



How to sell The FLASH MAILER! 3 Case Studies!

The FLASH MAILER delivers the BIGGEST BRANDING BANG FOR YOUR BUCK!

What is The FLASH MAILER and how does it work?

The FLASH MAILER is a Postal Service friendly mailer that we overprint with your client's specific corporate message or branding statement!

Attached to The FLASH MAILER is either a high tech ultra slim Web Key or Flash Drive.

What is a Web Key?

A Web Key is a very small (30 kb) flash drive that has a program in it that automatically opens your computers internet browser and goes to a very specific web page pre-selected by you. For example, the Web Key that is attached here goes to the URL www.blueloyal.com/flashmailer.pdf which is an end-user friendly flyer about The Flash Mailer.

The combination of The FLASH MAILER and the Web Key is the ultimate bridge between Old School print advertising and the information highway! Think...!

Case Study #1

Let's just imagine....L.L. Bean wants to get rid of their printed catalog but they need to make the transition without losing their current customers.

They choose the ECO template (or make their own) and we overprint their message and logo on it.

The Flash Mailer then goes postal! When it lands in the customers mailbox it explains that L.L. Bean is going green, getting rid of 200,000 catalogs from the landfill each year, saving forests everywhere....then it says..."We want you to still get the same great information and service that our printed catalog has always provided....to help you do this please insert this web key into your computer, it will take you directly to our brand new on-line catalog and ordering page...please think of this Web Key as your digital catalog....check back often as we will have weekly specials!

Bingo! They get rid of their printed catalog, look like great corporate citizens, save money on printing and postage and give their customers a brand new digital catalog tool.

Case Study #2

Coca-Cola wants to run a contest on the campus of USC. It promotes their SpringBreak 2010 in Cancun.

They have us print up 10,000 of these. They have their logo and graphics, sexy pictures of last years Cancun Contest and details on how they can win 1 of 100 trips for 2 to Cancun! Woohoo!

They tell the students, put The FLASH MAILER Web Key in the computer to see if they have won!

We can program 100 of the keys to go to the winning page and the balance to the contest page. When the students want to check to see if they have won, Coke asks them for their name and e-mail.

This allows Coke to collect data, hit a very specific target market and create a mailing list of prime consumers for their next campaign. Voila!

Case Study #3

We build and sell many, many flash drives each year. 80% which are pre-loaded with a catalog or video, promotional ideas, year-end statement etc.

I have found that most people when they are handed the flash drive do not know there is material already pre-loaded on the drive! Well...Duh!

Why not pre-load the info on one of our slim line flash drives and have us attach it to The FLASH MAILER! The overprinting can tell them what a great year it has been, profits are up, screw-ups are down, life is a bowl of cherries....In fact...not only are we telling you how great the year has been but we have actually pre-loaded all of the complete year end details on this handy-dandy flash drive attached to The FLASH MAILER. Who knew!

Want to know more.....? Learn about more sales ideas?
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Annotations Editor



When the Contestants plug in their Web Keys from the Flash Mailer they can be greeted by a web page designed by the beverage company that further promotes their new product launch, their great springbreak contest and all about the beverage company...

The Contestants are asked for their name and email before they get to see if they are a winner...The beverage company gets a leading beverage along with a valuable...

Low Minimums..High Results...

The USB Flash Mailer.....

Ad

1:15 / 2:42 360p

Watch it on YouTube! End User Friendly! Click on image!