



## **Tees Generate Leads and Show High Returns**

Return on investment (ROI) is one phrase that is regularly uttered by marketers. In a challenging economy, they want to be able to go to their finance officers and say how well a marketing program performed. A promotion may have been a success, but where are the metrics?

To address this issue, Trinitas Communities have documented a solution. In simplest terms, the company codes marketing items with a specific toll free number, email/web address, QR code, or social media link. For example, if one of their apartment communities hosts exhibitor space for a collegiate housing fair, they will purchase 1,000 T-shirts all codes with a specific 1800 number and text code.

The results for those 1,000 T-shirts are measurable because the number of leads using those numbers can be tracked. Trinitas has even named the term “apparel analytics” to describe its business model.

“Return-on-investment measurement is what makes our brand valuable,” says Marketing Director Justin Farris, “It’s important for marketers to start moving marketing dollars from traditional outlets to a high-engagement sort of platform that is track-able. TV ads and print ads all require third parties to determine the analytics. Our analytics are handled in-house and work!”

Farris can reach more than 350,000 consumers ages 18-24 at more than 7 college campuses using track able items including aluminum sport bottles, tees, rally towels, coasters, key chains, and mini basketballs. But importantly he can tell his superiors that the money they spent on marketing promotions lead to a certain number of leases signed which earned Trinitas Communities a good sum of revenue.

## **Refer a Friend Program Gets Attention Nation-wide**

Michelle Mobley with the National Association of Homecare and Hospice wanted to build an idea to increase attendance at their annual convention. What better way than a peer to peer referral program. Michelle developed a campaign to encourage NAHC members to encourage their colleagues to attend the Vegas Convention.

To reward those that participate she turned to RectorCom. The RectorCom team produced a package of items that were given to those that referred others with the objective that the promo items be useful to attendees, but also promote NAHC and the meeting. Branded lunch bags, poker chips, water bottles, VIP tickets, and a special note from the president were all produced.

Buzz swarmed throughout the convention as individuals were recognized with their “special” gifts. It gave attendees a sense of pride that not only they helped their organization,



but were also recognized for it. But importantly the lunch coolers were seen throughout the conference and reportedly in offices across the country as folks use them to bring their lunch to work. The verdict is still out on how this lasting recognition program impacts the next convention.

### **Ecommerce Site Helps School Raise Money and Awareness**

Westfield High School had an idea to raise money to support Japan Tsunami Relief. An idea is all they had. Students and teachers came to RectorCom for help. Rector Communications suggested producing a commemorative yet stylish t-shirt to sell to students and community members. Selling to students is easy to do within the school, but to get the community involved they would have to take a different approach. With the help of students, RectorCom designed a shirt and designed an online store. Students and teachers sold shirts within the school and via social media promoted the store to the surrounding community. Westfield went through 200 shirts in less than a day, then another 100 and yet another. The result, the school was able to donate over \$3,000 to support the relief effort.