



MATCHING BUSINESSES WITH BEST-IN-CLASS PROVIDERS

How do you make a difference in today's competitive environment and economy? Find the answers in our October issue of **Marketing Marvels**. Our goal is show you what's working now, offer business insight and share effective marketing techniques you can implement right away.

Business Insights:

E-Commerce Fulfillment

Customers often enter data online with little verification. This invariably leads to invalid data, incomplete or incorrect order information, higher product returns and increased customer service inquiries. Consider the following tips when designing or improving your website entry routines:

1. Provide **separate fields** for prefix, first and last name, middle initial, and suffix.
2. Include a separate field for a suite or **apt number**--one of the most common reasons for returns.
3. Add a **state/zip verification** table and notify the customer if they don't match. (Function available at www.uspswebtools.com.)
4. Force **phone numbers** to be entered in separate fields of 3-3-4. Free-form formats result in slashes, spaces & missing area codes.
5. Force **credit card numbers** to be entered in four separate fields (allow 13,15 or 16 characters for the major ones) and use a pull down menu for expire dates. Verify the credit card is valid.
6. Either convert the data into **upper case** or buy/build the necessary software to convert the data into upper and lower case.
7. Screen for **duplicate orders**. People often mistakenly resubmit orders. If there are dupes, discard the earliest order and assume the last one is correct and send an email to the customer.
8. Include a **customer service telephone number** on the order screen; make sure your representatives are trained on the site.
9. A benefit of the web is that you can **change an offer** almost instantly. Just don't forget to notify your fulfillment center.
10. **Trouble-Shooting**: Attempt to enter as much bad data as possible during the order entry process in order to locate problems.

You can improve your websites, reduce fulfillment errors, credit card declines and returns and clean up your mailing lists. You may be surprised by the results.

For more business insights and marketing tips, feel free to view previous issues of Marketing Marvels archived online at <http://www.marketingdepartment.com/marketingmarvels.html>

MARKETINGDEPTNYC, INC.

Matching businesses with best-in-class providers

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What's New & Effective?

Fulfillment: Customer Relationship Management

A fulfillment company in business for 26 years joins our network. Services include order entry, fulfillment & customer service; caging; secure warehouse; payment process; database creation and maintenance, data entry, premium/gift, sweepstakes and contest fulfillment. Clients include Bigelow Tea Company, Dorchester Publishing, Flagstick Book Club, NY Mets and The NY Times.

Sound: Pump up the volume!

A firm in our network provides sound recording & mixing for TV and radio campaigns, on-air promos, corporate communications, multimedia and books-on-tape. State-of-the-art facilities feature voice recording, ISDN, sound design & mixing, audio mastering, compression, file conversions, casting, on-site duplication and content delivery via their FTP server, and satellite uplink/downlink. Clients include BTN, Fortune, HBO, and New York Life.

Client Success Story-Sweepstakes Fulfillment

Client: The NY Daily News

Objectives: Develop a sweepstakes fulfillment program and gather intelligence for targeted, relationship marketing initiatives.

Approach: A firm in our network entered and processed all sweepstakes entries into a master database. One record was created for each entrant, capturing detailed information, including all of the types and categories of sweeps that person entered, the frequency, timing, newspaper section and types of prizes.

Results: The client was able to effectively sell subscriptions by targeting readers based on their interests, reading habits and other relevant characteristics.

Interested in meeting these providers or other ones? Call the MDNYC today!

Propaganda:

About the MarketingDeptNYC, Inc. (MDNYC)

The MDNYC represents an exclusive network of hyper-talented marketing firms to handle your marketing needs--better, faster and for less. We provide free needs analysis, and like marketing matchmakers, we successfully pair businesses with the best-in-class provider to meet specific needs, within the means of virtually any budget. Introductions to qualified companies are absolutely free of charge, because we are compensated by the providers in our network.

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Our services includes the following practice areas and more:

- **Marketing strategy, planning and development**
- **Creative development** (all mediums: banner ads, CD-Roms, websites, brochures, direct mail, print, TV, radio, trade shows)
- **Promotions, Sweepstakes and Contests** (online and offline)
- **Media planning and buying** (all mediums)
- **Public relations**
- **Customer relationship management** (call centers and fulfillment)

Visit www.marketingdepartment.com for more information.

New Matchmakers on board!

We're proud to introduce new members to the MDNYC. **Account Executives/"Matchmakers" Amanda Couch** and **Julie Sinha** joined us this month, as well as **Gabriele Audasso, Research Analyst**, expanding our innovative team.

We're hiring marketing-oriented salespeople. Interested individuals should email Jobs@MarketingDepartment.com

Pass It On

Find this information helpful? Forward this email to a colleague.

Call us at 212-772-6992 or email us at Info@marketingdepartment.com for solutions to your outsourced marketing needs.

Best Regards,

Michele Harris
President & Chief Matchmaker

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