

# Direct Mail Advertising For The PCO

by

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**Y**OU can save so many "sales" hours and still realize more business than before if you effectively use direct mail advertising. This axiom is especially true in a "service" business such as pest control.

Selling pest control service usually requires five steps: 1. Seeking out prospects; 2. Arousing their interest; 3. Creating a preference for your particular service; 4. Making a specific proposal, and finally, 5. Closing the sale.

Direct mail advertising enables you as a PCO to take the first three steps without ever leaving the office to make a personal call. You or your salesmen are then free to concentrate on making the proposals and getting the orders.

## Repetition Essential

Low cost direct mail sent repeatedly at regular intervals is an ideal sales promotion tool. You may often have discovered that when you solicit new accounts, many of them have no immediate need for PCO service. That same prospect may receive four or five of your mailings and still show no favorable reaction. But, when his place of business develops an infestation of roaches, for example, he will look for help and, in all probability, will call the name that first pops into his mind. That name will be *your* company name if you have made it impossible for him to forget it through direct mail advertising. Even though this prospect may have paid little actual attention to each piece of advertising you sent him, he will recognize your name as being familiar when he refers to his classified telephone directory and picks it out from all the others. You have an advantage over your non-advertising competitors.

You will receive business in



Above are copyrighted examples of direct mail advertising available for PCO use.

many secondary ways, too. When your prospects gather at luncheons, bridge parties and other business or social gatherings, they become your unpaid salesmen by favorably mentioning your company's name whenever the subject of pest control comes up. By putting in a good word at the proper time, these prospects can influence other sales in your direction.

## How To Start

"How can I begin to use advertising?" "What shall I do?" "What will I say?" These are probably the first questions that come to your mind if you are interested in using direct mail to increase your business income.

Your first move is to appropriate a fixed amount to be spent for this purpose. This should be a certain percentage of your gross income. Three per cent might do. Five per cent would be much bet-

ter. Whatever you decide to spend, stay with it. Don't cut a penny from the original plan.

You will have to make a choice of the various kinds of mailing pieces you will use. You have a choice of several:

- |                      |              |
|----------------------|--------------|
| Government postcards | Circulars    |
| Your own postcard    | Self-mailers |
| Form letters         | Blotters     |
| Typed letters        | Booklets     |

We like the card inasmuch as no envelope or "stuffing" expense is involved.

Of the pieces mentioned above, the Government post card is probably the least expensive. With it, one-cent not only pays for the transportation, but also for the cost of the paper card stock itself.

The methods of reproduction include simple gelatin duplicators and mimeographs for small quantity mails. Letter press printing and offset are used for higher

quality work and for larger runs. If you plan to use drawings or photographs, offset printing offers several distinct advantages because the cost of engravings is eliminated and it is possible to make an attractive layout without going to too much expense.

### Writing the Copy

In preparing your copy, you should have a specific story in mind and then tell it in simple unaffected language. Don't try to be clever. Stress sincerity and reliability to gain your prospect's confidence. Above all don't say or claim anything that you are not prepared to back up.

You may also divide your copy into two classifications, "institutional" and "sale". "Sale" advertising is that kind which emphasizes a specific product or service such as your own brand insecticide or rodent control and rat proofing. "Institutional" advertising features your business establishment, its background and experience.

### Essential Elements

Here are the essential elements of a good direct mail campaign:

1. Present a proposition that is so logical and reasonable that the prospect must inevitably be convinced of its merit;

2. Use a format that is attractive. It may include a sales letter and an order card or blank;

### DIRECT MAIL CAN

1. **Pave the way for salesmen.** Forceful and intelligent direct mail, persistent and continuous, will create a field of prospective buyers who are alive and ready to be sold.

2. **Secure inquiries for salesmen.** Direct mail can bring back actual inquiries from interested prospective customers—inquiries your men can call upon and sell.

3. **Keep contact with customers between salesmen's calls.** To assure your firm of receiving all the customer's business you should send messages to these customers between salesmen's visits.

4. **Further sell prospective customers after a salesman's call.** Direct mail emphasizing the superiority of your product

or service will help in "clinching" sales. It will make it difficult for competition to gain a "foothold".

5. **Welcome new customers.** A letter welcoming new customers can go a long way toward keeping them sold on your company.

6. **Win back inactive customers.** A series of direct mail messages to "lost" customers will revive a large number of them.

7. **Develop sales in territories not covered by salesmen.**

8. **Develop sales among specialized groups,** not before reached by your company.

9. **Build good-will.**

10. **Announce a new address or change in telephone number.**

from "Direct Mail Advertising and Selling" pages 20-22

3. Use copy that convinces the prospect that the benefits he would receive from the use of your service or products are worth more to him than the money they cost . . . copy that is compelling by its sincerity;

4. Stimulate a thorough development of dependability and reliability of your company in the prospect's mind; and

5. Restrict your mailing list as far as possible to real prospects.

### Mailing List

A mailing list can be compiled from the yellow pages of your local telephone directory. Choose

the businesses that you consider good prospects for pest control service. City directories may also provide you with the names of proper persons to whom your mail should be directed. In any event, choose your list carefully, and then repeat your mailings to this same list of prospects at regular intervals. Don't "pot shot" your mailings in all directions. Concentrate on the same people over and over. Remember how often you see the Coca-Cola slogan, "The Pause That Refreshes." It is everywhere, so that you will see it again and again. Your advertising will accomplish the same purpose if you keep it going to the same people regularly.

Some of the classifications we mail to in our own pest control service are:

|                 |                  |
|-----------------|------------------|
| Apartments      | Feed Stores      |
| Bakers          | Recreation Halls |
| Bottlers        | Fish Markets     |
| Taverns         | Poultry Stores   |
| Theatres        | Grocers          |
| Churches        | Hospitals        |
| Office Bldgs.   | Hotels           |
| Dairies         | Dept. Stores     |
| Diaper Services | Night Clubs      |
| Drug Stores     | Restaurants      |
|                 | Schools          |

A careful study of the yellow pages of your phone directory will suggest many other prospects. One word of caution. In any of your addressing operations, make them look neat and avoid as many abbreviations as possible. Spell out business names or firm names in full except where their length requires accepted ab-

### FORMS OF DIRECT MAIL ADVERTISING

**Letters**, particularly "personalized" letters, are the closest thing to selling in person. Particularly effective when immediate action is desired on direct sales or inquiries.

**Folders**, are the most commonly used forms to tell an impersonal sales story of medium length. They can be used to bring direct action, or act as good-will ambassadors.

**Booklets**, are useful when many words and illustrations are needed to sell a service. They can also contain entertaining material along with a sales message.

**Mailing Cards** are one of the less expensive forms of direct mail. Well-designed, they are excellent for carrying brief announcement messages, for creating interest, for bridging

gaps between "heavier" selling messages and personal calls.

**Inclosures** are inexpensive forms and should be used to amplify some points made in a letter or mailing piece to feature other products or services, or to lay stress on some special feature of your product or service.

**Blotters** service many of the same uses as other types of inclosures, or they may be distributed at time of purchase, at exhibitions, etc.

**Tags and Labels** should be carefully prepared as they are often an important part of the sales impression. 1080 warning cards and the like fall into this category.

from "Direct Mail Advertising and Selling" pages 15, 61.

abbreviation. The same holds true with street names. If your city has postal zones, your list can be taken to the post office where the zones will be written in without charge.

### Addressing

Some method must be chosen for addressing your cards or envelopes. If your office girl has a considerable amount of extra time, addressing can be done on the typewriter. However, with so many inexpensive addressing machines on the market today, hand addressing would be a waste of labor. We use the Elliot (stencil type) Addressing Machine for our own mailings, but there are others. Addressograph - Multi-graph has a metal-plate addressing process. Another system (using the spirit duplicator principle) now on the market enables you to address at a very low cost. It is available from the Master Addresser Co., Minneapolis 16, Minn. These machines are all efficient and may be used with good results. They can be purchased from your local office supply stores.

A good addressing machine will pay for itself in labor savings in filling-in invoices, statements, work tickets, etc. during routine office procedure.

### Postal Information

Where you mail to the same list repeatedly it is a good idea to have your return address together with the wording "Return Postage Guaranteed" printed in the upper left hand corner of the cards or envelopes, just beneath your company name and address. In this way you can remove "undeliverables" from your mailing list. Each card or envelope returned will cost you two cents, but this service will save you much more in future mailings where you can be sure each piece is going to the address on it.

If your mailings consist of anything more than the Government postcard you will probably want to obtain a third class bulk permit. This permit will cost you \$10.00 and is good from January 1st through December 31st and must be renewed each year if your

mailings are continued. With this permit, each piece of mail weighing 1/7 ounce or less must bear a one-cent pre-cancelled stamp, or, if you use a postage meter, a one-cent impression. The whole mailing must be mailed at one time, or at least in quantities of 200 or more to be eligible for mailing under third class bulk permit.

By paying an additional \$10.00 you can obtain a permit to mail non-metered matter without postage stamps affixed. In this case you must have printed on the upper right hand corner of the address side of your matter an indicia such as this:

|   |
|---|
| Sec. 34-66, P.L.&R.<br>1c PAID<br>Your Town and State<br>Permit No. 1 |
|---|

The permit number is assigned to you when you pay the \$10.00 fee. This permit is good for as long as you use it, and comply with postal regulations, and make at least one mailing a year. You pay your postmaster the required amount when you deliver your advertising to the post office for mailing. The value of this permit is that it saves you labor in applying postage stamps. On the other hand, it will identify your mailings, especially matter mailed in envelopes as being advertising.

All third class mailings must be tied up in small bundles with small facing slips giving the total number of cards or envelopes in the bundles, and city and state in which they are to be delivered. It would be best to contact your local postmaster for further information *before* printing your advertising.

Once you get your first mailings to a post office, don't relax your efforts and expect business to roll in. It just isn't done that way. You will probably get some direct response, but the real benefits will be slow in materializing. Keep up the mail campaign, monthly at least. Repeat mailings will slowly but steadily make your firm name and its services well known to your prospects.

Best results from your direct

mail will be realized if you yourself or some of your salesmen follow up your mailings with personal calls to answer any questions and close the order if one is ready to be sold. There is no doubt but that your salesmen will receive a more cordial reception when your advertising has paved the way in advance. Part of his selling job will have been already done. The prospect will know something about the company he represents and what it has to sell.

Before starting your direct mail campaign, you will probably ask yourself, "Will the money I invest bring me the desired results?" "Will I enjoy more business and create better goodwill?" "Am I insured of lasting results?"

There is no advertising medium that is 100 per cent perfect. None will perform miracles. But it is a proved fact that direct mail advertising, properly prepared and handled, will do more to add new accounts than most other types of advertising for the pest control business.

### Must Be Well Prepared

If direct mail is to be effective, it must be well prepared. Just any printer cannot do a good printing job for you, one that will look neat, and will be up-to-date with modern type faces. The cheapest printer in town is not usually the best. Pick a printer that can give you advice on layout, the type of paper to use, color, size, and can furnish you with some ideas on how to present your story. A good job of printing will help create a favorable impression with the person who receives your mailing piece.

### Don't Quit Too Soon

Most important is the necessity to repeat your sales message over and over again. James D. Wolf, famed advertising copy writer, said, "It is my belief that much advertising fails in its objective because it quits too soon; because the advertiser is short either of cash or courage, or perhaps lacks confidence in his product or service and gives up the ghost in despair."

Again, it is necessary to tell your story over and over. We  
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## Second Plant Maintenance Show

Cleveland, Ohio's Public Auditorium will again be scene of the Plant Maintenance Show and Conference to be held January 15-18, 1951.

On exhibition are to be equipment and materials for air conditioning, heating and ventilating, building materials and services, maintenance tools and supplies, electrical equipment, instruments, meters, gauges, lubricants and lubricating equipment, mechanical rubber goods, paints, painting equipment, product finishes, power generation and distribution, power transmission, welding and gas cutting. Consultants will also be on hand to talk about employee relations, training, safety, management, services and material handling.

Indications are that the show, the second of its kind, will be two to three times the size of last year's initial exhibit. Booth space leased already exceeds by 61% the total area used for the first show.

Advance registration cards and hotel information may be obtained from Clapp & Poliak, Inc., 341 Madison Ave., New York City 17.

## Rats Invade Alberta

Rats have invaded Alberta Province in Canada and reports say it won't be long before this once rat-free territory will have permitted the rats to become firmly entrenched.

For the last few years rats have been moving steadily west from Central Canada and the United States despite the heavy winter kill. Their progress had been slow, so slow, in fact, that Alberta had earned the title of the only rat-free area in the world. But they have finally arrived and in large numbers. The main body has migrated steadily across the Montana and Saskatchewan borders.

## American Public Health Meeting

"Insect and Rodent Vectors of Disease" will be one of 19 symposium subjects to be discussed at the 78th Annual Meeting of the American Public Health Association

and 32 related organizations in the field of public health and preventive medicine. These sessions will be held in Kiel Auditorium, St. Louis, Mo., October 30 to November 3.

More than 400 speakers will participate in the scientific programs under development by the thirteen sections, among which are: Epidemiology, Food and Nutrition, Health Officers, Industrial Hygiene, Laboratory, and Public Health Education.

Additional information may be obtained from Dr. Reginald M. Atwater, Executive Secretary, American Public Health Association, 1790 Broadway, New York 19, N. Y.

## Booklet on Basements

A 23-page illustrated booklet entitled, "Basements vs. No Basements for Houses," is now available for 20 cents from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. It deals with comparative costs of basements and utility space on the same level with living quarters.

PCOs interested in obtaining this booklet should ask for Catalog No. HH 1.9/a:3.

## Soil Fumigation Brochure

"How to Do Soil Fumigation with Larvacide," is the title of a six-page two color brochure just released by the Insecticide Division of Innis, Speiden & Co., 117 Liberty St., New York 6.

## Insect Damage to Stored Grain

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be tested before use to see that air passes through them at a normal rate. The gas mask should be closely fitted to the face and tested for tightness by placing the hand over the lower opening of the canister and inhaling. If the sides of the mask pull in against the face and it is not possible to get any air, the mask is tight. Otherwise, the point of leakage must be determined and the mask repaired or discarded for one that is in good condition. After each

use the gas mask should be cleaned before being replaced in the case.

It should be remembered that fumigated grain retains a portion of the fumigant for long periods after treatment. The vapors given off from fumigated lots of grain create concentrations in closed spaces that may be dangerous to persons entering them before they are properly aerated.

## Grain Conservation Programs

In an endeavor to prevent insect damage to stored wheat in Kansas, representatives of Federal and State research and extension organizations, millers, grain and feed dealers, bakers, railways, Farmers Unions, Farmers Cooperatives, elevator men, insecticide dealers and others recently organized the Kansas Wheat Quality Council. A program of prevention, in which grain fumigation plays a prominent role, is being fostered by the Council, which plans to acquaint every farmer and grain dealer in the state with the need and desirability of such a program. Already over 1,230,000 copies of publications reaching Kansas farmers have carried articles on grain conservation, or 10 copies for every wheat farmer in the state. In addition to this method of acquainting the farmer with the need for taking care of his grain, radio talks are given regularly, demonstrations of bin spraying and bin fumigation are held, and attractive posters giving the basic directions for conserving grain in storage have been placed where farmers and grain men can see them.

Such campaigns greatly increase the demand for fumigation service, and many pest control operators are finding it a new field of endeavor.

## Direct Mail Advertising

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have prospects on our pest control lists who have been receiving our direct mail advertising for almost four years. To some of them we have never sold a dime's worth of products or service. However, it is those which we do sell that keep up our continued faith in the power of direct mail advertising.