kreider Jr.

## MAY

5 YRS Alonzo Clary  
 8 YRS Ed Plazek  
 22 YRS Dave Mulvey

## JUNE

7 YRS Ruth Anne Berry  
 11 YRS Chik Smeddy  
 12 YRS Gigi Fields  
 30 YRS Russ Kreider  
 34 YRS Joanne Zalisky  
 42 YRS George Schnyder

## NEW EMPLOYEES

## LIZ GUTHRIE

As IBS Direct continues to grow into an integrated direct marketing production services provider, we welcome Liz Guthrie to IBS Direct/Framework Marketing Team. Liz's functions will include assisting the sales team by providing client research and analysis, assisting in the management of our outsourced products and marketing services, and spearheading (coordinating) our own internal marketing efforts.



Liz is a 2009 graduate of West Chester University and holds a degree in Business Management with a minor in Accounting.

Liz enjoys spending time with her family and friends, especially her nephew Jacob. When time allows, she enjoys practicing yoga to help balance out the everyday stresses. She loves volleyball and when summer finally arrives plans include getting out on the sandy courts.

## PETER JASKOT

We are excited to welcome Peter Jaskot to the IBS Direct Sales Team. Peter has been working in the direct mail industry for the last 25 years.



Peter worked for Curtis 1000, in Broomall, PA as a printing sales person for 19 years and then he moved on to work for National Envelope where he worked with Jaime Capacete, IBS Direct's Vice President of Sales.

Peter has been married to wife, Linda for 25 years this June and together they have 3 children. He values family time and enjoys coaching his children in their individual athletic endeavors. Peter is also an avid major leagues baseball fan. ➔

## DON'T MISS OUR NEXT ISSUE:

With the advent of the digital age, print production has to be more than words on pretty paper. From the envelope to the lift note, every part of a direct mail program has to initiate a reaction and ultimately a response.

*Learn more next quarter!*

SCAN HERE USING YOUR SMARTPHONE TO SIGN UP AND RECEIVE THE PERFECT REGISTER NEWSLETTER ELECTRONICALLY:

<http://www.ibsdm.com/newsletter>



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