



# The WAM Broadcast

Weber Advertising & Marketing Quarterly Newsletter

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Weber Advertising & Marketing Quarterly Newsletter

Issue 10 - Spring/Summer 2008

## Powering Up Your Database To Boost Sales Revenue

Weber Advertising offers a variety of Internet marketing solutions designed to support and enhance your sales and marketing efforts. Now, with recent advancements in database technology, we're proud to bring the power of database marketing to our clients at a great value.

All companies collect and store large amounts of data – about past and present customers, sales transactions, promotional activities, and even new business prospects. Yet very few know how to fully utilize it. As an unorganized collection of facts, this data means very little. But when you start stringing bits of information together and analyzing

what you have, a clear profile of your customers will begin to emerge, from which you can identify new business opportunities and make better decisions on how best to leverage your marketing investments.

Our database solutions include strategic planning, implementation, management and analysis of vital customer information collected online and stored in a secure location. Using this information we're able to generate personalized communications and direct highly targeted marketing messages to the right customers at the right time.

For example, Herr Foods Inc. wanted to quickly create a holiday email marketing campaign to send to 20,000 customers promoting online sales of Herr's Holiday Gift Tins and Boxes. Using database marketing we were able to collect information about customers – which email links they clicked on, which Web site links they used, and whether or not they followed through with a gift purchase. Sales were up over 20%,



but more importantly we were able to secure valuable information about their buying habits, which will be used in future marketing efforts.

When done right, database marketing has been shown to provide incremental improvements in customer retention rates, response rates, referrals, cross sales, frequency of sales, and average order sizes. It helps build relationships with customers that bind them to your company and your brand.

Want to turn more of your marketing data into sales revenue? Find out how Weber Advertising can help. Contact your WAM account executive today.

**“With database marketing we are able to better predict customer behavior and direct highly-targeted marketing messages to the right people at the right time.”**

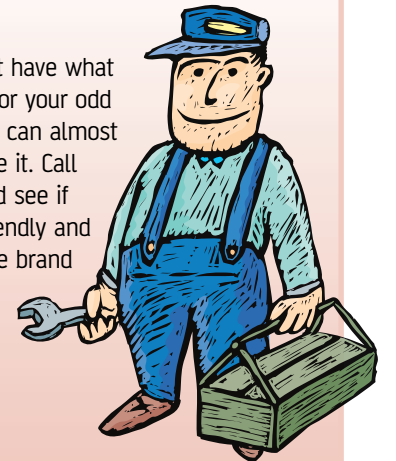
## Mr. Fix It Comes to Town!

He just may be the quintessential Jack-of-all-trades, but we know for a fact that he has mastered quite a few of them. That's why we're proud to announce that Mark Wittensoldner (Witt for short) is bringing his proven talent for tackling virtually any Interior/Exterior Maintenance project to Weber Advertising as a value-added service to our clients.

Witt has expertly handled business and personal projects for our clients ranging

from painting, light plumbing, windows, and siding work – to custom remodeling, store redesigns, and billboard installations. He single-handedly built the Weber Advertising conference room, constructed unique boardwalk displays for Herr Foods, and installed custom signage for Karns Quality Foods and the Keares Restaurant Group. “He's fast, professional, and always reliable”, says Pete Keares, Owner of Keares Restaurant Group. “When you put Witt to work your problem is solved.”

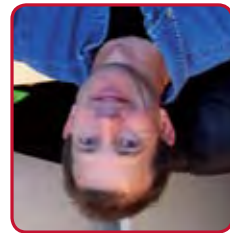
Does Witt have what it takes for your odd jobs? We can almost guarantee it. Call today and see if Witt's friendly and affordable brand of 5-star service is right for you.



WAM IS PLEASED TO ANNOUNCE FOUR NEW ADDITIONS TO OUR GROWING TEAM.

### New Hires

Patrick Casey – Account Executive



When it comes to building brands and business, Pat Casey brings a lot to the table. His creative background and diverse account experience working with the likes of Hershey's, DuPont, and various other clients, will help deliver the one, two AE punch that Weber Advertising is happy to unleash.

Heather Knapp – Designer



After burning the midnight oil as an artist at Clipper Magazine for the past three years and peddling home furnishings with Brenners for three years before that, Heather is now adding her design distinctiveness to the Weber creative collective. She has been assimilated.

Rachel McKain – Administrative Assistant



She cut her teeth with an engineering/architectural firm, then took her considerable organizational skills to Sterling Financial as a Marketing Assistant. Now we're lucky to have Rachel on the front lines performing a host of administrative functions that Brad was too lazy to take care of.

Erica Meck – Insurance Marketing Specialist

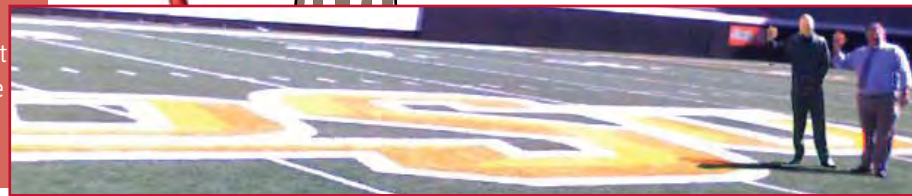


With 6 years of combined experience working in the National Sales Department at Clipper Magazine and previously at the Jay Group, Erica will now be offering her account servicing expertise to our Donegal Insurance Agents among other lucky clients.

# Weber Advertising Kicks Off New Automated Sign Program for Karns!



Weber Advertising has launched an automated sign program that offers unparalleled Point of Purchase promotional flexibility for customers with multiple store locations. This unique program delivers very affordable P.O.P. that is customized for specific store needs on a store-by-store basis. The average cost using this system ranges between 85-and 90-cents per square foot of signage. That's close to a 40% savings when compared to traditional P.O.P. Specific options include quantity, price, speed of delivery, design and size of signage.



With 15 minutes to spare before a meeting at the National Wrestling Hall of Fame, our own Jim Weber and Eric Sollenberger snuck onto the Oklahoma State football field next door to kick a few field goals – captured here via a cell phone camera. Weber's kick was good from 14 yards, Eric's was wide right. They were not arrested!

Ordering is easy and installation is a snap thanks to our exclusive Store-Board and Micro-Board Signage System.

According to Scott Karns, Owner of Karns Quality Foods, using P.O.P. has resulted in incremental sales growth in the categories he is promoting in store. But with 7 stores it was difficult and expensive to keep ordering new signs every week and ensure they got hung. "Thanks to Weber Advertising, it's no longer an issue," says Scott. "The sign program is easy to learn and even easier to execute. We can order exactly what we need in about 45 minutes. Weber Advertising prints, cuts, collates and ships the signs to each of our stores. The store managers can now switch out their weekly P.O.P. program in an entire store in just 20 minutes."

# Cast & Crew

WAM CHARACTERS

*Stephanie Ziegler*



**Responsibilities:** As an Art Director, I help distribute jobs in the art department, assist other artists and also handle the designing for some of our core clients.

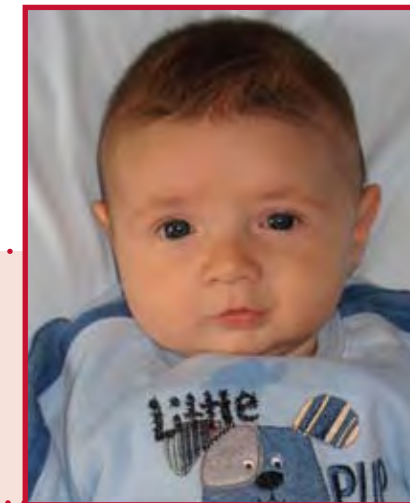
**WAM Employment Began:** March 2005

**Education:** Millersville University B.F.A. with a Concentration in Graphic Design

**Personal:** I was born and raised in Coopersburg, PA along with my 3 sisters and 2 brothers. I enjoy a great movie, spending time with the family and friends, playing basketball, baseball, tennis, snowboarding...anything outdoors. But, there's nothing like my true passion of horseback riding! I've been riding, training (and competing in my earlier years) for 16 years. My life long goal is to own and manage my own horse stable someday.

**Pets:** I have a horse named Majestic Dancer, "Jessee" for short. He's a 14 year old, 16.2 hand, Bay, Thoroughbred Gelding.

**Funny Fact:** Even though I was born on April 1st, I was always the one to pull the "April Fool's Pranks." It was my way of "giving back" since all my friends and family always teased me about my birthday. My all time favorite prank was to wake up really early on April 1st, and line all the toilets in the house (underneath the seat) with clear Saran Wrap! Man did everyone hate that surprise in the morning!



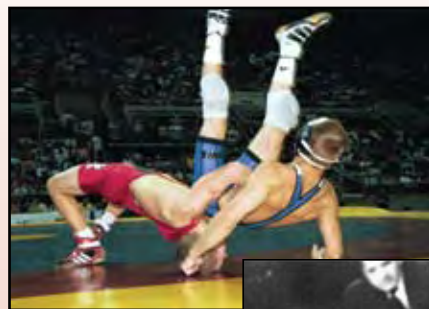
## It's A Boy!

Congrats to Dan Becker and wife Patti on the birth of their son Evan on February 6th

# Special Project Report: Wrestling Hall of Fame gets pinned by WAM!

The National Wrestling Hall of Fame in Stillwater, Oklahoma is America's shrine to the sport of wrestling and the focal point for preserving the heritage of mankind's oldest sport. When Marty Strayer called us about designing and developing an interactive and informative website worthy of such a storied institution, Weber Advertising approached the project with deep respect.

In addition to organizing 9 decades worth of historical information into easily searchable databases, the content



driven site needed to include news and current events, a store-front for buying merchandise, a virtual tour of the museum, and a variety of links and interfaces to various state and national wrestling partners and organizations. In a few weeks, Weber Advertising had completed the design and development of [www.wrestlinghalloffame.org](http://www.wrestlinghalloffame.org) and launched the site dedicated to the many generations of inspired athletes.

True Story: Although late for his flight to Oklahoma, Weber managed to flag down the pilot from the terminal and got on the plane.



# Brad's Footnotes<sup>1</sup>

*'those bits of business that make you feel at home with WAM.*

How is the slumping economy going to affect your business? I have recently been asked that by a number of clients and vendors, family and friends. It's true that many businesses are looking for ways to reduce their overall expenses, but most realize that marketing and advertising are extremely important tools of their business plan. Some insightful businesses take it one step farther and realize that if competitors are cutting back, this is a great opportunity for their brand to stand out and reach customers more clearly than ever.

Weber Advertising offers a full array of marketing and advertising services under one roof and the best part is that we do it affordably. No high hourly rates, no lofty retainers.

For us, a down economy provides an opportunity to show our existing and new clients how they can get the biggest bang for their buck when it comes to their marketing and advertising because we deliver value every day.

Please contact me with any feedback – I would love to hear from you.

Sincerely,

B.B.

Brad Backenstose  
Director Of Operations  
[bbackenstose@weberadvertising.com](mailto:bbackenstose@weberadvertising.com)

# Advice

Advertising & Marketing Tips

## MAKE SURE YOUR ADVERTISING IS WORTH EVERY PENNY!

We work very hard to cut deals and save our clients as much money as possible, especially when it comes to media costs. Most people are surprised to learn what it costs to reach a single new customer using traditional media.

All of the prices below represent the average cost you can expect to pay for every person who sees or hears your advertising.

### Billboards – Less than \$.01

A well-place billboard can effectively target the right area and offer a great value with round the clock exposure.

### Broadcast TV – \$.01

Great for generating awareness, brand building, and getting your message to a wide variety of people.

### Radio – \$.01

Can target a more specific type of audience with a high frequency. Lower production costs than TV.

### Cable TV – \$.02

Allows you to reach a specific cable zone for a local market and allows you to select specific networks and shows to further target your message.

### Newspaper Inserts – \$.12

Drive sales by putting information directly into the hands of potential customers. It's a direct marketing tool.

### Direct Mail – \$.51

Highly targeted direct sales pitch to specific customers. The right message can produce great results.

