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WE'RE SOCIAL!

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Answer to Trivia from page 2.

The year is 1994.

Winter Office Olympics!

At CFS, we like to have fun; and after the success of the CFS Office Olympics in 2016, we decided to host CFS Office Olympics this February to honor the Winter Olympics. We had a variety of events such as Coffee Mug Race, Paper Clip Race, and Paper Airplane Toss. We also provided awards to the winners of each event.

Check out some of the photos we took by visiting: <https://tinyurl.com/CFSWinterOlympics>



Visit us at cfsinc.com

Do you treat each of your customers differently?

For businesses looking to increase sales and customer retention, one key element to improving response rates is data-driven, highly personalized, full-color printed direct mail campaigns that target products with pinpoint precision. Today, direct communications are a multi-million dollar-a-year industry that constitutes an ever-growing segment of the nation's economy. The best way to increase sales and customer retention is by partnering with an expert in direct marketing – specifically, a nationally recognized company that has rewritten the rules of communications, and understands that the real value is in the “connection” born from a conversation rather than a broadcast.

Here are a few things to think about when developing your campaign:

- Unquestionably, the first step to any successful direct mail campaign is a strong commitment to planning and creativity.
 - Intelligent mail barcodes allow businesses seeking a timely connection to know when a letter, card or package arrives at the home of a client... and then empowers them to turn that knowledge into meaningful increases in business.
 - Rather than “broadcasting” a message to recipients, we know that if there are two “conversations” (in person or with one of our communication tools) with a customer in the first 90 days after transaction, the retention rate on those individuals exceeds 90%!
- With the **DIRECT TO ONE** process we manage all aspects of the strategic, creative, and production process for you. Unlike a typical marketing agency, our team is accountable for all aspects of the work we produce on your behalf — giving you total control of all your projects, every step along the way.
- Innovation, total project management, precise data oversight and creative product strategies from concept to post-delivery, yield clients of **DIRECT TO ONE** results that exponentially exceed client expectations for return on their investment.
- We are committed to earning our clients more money by engaging their relationships in productive, appealing, personalized, and dialogue-driven ways. We believe that with knowledge comes empowerment; the more you know about your customers and prospects, the more they are willing to share their preferences and opinions with you. When they do, the more you show them that they have been heard, the more successful the effort you ultimately generate.
- **No one wants to lose their individual identity in any form of communication.** Because each of us has different likes and dislikes, as well as issues we feel personally drawn to, everyone works to empower clients to speak with their customers differently – knowing full well that each individual has a variety of needs and interests.
 - Rather than just design and produce full-color, eye-catching direct mail pieces, focus your attention on increasing sales revenue from your customers and clients. Accomplish this through cutting edge data analysis, population segmentation, and a compelling case for support driven by the clients’ stated preferences.





The following events took place in the same year. Use the clues below to guess which year it was.

- Lion King was released
- The US sitcom Friends aired on September 22nd
- The FIFA World Cup is held in the United States
- An estimated 350,000 people showed up to Woodstock in upstate New York
- Jeff Bezos founded Amazon
- The World Series was cancelled due to ongoing work stoppage

See Answer on back page.

Press Release: We are moving our Cape office to Hyannis!

Hyannis, MA / Norton, MA – CFS, Inc., a growing marketing services company providing “Client Focused Solutions” to both non-profit organizations and businesses, is proud to announce their new workspace in Hyannis, MA.

Tim Slattery, CEO of CFS, expressed enthusiasm about the move to Hyannis; “As we continue to expand our presence on Cape, Hyannis gives our clients a more centralized location to meet, develop projects and programs more efficiently. We’ve partnered with CapeSpace and have moved our offices to their bright, beautifully-designed facility that provided us with turnkey executive suites, conference rooms, and access to their very helpful and friendly staff.”

Speaking of the partnership and move, Robbin Orbison, owner and operator of CapeSpace added “CapeSpace is delighted to welcome another outstanding Massachusetts business to our community. They share our passion for helping local entrepreneurs achieve excellence and they will enrich our network of diverse clients.”

CFS President Greg Jezard noted that “CFS stands for Client Focused Solutions and that is exactly what our clients expect from us every day. Having a home on Cape and working with some great clients throughout the Cape, I have been actively working with Tim [Slattery, CEO] and Sid [Davidson, VP] to move our office to a more centralized location. It’s incredibly important for CFS to be able to give back to the community in a tangible way and moving to our new Hyannis location is a great step for us there.”

Marketing is Communication and Connection

Our days are filled with a lot of information and situations that require our attention on an almost constant basis. With all of this going on, you should be thinking about your customers trying to manage their time. How can you keep them aware of the products and services you offer? To do this you should be communicating with them on a regular basis. When done effectively, you can make a connection between you, your customer and the products and solutions you provide.

Remember, we live in a fast paced world, and you’re only relevant as long as you provide a solution, and as long as they know you’re there.

Make sure they do. Here are a few simple ways to communicate and connect to your customers.

Telephone

Make it a habit to call your customers on a regular basis (at least once a month). No sales pitch, just a simple hello and thank you for their continued patronage and trust in you and your company. Ask if there is anything else you can do to help them and wish them a great day.

Email

Send out a quick email letting them know that you are thinking of them and their business, and that you are here to help if they need it. Keep it brief and friendly. This is not a formal email blast to promote your services, but a quick hello to stay connected.



Visit

Set-up a brief meeting if possible to discuss how they are doing and how you may be able to help. Let them know it is just a quick 5 minutes to say hi and see if there is anything you can do to help them improve their company.

Voice Mail

I know we don’t always get a chance to speak with our client when we call, but make sure if you leave a message that you let them know why you called. Be sincere, and briefly tell them you just wanted to touch base and make sure they were doing well, and you appreciate their business. It is always nice to get a message that just says hi and lets you know someone is thinking of you.

Make communicating with your customers on a regular basis a part of your marketing efforts. Use this time to simply let them know you are there for them, you appreciate their patronage, and you truly care about them and their business. Sometimes when we stop selling and start caring, we communicate a much stronger message and make a better connection with our clients than any marketing or sales effort ever could.

Tony Pires promoted to Director of Operations

We are proud to announce the promotion of Tony Pires to Director of Operations.

“Tony has been a huge part of our success and we were thrilled to promote him to this important position. He has done a great job helping CFS evolve, and we look forward to seeing what he can do in this role.” says CEO and Founder, Tim Slattery. “CFS will continue to grow substantially over the next 5 years, and we believe Tony can help us achieve that growth.”

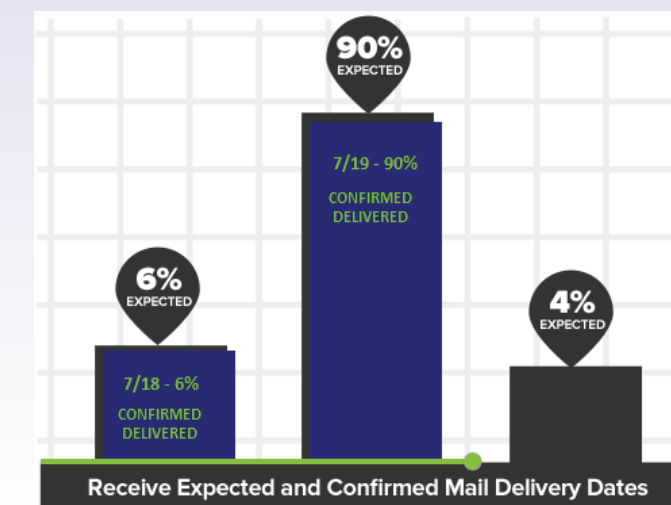
Tony Pires has over thirty years of experience in print management, marketing, and direct mail. In his previous role as Vice President of Business Development, Tony served as a leader in developing new business and strategic partnerships.

Tony will take on the new duties of maintaining current client account sales and relationships. In addition, he will lead, manage and oversee day to day business operations. This includes the following areas: Marketing, Client Services, Strategic Initiatives, Digital Print, Production, Warehouse and Logistics, and all related equipment and vendors.

CFS is excited to announce MailTracker!

We are excited to announce the launch of MailTracker, a free service to all CFS produced direct mail campaigns that will track your mail through the USPS mail stream to delivery.

“One of the main questions we hear in regard to direct mail is, how do I know when my mailing has been delivered?” according to CFS Director of Operations, Tony Pires. “Here’s how it works – your direct mail campaign is mailed to your target audience. Using intelligent barcode technology, we monitor the progress of your mailing as it moves through the mail stream. By analyzing the raw data provided to us by the USPS, we are able to predict, and confirm when your campaign reaches your prospects mailboxes.”



View the results of your direct mail campaign through your dedicated CFS dashboard. See the quantity of mail projected to be delivered, quantity confirmed, as well as the date it was delivered. With this information, you can follow up with your prospects, customers, or donors soon after they receive your mailing.

