

*Welcomes you to our presentation*

# **Driving & Measuring R.O.I. & R.O.O. with Targeted Promotional Products Campaigns**

*Presented by*

**Cliff Quicksell, Jr., MAS**

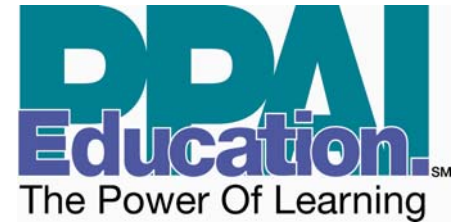
President & CEO

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# Learner Objectives



- Key components of a successful promotional marketing campaign
- Creating measurement with each program
- Unlocking your collective creativity
- Using packaging to enhance response rates
- Think beyond the product

## “ Strategic Partnerships “

### Top 10 Things Clients want



1. Strong strategic thinker;
2. Understanding of the client’s business;
3. Experience in the client’s industry;
4. **Excellent creative work;**
5. Ability to think outside the box...melt the box!;
6. Proven success with clients;
7. **Ability to measure R.O.I. & R.O.O.;**
8. Clear articulation of the agency’s vision;
9. Resources to grow with the client;
10. Ability to execute an integrated strategy.

**Identify Objectives**

**Build the Measurement**

**Audience**

**Theme Development**

**Innovative Distribution**

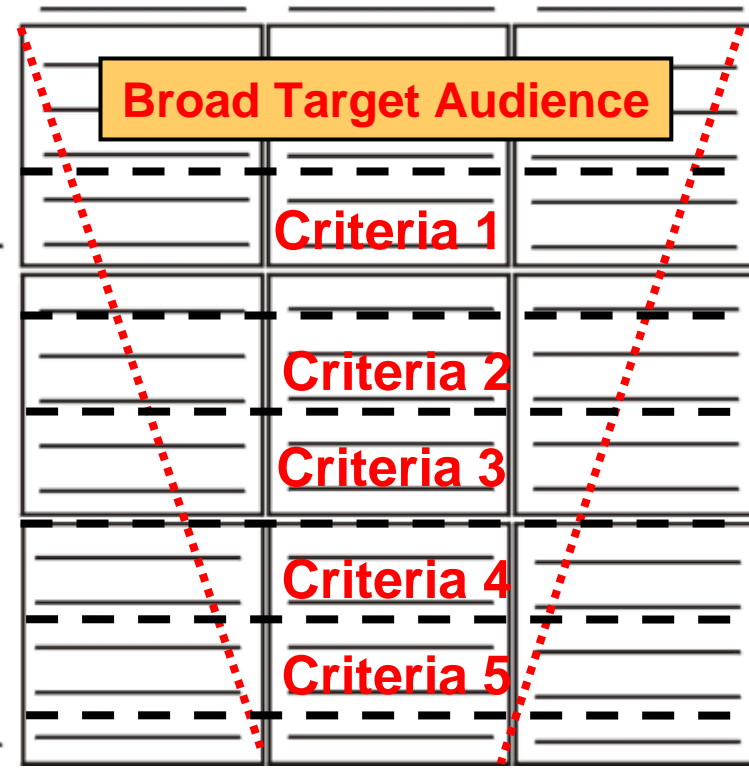
**Distribution Strategy**

**Establish a Workable Budget**

# Building & Defining Measurement



HORIZONTAL



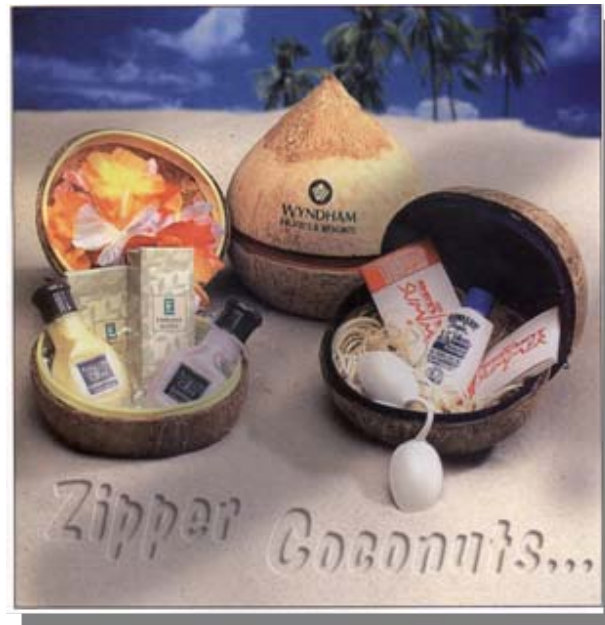
Establishing specific criteria for your program will help drive greater success in your measured marketing efforts...

VERTICAL



# Packaging

**PPAI**  
Education<sup>SM</sup>  
The Power Of Learning



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# About Creativity



# Are You Creative?

*Spanning the creative process, be a kid again.*



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# Brendan Mattingly Photography



**Involve the Senses For Maximum Impact**



# Brendan Mattingly Photography

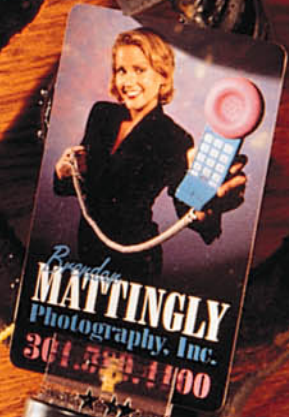


The next time you see this image

Brendan Mattingly Photography, Inc.  
2323 Stewart Avenue, Building H  
Silver Spring, MD 20910  
Voice 301 589 4100  
Fax 301 589 4101  
*Brendan*  
**MATTINGLY**



OPEN  
HERE



**PPAI**  
The Mark of a Professional®

# The Aspen Hill Club PPAI Pyramid Award

Measurable promotional campaigns generate a formidable R.O.O. exceeding clients expectations... Consider this, a 25% response rate for this client!



## The Aspen Hill Club

"Something For Everyone!"

### Tennis Programs For All Levels

- Individual and Group Lessons (Adults and Children)
- Beginner Adult Instructional Programs
- Professional Clinics (Group Play)
- Drills for Levels - 2.5 - 5.0
- "Buddy System" to find matches
- Social and Competitive Programs
- Inter-Club Team Competition
- Early Bird and Night Owl Play
- Summer Junior Tennis (2 week camps)
- USTA and USPTA Teaching Professionals

### Resort Quality Facilities

- 13 Outdoor Clay Courts and 6 Indoor Courts
- Area's Largest Comprehensive Fitness Center
- Pro Shop (with ckt) and Cafe
- Heated Indoor Pool
- Whirlpool, Sauna and Massage Services
- Childminding
- Aerobics Classes - both land and water
- Full Court Basketball and Racquetball Courts
- Weight Management Programs
- and much, much more

### ...the ball's in your court !

The Aspen Hill Club would like to cordially invite you to enjoy a free 7 day membership!

Along with 19 tennis courts and a professional staff, we've got the game for you. Whether you are looking for clinics, drills, leagues or lessons, we're the place to be in Montgomery County!

The Aspen Hill Club is a resort quality facility conveniently located in the heart of Montgomery County.

Simply use the enclosed personalized membership card as your invitation.

Come be our guest and enjoy a great week at The Aspen Hill Club.

Call today to reserve your free

The Aspen Hill Club  
14561 Huntwood Road  
Silver Spring, MD 20906  
301-598-5200



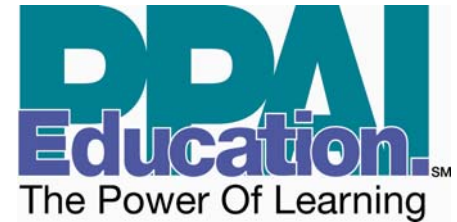
ВЕРИТЕЛИ ДУЖИНОУ  
И ПИШУТ-ЮДИ  
ПРЕМИЕР ТЕННИС МЕДЖЕН

Создавая ваш 2008 Year!

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## KEY 11

# Driving Results



- Total costs divided by number of pieces sent = **C.P.C. Cost per Contact**
- Total costs divided by total number of responses = **C.P.R. Cost per Response**
- Total costs divided by total number of objectives met =  
**R.O.O. Return on Objectives (can be multiple)**
- **Determine whether or not the program was successful**
  - Main reason for focused programs, measured results
  - If successful you can do it again?
  - Was it cost effective, did you gain the anticipated results
  - You have the ability to “tweak” as you go



## Summary

- Unleash your creativity
- See how marketing with Promotional Products can be effective
- Look to create measurement with every opportunity
- Look beyond the product
- Have FUN



*Thank you for attending and participating in*

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