



MARKETING

- Market Research & Interpretation
- Survey Design, Implementation & Evaluation
- Advertising & Media Assessment
- Creation of Direct Marketing & Advertising Campaigns
- Development, Execution & Analysis of Strategic Market Plans
- Creation & Implementation of Promotions, Campaigns & Contests



CREATIVE & GRAPHIC DESIGN

- Conceptual Artwork
- Concept Design & Layout of Promotional & Educational Materials
- Design & Production of Publications/Magazines
- Design & Layout of Brochures, Posters, etc.
- Creation of Advertisements
- Design of Logo & Corporate Identity Packages
- Fine Art, Illustration & Cartooning (traditional and digital)
- Our design team has many years of experience in fully preparing digital files for final film output, including scanning, photo manipulation and colour separations.



EDITORIAL

- Promotional & Ad Copy Writing
- Telemarketing & Prospecting Scripts
- Report & Technical Writing
- Editing & Translation
- Radio & Television Ad Scripts (including musical themes and jingles)
- All services offered for both official languages.



NEW MEDIA

- Web Site Planning & Creation
- Web Site Marketing & Email Campaigns
- Illustration and Animation
- Listing, Ranking & Web Site Analysis
- E-commerce, Database Design & Programming
- Promotional & Educational CD Rom Planning & Creation



PROJECT MANAGEMENT

- Art Direction
- Photography
- Print Management
- Distribution Planning & Supervision
- Event Planning, Promotion & Execution



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"CREATIVITY

IS A TYPE

OF

LEARNING

PROCESS

WHERE

THE TEACHER

AND PUPIL

ARE LOCATED

IN THE SAME

INDIVIDUAL."

ARTHUR KOESTLER
(1905 - 1983)

Worth KNOWING About

...STAYING IN TOUCH



STAYING IN TOUCH - GO THE EXTRA MILE!

FALL 2003

Business is more than dollars and cents, products and services, quotas and goals...or at least it should be. Closing the deal may be the aim of business, but remember that the route you take can be both fruitful and enjoyable for you and your client.

Despite the convenience of online transactions, people still prefer to deal with people. Think of your insurance broker, hair stylist or print sales rep. They have probably earned your business by understanding what you want, what you need, and being there whenever required to deliver their service in a professional and considerate manner.

Such a relationship is built on mutual respect and trust. In order to earn close client relationships, you must stay in touch and nurture the contact. The theory is simple—keep in touch with clients and prospects and develop a rapport so that they might turn to you when they need the services that you provide. The reality is somewhat more complex. A plan should be developed to determine categories of clients and prospects, the level of contact for each, the different ways to contact them and on what schedule.

Remember when you communicate with your contacts: Be sincere. Be patient. Show that you care. Be responsive. Don't make excuses. Deliver what you said you would, and on time. Make it easy to do business with you. Offer helpful suggestions. Provide solutions. Respect your customers. Go the extra mile! ●

INSIDE THIS ISSUE

Go the Extra Mile1

Stay in Touch & Keep clients2

Six Ways to Foster Solid Relationships with Clients4

Marketers to increase use of Email Newsletters6

Online Direct Marketing Spending to Rise7

Worth Knowing About8

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Stay In Touch & Keep Clients



The personal relationships you develop with clients are directly linked to successful business growth.

It is expensive to attract clients, so maintaining and nurturing existing relationships is important. Staying in touch with clients is necessary to keep you "top of mind" and helps you to build an ongoing relationship.

An important logistical factor is client management software. There is an abundance of good programs to help you maintain a client/prospect database; consider how you can best use your Web site to link with this software for data input, email campaigns, regular communication, etc.

A workable plan is a key element to having a successful strategy. Be creative in your methods of contacting clients, but don't be too idealistic or your plan will be too much trouble to implement.

Here are many ways to keep in contact with your customers:

- Acknowledge your customers by sending thank you notes or cards

- Call without trying to sell, just see how they are doing (but don't hinder, hassle or waste people's time).
- Send informational/promotional material. Give them information pertinent to their needs.
- Send birthday cards, articles of interest, etc.
- Host an open house/meet- and greet- for customers.
- Greet customers by name when they come in or call. In retail, 63% of customers leave because they feel ignored or are treated indifferently.
- Send a quarterly newsletter. Share practical information and useful tips.
- Create an e-newsletter.
- Include frequently asked questions on your Web site and invite customers to email questions. Create a way to answer questions quickly and easily.
- Send a postcard with a handwritten note to new customers or people that you meet at networking events.
- Meet for a meal. Breakfast is opportune because it doesn't take much time and is the cheapest meal of the day.
- Invite clients to a sporting event, or send them tickets as a goodwill token.
- Invite your customer to join you at an association meeting or a networking get-together. Spend some time either before or after the function to re-connect and discuss business matters.
- Contact your customer with a lead for them. Send business their way, the more successful they are, the more successful you will be, too! ●

ONLINE DIRECT MARKETING SPENDING TO RISE

Many businesses are moving to email marketing as part of their media mix. Nordstrom, The Gap, Staples and many more national retail chains use email. They are benefiting from this relatively inexpensive and very effective form of staying in touch with clients and prospects.

Some use the Internet to offer stealth promotions—offers that are not broadly promoted, rather they are available only to those who receive the special email. This helps existing clients to feel appreciated, builds stronger relationships and fosters loyalty, frequency, referrals, etc.

Direct marketing clients are likely to increase their interactive spending this year, according to research by Greenfield Online, DoubleClick and agency Beyond Interactive. Perhaps online marketing could increase your business too—give us a call. ●



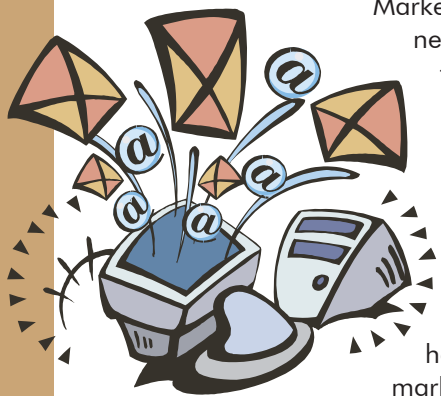
Welcome Kelly!

PROSAR is pleased to welcome Kelly Morrissey to our team. Kelly received her Diploma in Marketing with Honours in 2000 and she brings a fresh and dynamic perspective to customer solutions. She will be dealing directly with clients and collaborating with the marketing and design team in creating successful promotions. ●

GOOD BYE, GOOD LUCK JODY!

Jody Maffett is leaving PROSAR in October to join Cognos' in-house design department. She has been a valuable member of our team since 1992. We wish Jody well and we'll miss her at the office, but she promises to stay in touch! ●

Marketers to Increase Use of Email Newsletters



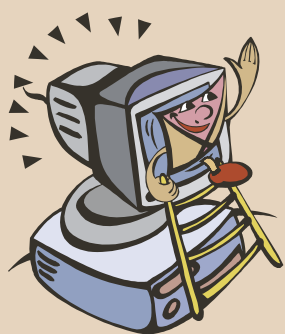
Marketers will be increasing their use of email newsletters, according to a poll conducted by the Internetmarket Group. Almost two-thirds of business-to-business (B2B) marketers and more than half of business-to-consumer (B2C) marketers also claim that they plan to increase their use of email newsletter sponsorship.

A majority of marketers claim that any negative impact from their marketing efforts have so far been minimal. Over 60% of marketers reported that they've observed little or no change during the last 12 months in Internet users' willingness to join their opt-in lists, while less than 10% report a decline for their house lists over the same time period.

59% of B2C marketers identified direct sales as an important objective for their email marketing efforts, while 56% mentioned customer relations.

Among B2B marketers, 65% said that generating sales leads was the most important objective, while 63% said they use email marketing to educate sales prospects. ●

ONLINE RELATIONSHIPS ARE OFTEN ABOUT IMAGE



Despite technological advancement and growing use of the Internet, people still want some affinity with the group they are transacting with. That is one reason why a company's brand has become even more important. We may not have the possibility of forming a relationship with an actual person at XYZ Corp., so we place our trust and faith in their brand, or image.

Keep in mind that every promotional tool or communication that comes from your company is an opportunity to nurture relationships and build your brand. ●

Small Businesses Increase Customer Service & Communications over the 'Net

More small businesses are relying on the Internet, especially for customer service and communications, according to surveys conducted by Verizon and the Gallup Corporation Inc. Small businesses are using the Internet as a proactive customer relations and marketing tool.

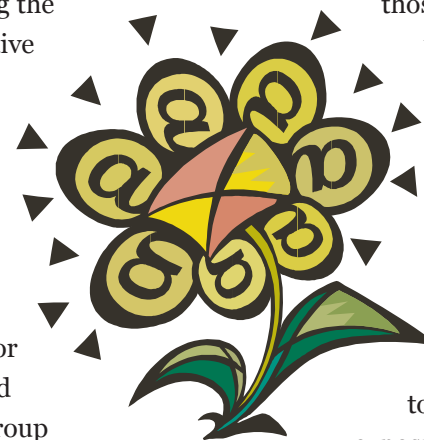
"The Internet is just as critical a business lifeline for small businesses as it is for big businesses," said Patrick Marshall, group vice president for marketing at Verizon Information Services. "As small business owners realize the value in basic Internet features, they will begin to explore more in-depth applications."

Small businesses are increasingly establishing Web sites for the purposes of advertising and communications, the study found.

More service-oriented businesses are getting online today than any other industry segment.

Companies in the financial, real estate and insurance industries have experienced a 160% growth rate in the number of businesses with a Web site over the past year.

More than half (52%) of those with a Web site would like to add an online lead generation service, 24% are interested in a scheduling application and 20% would like to increase their exposure to specific markets.



57% of small businesses said their Web site has provided at least a 100% return on investment.

In fact, the majority of small businesses with a Web site expect the amount of business generated from their site to increase. In addition, sales generated from the site, as a percentage of the total sales, show a 23% growth in the past year. ●

SIX WAYS TO FOSTER SOLID RELATIONSHIPS WITH CLIENTS



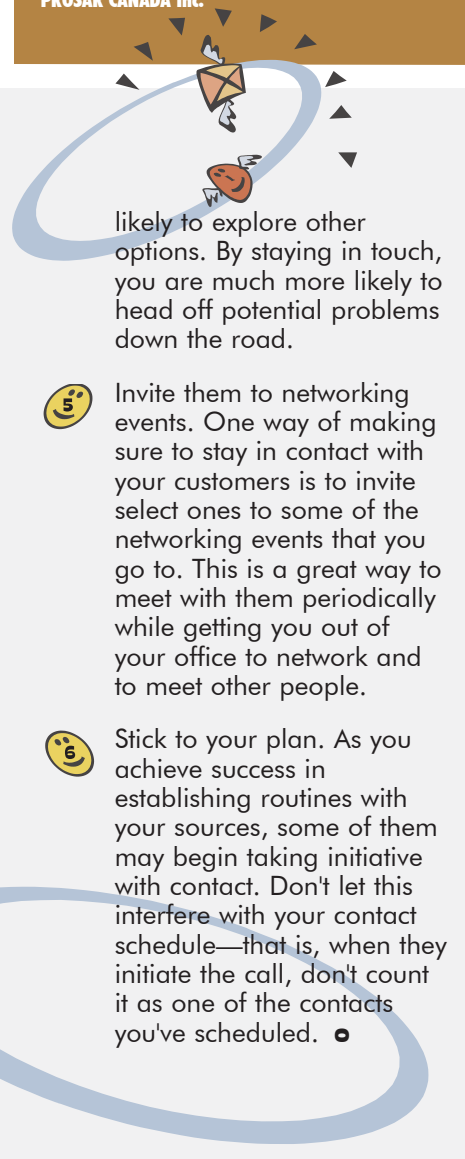
- 1 Increase the frequency of your contacts. Regardless of the type of relationship you have with your clients, regular contact is generally good. Two short meetings or phone calls are more beneficial than one long session. Each meeting becomes an opportunity to strengthen the relationship and to enhance your visibility and recognition. In essence, you're building your brand.
- 2 Schedule predictably. Stay in touch with your clients with regular intervals. Train them to expect to hear from you at

certain times. For example, if you usually contact certain customers during the first week of every quarter, they will come to expect it and will budget time for you.

- 3 Make each contact lead to the next. Before concluding a meeting or telephone conversation, schedule the date of your next contact. In written correspondence, close by stating the date your customer should expect to hear from you again.
- 4 Assume responsibility for making contact. You can't control whether clients will contact you, but you can control when you contact them. Take the initiative and stay in touch with your customers—this is especially important for your most important clients. When clients or customers do not feel cared for, they are more

Achieve your
MISSION
call
PROSAR
CANADA INC.
Marketing & Design
Result Oriented Communication
MISSION IS POSSIBLE

MISSION IS POSSIBLE



likely to explore other options. By staying in touch, you are much more likely to head off potential problems down the road.

- 5 Invite them to networking events. One way of making sure to stay in contact with your customers is to invite select ones to some of the networking events that you go to. This is a great way to meet with them periodically while getting you out of your office to network and to meet other people.
- 6 Stick to your plan. As you achieve success in establishing routines with your sources, some of them may begin taking initiative with contact. Don't let this interfere with your contact schedule—that is, when they initiate the call, don't count it as one of the contacts you've scheduled. •

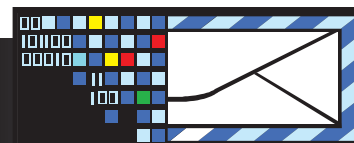
Is this relationship working?

We try to maintain appropriate contact and to offer professional services when you need them.



Let us know how we're doing. Complete our quick survey at <http://www.prosar.com/survey> to help keep us on the right track.

You can complete the form anomalously if you wish—we're looking for honest feedback not just praise. Thank you. •



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Send an email to edi@prosar.com and cite your preference: Plain Text, HTML or PDF. Our Spring 2004 newsletter will be sent to you in that format.