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“Open just about any mailbox in America, and you’ll hear a faint cavernous echo and discover a marketer’s dream environment. With fewer companies choosing traditional direct mail, consumers are more amused by mail than turned off by it. Consumers are more apt to open than to toss or burn, giving smart marketers a real reason to rediscover the medium.”

Sarah O’Leary, from the article
“Thanks to Spam, It’s Not Junk Mail Anymore”



Marketing tip of the quarter

If you have a small list of referral sources, it can be pricy to mail printed marketing pieces, since you would only be ordering a small quantity. Instead, order a larger quantity and send packets of the printed pieces to your referral sources to hand out. You save on the per-piece price and get more bang for your postage buck. Include a letter asking the referral source to distribute the helpful information that you have provided. Remember, it must be helpful information, like a newsletter, to get the best response.

4 tips for crafting an effective marketing plan

Every business should create an annual marketing plan. With 2013 right around the corner, we thought it would be a good time to offer you four tips to keep in mind while crafting yours:

- 1. Get out a calendar and plan by the month.** Knowing what month you plan on sending each issue of your newsletter, when you’ll do supplemental mailings, when you’re planning on launching that new website, and so forth, will enable you to stay consistent year-round and find opportunities to spread your marketing message across multiple platforms in a timely fashion.
- 2. Don’t stop marketing when you’re busy.** A lot of people assume they should do their marketing when business is slow and cut back when it’s busy. This is not correct. Your busy times are busy for a reason, that’s when people need you and what you have to offer. That’s when they’re thinking about you. This is the time to reach out. You can give your busy season a boost and lay the groundwork to bring in new business during your slow season.
- 3. Stick with it.** This is the hardest part of any plan. To successfully follow through, it is helpful to figure out how much money you will need for each part of your plan and to start budgeting it at the beginning of the year.
- 4. Be flexible.** There is nothing wrong with changing your plan throughout the year. The important thing is to think about marketing as a whole, instead of piece by piece. As conditions change, you have to be willing to change your plan along with them.

