

Mentzer Printing Ink®

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For Immediate Release

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Mentzer Printing Ink Merges Traditional and Online Outreach to Enhance and Extend Kosene Residential LLC's Condo Tour

INDIANAPOLIS (November 1, 2006) – How do you make a positive, personal and long-lasting impression on hundreds of people when you have precious seconds to make your pitch? It's the challenge faced by everyone in sales.

Kosene Residential, LLC met that challenge head on recently by merging old and new outreach to connect with the nearly 1,000 people who toured its properties during Indianapolis Monthly's Downtown Condo Tour.

"We were thrilled to be on the tour because it's great promotion for downtown revitalization. As a sales team, we knew we would have only minutes at the most to connect with the people coming through," said Michael Shanahan, Kosene Residential managing partner. "So we decided not to pressure them at all. Instead, we gave them a way to check back with us on their own schedule."

Shanahan partnered with Mentzer Printing Ink to keep in touch with those who toured The Hudson and The DeSoto, which were on the tour, as well as other Kosene Residential downtown properties.

Mentzer designed and produced promotional print materials that pointed tour participants to www.condotourindy.com, the centerpiece of the electronic end of the outreach campaign. Visitors to the site can refresh their memories of the condos they saw by taking virtual tours or making appointments for extended, actual tours.

Those who fill out a short survey and agree to receive additional promotional information will receive more information tailored specifically to them. They'll also have access to a free market analysis to help them sell their current residence, a free condo listing, and they'll be entered into a drawing to win a welcome-to-the-neighborhood gift.

"We were hesitant to invade our potential clients' personal space, so this was a great way for us to reach out," Shanahan said. "We are sending additional information only to the people who have asked to keep in touch. We've been very happy with the results."

Jamie Mentzer, president of Mentzer Printing Ink, said he expects to see a surge in online campaigns that work in concert with traditional, print promotions.

"Studies show that at least a third of the people who receive direct mail and are interested in the promoted product want to respond online," Mentzer said. "Rather than point them to a generic Web site, we create a page that gives them just what they're looking for, saving them time and making it easier for them to make buying decisions. Everybody wins."

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