



Village
Office Supply

OFFICE | BOOK



Four Years
of
Google Analytics
for
Village Office Supply

Village
Office Supply



Google Analytics



Google Analytics

234,798 people visited this site

Village
Office Supply



Visits: 838,463



Unique Visitors: 234,798



Pageviews: 3,362,286



Pages / Visit: 4.01



Avg. Visit Duration: 00:02:18



Bounce Rate: 22.15%



% New Visits: 27.95%



72.05% Returning Visitor

604,090 Visits

27.95% New Visitor

234,373 Visits

Audience Overview

Jul 1, 2008 - Jan 1, 2013

Advanced Segments | Email | Export | Add to Dashboard | Shortcut **BETA**

% of visits: 100.00%

Overview

Visits vs. Select a metric

Visits

3,000

1,500

TAPS

Hourly Day Week Month

January 2009

January 2010

January 2011

January 2012

234,798 people visited this site

JUL 1 2008 to Jan 1 2013

50,574 people visited this site **2009**

69,608 people visited this site **2010**

 Visits: 177,316

 Visits: 231,785

 Unique Visitors: 50,574

 Unique Visitors: 69,608

 Pageviews: 762,819

 Pageviews: 1,028,235

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Comparing 2009 Pre-TAPS with 2010 TAPS

April 2009 to April 2010 - April 2010 to April 2011

TAPS E-Mail Database 22,000

19,000 More Visitors

50,000 More Visits

5,619 people visited this site **2009** 8,458 people visited this site **2010**

Visits: 13,760

Unique Visitors: 5,619

Pageviews: 62,124

Visits: 19,935 **6,000 More**

Unique Visitors: 8,458 **3,000 More**

Pageviews: 95,344 **30,000 More**

APRIL Village Office Supply



Account Holders Privileges APRIL 2010

Value Services Quality Natural

CHECK YOUR REWARD POINTS BALANCE

You can find out if you've got reward points by simply entering your e-mail address and company name, then clicking the below button.

E-mail Address:

Company Name:

Email Me My Balance

Happy Administrative Professionals Day

Fill out a quick questionnaire about supplies e.g. post and get an extra **50 reward points** **CLICK**

April - Earn 50 points FREE

Redeem Your Points On

Village Lottery Ticket

YOUR Chance to WIN TOP prizes

30 REWARD POINTS = \$5 OFF

BUY

\$20 Macy's Gift Card

BUY

Village Calculator

WITH Thanks From VILLAGE solar

350 REWARD POINTS = \$35 OFF

INFO

Premier Clients

Account Holders Privileges APRIL 2010

Services Quality Natural Community

Open the Door to a New World of Possibilities

Rewards

Happy Administrative Professionals Day

April - Earn 50 points FREE

Quality

Our Recommended Office Supplies for April 2010

Value

Best Price

April - Value for \$ Secretarial Supplies

Services

Earth Day Special

April - Custom Printed Cards & Stationery

Printed on ECO Friendly Material

Natural Choice

ECO FRIENDLY

ECO Products for Earth Day 2010

Community Privileges

Easter Prize Draw & Competition Winners

Premier Clients

Account Holders Privileges APRIL 2010

Services Quality Natural Community

BEST CHOICE VALUE FOR MONEY 100% GUARANTEE

Address Labels WAS \$39.95 now only \$16.65!

Copy Paper WAS \$436.2 now only \$36.35!

Book now only \$4.10!

Legal Ruled Pad WAS \$37.99 now only \$12.32!

Copy Holder WAS \$47.99 now only \$11.62!

VILLAGE DIFFERENCE

CLICK TO ENLARGE

\$50.00 Gift Card macy's

BEST CHOICE RECOMMENDED 100%

BUILD YOUR VERY OWN VILLAGE MAKE VIRTUAL MONEY & USE IT TO BUY REAL THINGS

FLYERS

Village Account April 2010 Privileges

10 FREE BROWARD POINTS
JUST FOR YOU



Earth Day, on the Net with Microsoft
NOW ONLINE

**Find Out About Our
ECO Friendly Stationery
& Form Printing Service**



Premier Clients

Account Holders Profiles APRIL 2011

Open the Door to a New World of Possibilities

Howards
Happy
Administrative
Professionals
Day



Services
Earth D



...s for
10

Enter The
Month Prize
Plus
Lift For Excel
Competitions
Less & Events

10

Village Office Supply Call Today

APRIL **Village**
Office Supply



Where the People Make the Difference



15th
1471
over 703

22nd
1599
over 627

22nd
1977
over 630

22nd
1584
over 614



5,430 people visited this site **2009** 8,677 people visited this site **2010**

MAY

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Visits: 13,016

Unique Visitors: 5,430

Pageviews: 55,277

Visits: 18,963 **5,000 More**

Unique Visitors: 8,677 **3,000 More**

Pageviews: 82,941 **25,000 More**

Account Holders Privileges MAY 2010

REWARDS **VALUE** **SERVICES** **QUALITY** **NATURAL** **COMMUNITY**

MEMORIAL DAY SPECIAL
VILLAGE REMEMBERS
That's the Village Difference

REWARDS Spend Your Reward Points Here
Check to see how many Reward Points You Have. Make **50 Extra** Reward Points **FREE** (May Only)

SERVICES Open an On-Line Account Today
Make **30 Extra** Reward Points **FREE** (May Only)

COMMUNITY Last Month Lotto Was a \$100 Gift
Other Prizes Included A PC Coffee Brewer & a \$50 Enter our Prize Drawing

BreakRoom & MailRoom
QUALITY Top 3 High

Click Here

The Village Brain Game

Competitions & Games

Village Clients

REWARDS **VALUE** **SERVICES** **QUALITY** **NATURAL** **COMMUNITY**

BreakRoom & MailRoom Supplies
Making The Right Choice
Just Became The Best Choice
Item#: NAT06045
[Click Here](#)

Best Value

We took three cartons of competing Copy Paper and tested them for quality, value for money and ECO-Friendliness. This recycled paper was a clear winner, it contains 30 percent post-consumer material, it is totally acid-free, runs well in high speed copiers, office printers and plain paper faxes and is an affordable alternative to the paper you are currently buying. Please consider purchasing it this month. **You Make the Difference.**
When you buy this item we'll add **30 Reward Points** to your account (One Time Only).

Village Clients

REWARDS **VALUE** **SERVICES** **QUALITY** **NATURAL** **COMMUNITY**

Find Out if You've Won!!!
Enter your company name and e-mail address in the below "Results Checker" to find out if you've won!

E-mail Address:
Company Name:
[Click Here](#)

WINNER

\$20 Macy's Gift Card
GO ON A SPREE!
macy's

Village Travel Mug
GREAT Gift From VILLAGE
Printed

CHECK YOUR REWARD POINTS BALANCE
You can find out if you've got reward points by simply entering your e-mail address and company name then clicking the below button.

[Click Here](#)

BreakRoom

VALUE FOR MONEY	SPECIAL	30% OFF
C-Fold Paper Towel 1 Ply - 150 Sheets Pack WAS \$56.53 NOW \$23.99 Click Here	Pump Liquid Soap Antibacterial & Moisturizing WAS \$5.76 NOW \$2.99 Click Here	Embossed Roll Tissue Suited for restroom applications WAS \$93.98 NOW \$49.99 Click Here

Packaging

RECOMMENDED 100%	100% SATISFACTION	50% OFF
Packing Noodles 2 Wrap(s) WAS \$24.09 NOW \$19.99 Click Here	Jiffy Padded Mailer #5 (10.5" x 15") Peel & Seal WAS \$113.97 NOW \$59.99 Click Here	Twin Label Printer 1 Second Mono - 300 dpi - USB WAS \$289.99 NOW \$239.99 Click Here

BreakRoom & MailRoom Supplies

30% OFF	50% OFF	50% OFF
PAPER TAPE WAS \$9.99 NOW \$6.99 Click Here	WAS \$25.25 NOW \$12.99 Click Here	WAS \$39.96 NOW \$24.99 Click Here

FLYERS

Village Clients



Find Out About Our
ECO Friendly Copypaper
"Save Trees and Money"



CLICK
HERE



Request an On-Line
Account Today and Make
30 Extra Reward Points

CLICK
HERE



You Could
Be A Winner
Of a \$200 Gift Card
or a Personal Coffee
Brewer Just for You!
Check To See
What You've Won

Value for Money!
We've Found You 3 Amazing
Value for Money Breakroom
Deals.
for MAY ONLY



When You Talk
We Listen
That's The Village Difference

We asked Our Clients, "What ECO-Friendly Product They Would Prefer to Buy?" Most said, "If it was less expensive, I would buy Eco-Friendly Copy Paper."

High-Quality, ECO-Friendly Copy Paper costs over a \$100 per carton! Guess What? Not Anymore! We used our Buying Power to Get What You Wanted.



We DID IT...

Switch From Your Regular Copy Paper
To This Eco Paper Today & We'll Give
You 30 Extra Reward Points



For
Our Clients
That Love To
Shop OnLine!

Don't Forget There Is Just Over A Week Left To Spend Your Reward Points On A Village Lotte Ticket! Last Month's Winners Received Gift Cards Worth Hundreds of Dollars! Coffee Brewers & Much More. This Is Our Way Of Bringing A Little Fun Into The Day When You Are Buying Office Supplies From Village Office Supply.

MAY Village
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TAPS

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The Winning Formula Had Been Discovered

**PreTaps
690
Vists**

Village Office Supply Where People Make the Difference

PreTaps 690 Vists

Village Office Supply Where People Make the Difference

Everyone is talking about us.

Offers on Labels & Label Printers
call today to order

LabelWriter Twin Turbo
Thermal Label Printer DYM1752266
Special price \$259.95
more info. SEE FILM

LabelManager LM260P
Electronic Label Maker DYM1754490
Special price \$79.95
more info.

LabelManager LM360D
Electronic Label Maker DYM1754488
Special price \$114.95
more info.

That's the Village Difference

Easy Peel Address Label
Order AVE 75160 & Get 750 FREE Just \$23.99
more info.

Tab Dividers
5 x Tab Print on White Order AVE 11100 \$4.29 PK more info.
8 x Tab Print on White Order AVE 11100 \$4.99 PK more info.
5 x Tab Print on Multicolor Order AVE 11100 \$4.59 PK more info.

Order Today
NJ, LI and PA Clients Call: 877.526.0600
Update NY Clients Call: 877.345.1112

**TAPS
2011
2522
Vists**

Village Office Supply Where People Make the Difference

Fun Stuff

PLAY Gift Card

Dear,

This is just a quick update for those clients who entered the spot the difference game last month. Hopefully you got all nine differences right; the answers are below. Congratulations if you managed to get all nine. If you didn't, then better luck this month.

Clients that got it right or purchased a Village lotto ticket should check to see if they've won the draw. You may be the proud owner of a personal coffee brewer or a gift card; you can check and play again here: www.VillageOffice.com/tap-comm.aspx

This is our way of saying thanks for shopping with Village. Hope you enjoyed the fun and that all of you at enjoy something from our reward points gift shop: www.VillageOffice.com/tap-rewards.aspx

Many Thanks
Chris Keenan
www.villageoffice.com/tap-home.aspx

Original **Changed**

PLAY FREE

Brain Quiz
Test your brain power and get entered into a prize draw where you could win a personal coffee brewer!

17 Value for Money Items On Sale With Reward Points

4 New Gifts For You To Spend Your Reward Points

FREE GIFTS

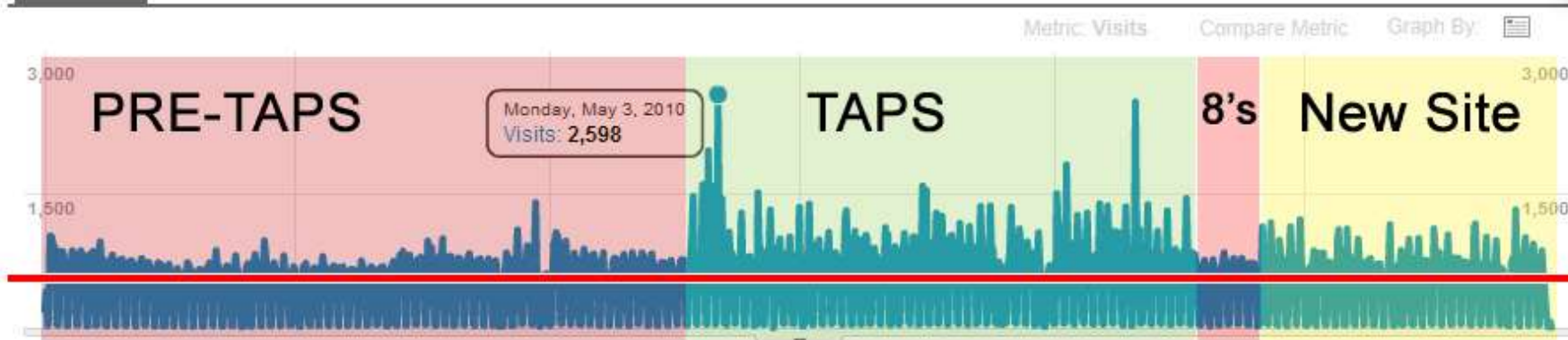
TAPS



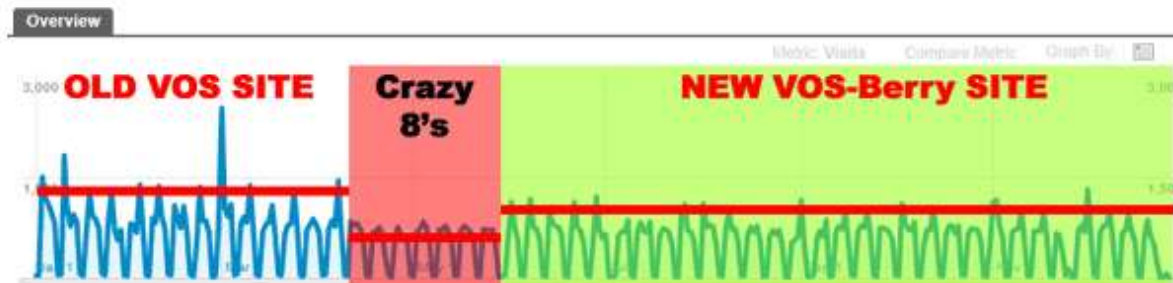
Until May & June 2011

In May The Introduction of the
Crazy 8's Campaign Flat-Lined Site Activity

Overview



In June The Introduction of the New Website Did
Little To Help The Recovery.



TAPS *Account Requests*

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Pre Taps Account Requests

April 09 to April 10

543	Account Requests
105	Declined
348	Active Account
90	Opened a New Account

Taps Account Requests

April 10 to April 11

1277 Account Requests

285	Declined
225	Other
571	Active Account
44	Opened a New Account
152	Identified as an Inactive Account

New Site Account Requests

April 11 to April 12

460 Account Requests

129	Declined
86	Active Account
62	Opened a New Account
47	Inactive Account
136	Other



TAPS Account Requests

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What About The Money?



Pre-Taps 1st April 09 to 1st April 10

On-line \$7,235,886.02 - Call Center \$14,119,980.91

On-Line

8.58%
Increase

TAPS 1st April 10 to 1st April 11

On-line \$7,856,614.69 Call Center \$12,397,402.01

New Site 1st April 11 to 1st April 12

On-line \$7,596,932.3 Call Center \$12,240,553.73

Call Center

12.2%
Decrease

Put More Simply

**Whilst the Call Center turnover was shrinking
From
Changes in the economy
Stiff competition from W.B.MASON
Changes in the business**

**The On-Line turnover
Did not shrink
In Fact It Grew**



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internet marketing for the office supply industry



In total and over a 2 year period:

96 e-mail campaigns were run,

22 questionnaires were asked,

120 web pages were designed,

288 product types were promoted,

5 competitions were entered 44,245 times,

14,428 promotions were downloaded,

1,663,892

reward points were claimed.

WHAT DID WE LEARN?

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WHAT DID WE LEARN?



99% of
shoppers are
female

84%
are aged over
30

67%
spend up to
\$500

57%
put quality above
cost

48%
are loyal to a
branded
products

84%
played an online
competition or
game

80%
have pro-actively
collected reward
points

41%
have claimed a
manufacturers
promotional free
gift

45%
more likely to
respond to e-mail
offers with reward
points



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WHAT DID WE LEARN?





Moving Forward 2013

The Winning Formula for Retention & Account Creation Taken Forward:

1. A kickback to the buyer with reward point gifts
2. A fun time with free stuff to be won & claimed
3. SEO – with item and service data (inc. sub domain)
4. Direct e-mail marketing



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internet marketing for the office supply industry



Customers are reluctant to give up their reward points for the hassle of changing supplier, just to save few dollars on an item.

We witnessed the upset of people giving up their points when VOS sold PA and up State NY.

A kickback to the buyer

12%

incremental peak

Customer Response Based on Ideological Marketing

- Products promoted on their ecological value (eco-friendly green items)
- Products promoted as the best choice for a professional
- Products promoted with associations to fun and a good time
- Website pages with a topical theme e.g. 4th of July, Christmas, New Years

3%

incremental peak

Customer Response to Marketing the Benefits to their Business

- Products promoted on their cost effectiveness (cheapness)
- Products promoted on the value of high quality manufacturing
- Products promoted with rebate incentives
- Products that help improve business performance

400%

incremental peak

Customer Response Based on Providing a Benefit to the Individual

- Products promoted with a manufacturers free gift (i.e. FREE gas gift card)
- Products promoted using competitions with a gift for the winners
- Products promoted using reward points & a redeemable gift shop

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Moving Forward 2013





Moving Forward 2013

A kickback to the buyer

The TAPS stats gave us the first generic psychological profile of the shopper, which is defined below:

- Motivated primarily by personal gain (reward points & gifts)
- Looking for instant gratification (reward points & competitions)
- Has a low to middle interest level in purchasing products which provide any benefit to their employer
- Has a degree of freedom (game playing peaked at 3 hours)
- Excitable by festivities (e.g. more responsive to Christmas)



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Moving Forward 2013

A kickback to the buyer

Buy The Clients & Loyalty with Reward Points, Win Their Respect With Excellence.

Requirements for success:

Reward Points Pricing Matrix

e.g. the value factors of a point, e.g. \$1 spent 1 point,
what should be spent on customer retention and so on

Reward Points Gifting Matrix

e.g. carrots, sticks, goodies and bricks (i.e. building relationship)

Reward Points Promotional Campaign

e.g. How gifts and points can be used to win new clients and sell
products

Rob M.





Moving Forward 2013

A fun time with free stuff to be won or claimed

Requirements for success:

The Winning Matrix

e.g. everyone needs to win for retention goals but how can it be worked into a financial equation

Reward Points Takeback Matrix

e.g. Lotto, scratch card, **special onetime gift** designed to blow your points on

Competition Promotional Campaign

e.g. How competition can be used to win new clients and retain customers

Rob M.



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Moving Forward 2013

SEO – with item and service data

(inc. sub domain)

? How to add our products to Google without Adding them to our website?

A_{ns} A villageoffice.com subdomain on the ECI website.

A_{ns} Offer links from villageoffice.com to the subdomain.

A_{ns} Links back from the subdomain to the villageoffice.com site.

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Moving Forward 2013

SEO – with item and service data

(inc. sub domain)

A_{ns} Add products too, and advertise the sub-domain on Amazon.

A_{ns} Us bespoke content links on the sub-domain in flyers (up traffic and i-rank).

A_{ns} Clean up the customisable graphic within the ECI website.

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Moving Forward 2013

Direct e-mail marketing

E-mail marketing is about four things:

- 1. The quality of the contact data**
- 2. Getting through the spam filters**
- 3. Making a connection**
- 4. Getting a reaction**





Moving Forward 2013

Direct e-mail marketing

The quality of the contact data

We know there are **200,000** businesses in NJ,
if you get **5%** accuracy in your data (i.e. **10,000 companies**)
and **1% conversation** of the **5%**
You'll have **100 new clients**.

If those **100 new clients** spend **\$100 a month** (TAPS qualify)
That adds **\$10,000 to the top-line**

Question:

1. How much did it cost to get 100 new clients?
2. What market segment is Village aiming for (type of customer)
3. What is Village able to spend on gaining a new customer
4. What is Village able to spend on keeping a client
5. How much does a client need to spend each month for VOS to become profitable?





Moving Forward 2013

Direct e-mail marketing

Getting through the spam filters

The success of an e-mail getting through is based on five things:

1. The design

2. The content

3. The sending domain

4. The ISP / server mail (staggering 5 seconds)

5. The end client (i.e. no blocks / filters)





Moving Forward 2013

Direct e-mail marketing **Making a connection**

The connection is based on 6 aspects:

- 1. The name of the person they know in Village**
- 2. What they have purchased**
- 3. What they have signed up for**
- 4. What they like to do (games / points)**
- 5. What they would like as a gift**
- 6. What demographic / physiographic profile they fit**

For example we have connection opportunities from:

1. Questionnaires, 2. Accounts Referral, 3. Email Changes
4. Data Updates, 5. PrintQuote, 6. Keurig,
7. HP Coupon, 8. Fax Coupon, 9. Event Coupon,
10. Spot.Diff., 11. Gift Ideas, 12. Coffee Club,
13. Photo, 14. Cards Club, 15. Green Club,
16. Print Club, 17. Lotto, 18. Gifts Orders, 19. Email Actions,
20. Not Enough Points, 21. Tap Account Created.

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Moving Forward 2013

Direct e-mail marketing

Getting a reaction

Or put more simply; “provoking the action you want them to take”.

The seven sins for success:

1. Minimal effort for maximum reward (do this for that)
2. Must have it (highly desirable incentive)
3. Herd mentality (thousands of people can't be wrong)
4. Appraisal seekers (keep getting more rewards)
5. Greed (keep getting more gifts)
6. Curiosity (innovators)
7. Free stuff (opportunists (looking for value added service))



internet marketing *for the* **office supply industry**



Conclusion



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Conclusion

- 1. We need to know a monthly budget for 2013 for client retention & client creation**
- 2. Apply a sub domain to the ECI website**
- 3. Streamline (with graphic and web design) ECI ordering & account request features**
- 4. Introduce reward point and promo content & links between ECI & VOS sites**
- 5. Change the way reward points for purchases are claimed**
- 6. Create a 12 month marketing plan for Village which includes:**
 - a. Promo Themes & concepts**
 - b. Targets**
 - c. Schedule of events**
 - d. Monitoring stages**

