

Client Impressions...makes it personal!



When was the last time a client or referral source received a personalized note of appreciation from you?

Not Direct Mail—Personal Mail

Client Impressions provides unique solutions that increase customer satisfaction, retention, repeat, and referral business. In fact, our clients are enjoying return on investments of 30% to 70%. Our programs are completely turn-key, systematic, customized for you, and personalized with a real hand signature just like yours. Best of all, we do all the work and you get all the credit!

Consider our programs to stay in touch with the people you know:

- Bi-monthly, quarterly, or annual cards to show appreciation/ask for referrals
- Post-sale thank you card to new clients and multi-year program to stay in touch
- Birthday and holiday cards for clients and referral sources
- Appreciation and referral reminder for business partners and referral sources

We don't do direct mail, we do personal mail. We do it like you would if you had the time and resources.

Over 300 images to choose from

Commemorative postage applied by hand

Colorful envelopes

No address labels

Your custom message

Real blue ink hand signature just like yours

Your contact information

We'll insert your business card/promotional piece

We do ALL the work!

Too often, communication with customers and referral sources relies on email, voicemail, and impersonal direct mail. Perhaps the only real personal note comes one time during the year-end holidays. Although these methods tend to be inexpensive, they don't leave a lasting impression. How important is it for you to maintain a meaningful relationship with your contacts? Our relationships with business contacts are invaluable. More than anything else, business will go where invited, but will remain where it is appreciated. We make it affordable. With costs starting at less than \$3 per contact per year, you can't afford not to stay in touch and build your customer and partner relationships in a personal way.

Our clients say it best...

"In my business, tracking results from marketing can sometimes be difficult. The first three months that I used Client Impressions' services, I closed three loans from past clients who I had not been in touch with. The fees from those loans were over \$11,000, enough to fund their services for the next 3 - 4 years. That to me is good marketing."

Jim Heitzer, Partner
Neighborhood Mortgage

"Client Impressions provides us with the perfect solution that helps us stay in touch in a personalized and unique way to build a stronger relationship with our service customers, leading to greater repeat service business and ideally more new or pre-owned vehicle sales."

Tom Olney, GM
Honda Mall of Georgia

"We got a new job from a previous client who also referred us to another person, and two more previous clients contacted us. This marketing concept does pay off."

Dianne Perry, President
Home Spaces Remodeling

Building Retention, Repeat, & Referral Business

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