

# Gaul Advertising, Inc.

Consultation in  
marketing communications

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## **Electronic Messages on your Business Documents**

Here is an easy and simple addition to many of your business documents that can bring you additional business.

Recent research by Nielson shows that nine out of ten internet users log on a website specifically to make a purchase. This means for every transaction, order confirmations have to be issued to the customer along with subsequent invoices. This confirmation process also holds true for telephone, fax, and email orders. From a marketing perspective, these communications are a gold mine that have not yet been fully realized.

There are different terms for this such as digital inserts, transpromo, and webserts. It is basically including promotional messages within documents that software packages allow for. This window or designated space of opportunity can be used for a simple message such as noting a milestone company anniversary. But it can be a source of potential revenue by promoting specials, cross selling of products, discounts, couponing, and other unique offers. An example of this could be on bank and credit card statements where there might include a promotional message for travel, entertainment or other offer.

As these are compulsory communications that would be issued anyway, it presents even another option of offering partner organizations this space for advertising. Research shows that over half polled were happy to receive these messages and were likely to click through to the advertiser's web site. Certain software allow for photos or graphics and web addresses to link to for further information.

The mechanics of this are not complicated and can benefit your company by driving more dollars into transactions by traceable methods. Leveraging your real estate in this environment is simply a smart business decision.

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