

## TIPS FOR CREATING A SERIAL LETTER

Use the heading to wake up the interest of the potential customer. Just be compelling and interesting!

Keep the message as simple as possible, following the motto „Keep it simple!“

Increase your willingness to buy by offering a limited discount.

Ask your potential customers to act, such as „By the end of the month, a styling included“, etc.

Be better and different from the competition. Eye-catching designs and brilliant photos stand out from the crowd.



*Ensure effective advertising, efficiently and easily. As a full-service agency, we develop your desired project on the basis of a precise concept. Only in this way can complex and challenging commercialization be successful.*

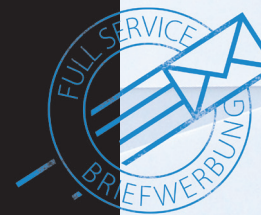
# KLÖCKER

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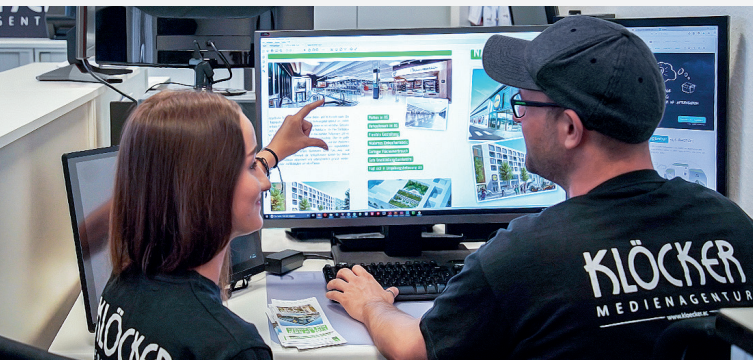
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# KLÖCKER

LETTERS SHOP

## THE KLÖCKER LETTERSHOP- SERIES LETTER FROM A TO Z



### DIRECTLY REACH AND CONVINCING CUSTOMERS

An old-fashioned means here the letter advertising. Especially in times of networking and digitization, the printed message is given a higher credibility than that of the electronic enameled. Therefore, this form of advertising is often advantageous, or it is selected in combination with other advertising measures..

As a media agency, we develop highly accurate and high-quality mailings in customer orders, with quality always ahead of quantity. But our service is quite favorable. We are where printers and mail-order companies do not come.

Starting with a professional appearance and the choice of the appropriate format or shipping company, our advertising letters achieve a better response rate than the competition.

We do not only take care of the design, printing and finishing of your mailings in the highest quality, UV varnish and softtouch. We also offer comprehensive Lettershop and Fulfillment services, such as individualization, printout of personalized cover letters, price lists, questionnaires, repackaging, reversals, etc..

### ADVANTAGES OF THE SERIAL LETTERS

- + They allow a personal connection between you and your customers.
- + They awaken emotions and remain in the memory.
- + They are as flexible, simple and efficient as a direct customer approach should be.
- + You can reach a large target group.
- + They are particularly suitable for customer loyalty or customer acquisition, due to the high credibility of the print medium.
- + They can be personalized and targeted to the recipient.
- + They enable you to invite and inform potential and existing customers.



### SUCCESS MEASUREMENT OF YOUR COMPANY

With our agency you have a reliable partner for the complete processing of your advertising projects. The media agency Klöcker is not only available to you before and during the creation of your project, but also, of course, after its realization. We take over the quality assurance, the return processing and the reporting of your enrollment, dialogue post and advertising.

◀ Has this form of acquisition benefited your company?

◀ Were they able to win new customers or animate the existing purchases?



We offer the success measurement through an online tracking analysis of your website or the crossmedial combination with other advertising forms from a single source, e.g. a digital newsletters, advertisements, online click advertising, website design, PR & press work, social media marketing and more.