

Conscious Solutions  
Marketing Guide

# Tips Booklet Marketing

*Getting new business using tips booklets and direct mail*



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## Introduction

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We got the idea for tips booklet marketing from a seminar that we went to in October 2005. One of the speakers was Mike Howard, the CEO of a company called Maris Interiors who are office fit-out specialists. In April 2004 the company had a turnover of £40m. They started their tips booklet marketing campaign with a booklet called "51 Steps to a Successful Office Relocation". Over the next 18 months i.e. up to October 2005 they developed a series of 8 different tips booklets, or "guides" as they call them. You can see the full range at :- <http://www.maris-interiors.co.uk/guides.htm>

Mike talked us through a) the mechanics of how to produce the booklets and more importantly b) the success and economics of how they worked for them.

The mechanics are covered below. Let me give you the headlines on how well the campaign worked for them. Over the 18 months, they spent around £250,000 on the marketing activities associated with the eight booklets (this does not involved staff costs as the people are all already in the business). Bear in mind they are already a £40m business. In the 18 months since they started the campaign, that marketing spend generated £7.5m of new business.

## Our Success

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We created our first tips booklet (which you may already have a copy of) back in April. Its title was "*34 Common Mistakes Law Firms Make With Their Websites (and how to avoid them)*". The booklet was 16 pages, consisting of a 4 page cover, with 12 inside pages.

Originally we carried out the following marketing activities around this booklet :-

- an A6 postcard in a shared mailing by The Solicitor Group who sent packs of 15 postcards to 15,000 law firms
- three separate direct mail campaigns to 3-10 partner firms that total 629 pieces
- mentioned it in our ConsciousLaw newsletter which is our "prospects" email newsletter that went to 1,729 distinct email addresses (around 1,650 firms)
- got our site linked to from Delia Venables and Legal Technology Insider
- got it mentioned in 124Law and The Gazette plus wrote a "Top 10" version for Legal Week
- 100 direct mail letters per week since the beginning of December.

These were our initial results :-

- 10 sales worth a minimum of £74,497 over the next two years
- over 200 fax back forms and over 50 downloads as a result of the direct mail
- over 250 downloads as a result of the ConsciousLaw newsletter

Our costs so far include the following :-

- booklet printing
- direct mail (letterhead, lift letter, envelope, postage)
- postage of booklets (letterhead, postage)
- shared postcard mailing
- registering ISBN numbers\*
- designing the booklet

The total spend on that particular activity was around £6,000. It has been such an effective tool that it is now an integral part of our marketing activity. Since our first booklet, we have now written three more :-

- 30 Secrets to Successful Email Marketing for Law Firms
- 24 Insider Tips to get Your Law Firm's Website No.1 in Google
- 47 Secrets to Developing a Successful Intranet

We now do 60 direct mail letters EVERY day to law firms around the UK, which are then followed up with a phone call. The following table is a snapshot of our success in terms of **Closed** sales and sales **Leads** based just on tips booklet marketing and phone follow up.

Source	Leads	Closed	Sales	Potential
TIP25-DNL	1	0	£0	£0
TIPS19	1	0	£0	£0
TIPS19-DM	1	0	£0	£0
TIPS19-SEM	16	1	£1,300	£0
TIPS24-DNL	2	0	£0	£0
TIPS34	68	3	£12,325	£1,524
TIPS34-2020NL	25	1	£3,920	£0
TIPS34-CLN	38	2	£13,340	£120
TIPS34-Delia	21	1	£11,540	£4,304
TIPS34-DM	186	10	£48,900	£43,683
TIPS34-DNL	25	0	£0	£4,704
TIPS34-Jo Reevy	1	0	£0	£0
TIPS34-LTI	13	0	£0	£0
TIPS34-Other	12	0	£0	£0
TIPS88-DNL	1	0	£0	£0
TM-Tips34DMFUP	165	3	£14,220	£40,094
<b>Totals</b>	<b>576</b>	<b>21</b>	<b>£105,545</b>	<b>£94,429</b>

You will know, if you have ever seen one of our tips booklets that each one has an ISBN number on it. If you are thinking why, then this is why. Take a look at <http://www.amazon.co.uk/exec/obidos/ASIN/0955277302> How cool is that!

Now, I did not think for one minute that anyone would EVER going to buy it on Amazon (except my wife that is) but they have, we've sold six in the last two years. That's not important in the greater scheme of things, but now in our marketing letters etc, we can use phrases like "Normally £5.99 on Amazon", which you can't use if it's not there!!

## So Why Should You Consider This Approach?

There are two main methods that we have identified for tips booklet marketing :-

- print & direct mail
- online only

Why the difference? Well as you know, you cannot use direct mail as a marketing channel for individuals, only businesses. So, much as a booklet titled "51 Steps to Successfully Moving House" is very compelling to someone landing on your website to enquire about conveyancing services, you cannot use the direct mail aspect of tips booklet marketing. Hence, a booklet like this would be download only.

However, marketing employment work to SMEs in the £1m - £10m range is a perfect audience for "26 Things Every Small Business Owner Should Know to Keep You Out of an Employment Tribunal".

## Will It Work For You

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We have three clients so far who have taken up this service in one form or another. These are their results from the mailings :-

	Mailing Size	Response Rate
Client 1	2,100	4.9%
Client 2	1,472	6.7%
Client 3	1,013	11.5% (over 80% of these were not existing clients)

Unfortunately, none of these clients did very effective phone follow up.

## What Will Conscious Do?

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We're offering a completely packaged solution for you. This is what we will do for you :-

- design the booklet for you based on the template style that we know works. Note from the design of our booklet that it is not trying to tightly integrate with all our other marketing materials, it's not supposed to. It's supposed to be bold and somewhat brash when people see it.
- take care of the printing of the booklet
- supply a direct mail letter and provide a Word file for you
- print the 2 page, full colour "lift letter" to go with the direct mail letter
- source a suitable direct mail list for you. We are proposing using the Business Decision Database supplied by Equifax Plc via MarketingFile.com. This list is cleaned against the Mailing Preference Service (MPS).
- supply you with a "ready to merge" Excel file and Word template ready for you to print onto your headed paper. Alternatively we can just supply the data for you to import into your marketing database (what do you mean you don't have one <g>!).
- load your tips booklet onto your website and create what we call the "squeeze page" where people have to give us contact details before downloading it see (<http://www.bishopslaw.co.uk/guides>)
- supply a press release that you can send out to local contacts.
- you will have geographic exclusivity to use the tips booklet in an agreed area

## What You Will Need To Do

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This is what you need to do :-

- nominate an employment fee earner to be the contact during the booklet production phase. Note that we, and one of our existing writers will be the final arbiter in case of a difference of opinion over text, language etc. Remember this is a marketing piece not a technical legal document and we can only reach the costs we are proposing, if every booklet uses the same wording
- print the letters on headed paper, stuff envelopes and send them out
- make sure you have enough paper in the fax machine!
- promise to follow up every lead in a timely fashion. By timely we mean "the same day" for anyone who downloads it from the website, within three days for any booklets posted out
- ensure that you have set up some kind of tracking systems in your internal systems so we can track back sources, clients etc that originate from this activity

## Costs

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We are offering all of this in one packaged price for booklets that we have already written.

The cost below is for a 1,000 piece direct mail campaign. If you want do mail to more than 1,000 companies, this is not a problem, some elements of the cost go up. We can discuss this when we speak. This is what you get :-

- Exclusivity in an agreed Postcode area
- 1,000 names/addresses
- 1,000 Lift Letters
- booklet design to suit your colours
- 200 booklets
- Delivery of the printed items
- End-to-end project management
- A press release to use with local contacts

**Cost = £1,885 + VAT.**

If there is a new topic that you are considering, then there may be content writing charges on top of these. However, often we can share the content costs across a number of clients who are operating in different geographic areas.

## Booklet Print Specification

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Size: A5  
Part 4pp cover, 12pp text  
Colours: 2 colours throughout  
Material: Cover:- 250g gloss  
Text:- 150g gloss  
Finishing: Fold, stitch, trim  
Proofs: Digital

## What Other Costs Will You Incur

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This is our best guess at your additional costs :-

<b>ADDITIONAL FIRM COSTS</b>	<b>£</b>
Post 1,000 letters	320
1,000 letterheads & envelopes	50
Post 100 booklets	32
100 letterheads & envelopes	5
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## WHAT DO I DO NEXT?

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Call me and say "Yes please I'd love to have a tips booklet!" and we can discuss the details. We are asking for a £500 + VAT deposit to hold your place whilst we agree Postcode areas etc.