

B1GNUMB3RS

THE BOTTOM LINE ON BIG THINKING

17.9%

Like most businesses, Big found the going a little rough in 2011. While work was steady, future prospects were elusive. The time had come to unleash a secret weapon – a powerful, non-traditional direct mail campaign designed to make prospective clients experience some Big “Shock-n-awe.”



The 10-step campaign targeted 106 prospects. Beginning with an introduction letter, a steady stream of correspondence hit the desks of decision makers across the country. These mailings included books, self-promotional materials, a can full of Big-branded pencils, case studies – even a box full of Lego®, SillyPutty® and pipe cleaners. Each mailing was accompanied by a personal, hand-written note. This steady barrage soon yielded results. Within three months, Big had scheduled face-to-face meetings with ten different decision makers. An additional nine decision makers had begun conversations with Big. Most importantly, two brand new clients came on board. Most traditional direct mail campaigns generate a 1% return. With Shock-n-awe, it's 17.9%. How do you blast your way through a sluggish economy? Think Big.