

BEST DISTRIBUTOR SELF-PROMOTION

The Singleton Company

“I wanted people to be conscious of our capability of creating a custom store Web site,” Todd Singleton, president of The Singleton Company (*asi/328000*), says of his company’s self-promotion. The effort, which took place during the holiday season last year, can be considered a perfect marriage of high-tech and soft-touch.

The Singleton Company shipped overnight a tin of cookies from the Atlantic Baking Company, a teddy bear and a tri-fold mailer to 120 potential clients over the 2007 holiday season, telling them to “enjoy the cookies,” a “Singleton family favorite.”



A total of nine gourmet molasses, ginger and chocolate chip cookies were sent out in each package, along with the teddy bear in a red-printed T-shirt and Santa hat. The concept was easy for Singleton to come up with; he aimed for continuity and simplicity. “People love sweets; people love soft, cuddly things. There’s a sense of smell that anchors that whole product,” says Singleton. “So those are the root images that create, to me, a more deep, imbedded impact for the promotion.”

The tri-fold card was the “trigger point,” and ironically, the least expensive piece of the promotion. It prompted individuals to visit the company’s Web site, where they could choose one of 19 free holiday gifts. A unique user name and password were provided on the card so Singleton could track who was responding. Within 24 hours after the packages were sent, 41% of the recipients went to The Singleton Company’s Web site to claim their free gift (plus a bonus 2008 calendar) and simultaneously brought heavy traffic to the site. In all, there was a 61% response rate, with another 16% within the following four weeks. Also the distributor garnered a total of 19 orders directly from the promotion. And a couple of major new clients, including the Screen Actors Guild and the U.S. Olympic water polo team, signed deals with Singleton for the distributor to run online stores for them.

Singleton says he’s looking into running something similar later this year, to see how it could be used as a customer referral program. He attributes the success of this promotion to the fact that it was so “laser focused” and crafted toward his clients. “It’s a dance,” he says. “It’s very flowing, interactive and an intelligently articulated program.” – *MH*