



People you can trust...dedicated to service.

AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

[Adding "Curb Appeal"](#)

[Walk, Don't Run](#)

Network with Us!



The More the Merrier!



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Black and White Make Green!

May 2011

Ohhh the Colors of Spring!



April showers surely bring the May flowers with their many alluring and bright colors. As you ride down the road or walk the neighborhood, they get your attention and conjure up warm pleasant feelings. In fact, color has so much "selling appeal" that many real estate experts list planting colorful flowers as one of the key items in preparing your home for sale.

The power of color can also have a significant impact on your marketing pieces, engaging your audience and increasing participation. According to the branding experts at the The Blake Project, in their blog, "Ads in color are read up to 42% more often than the same ads in black and white."

From simple highlights of color on important points within your text to even more elaborate and strategic use of color throughout, you can take your ordinary black-and-white communications to extraordinary!

If you have any questions under the marketing umbrella, let us know. [Send your questions to us today.](#) We are here to help!

Add "Curb Appeal" to Your Marketing Communications

Color + Personalization = Optimal Response



More and more organizations are soliciting and capturing valuable data from customers, members, and donors. Those successful organizations are using that information to create individualized, 1-to-1 marketing communications! What if you could appropriate everything you knew about your clients, donors, or members and create



Trying to pick the right color for your direct mail promotion?

According to The Blake Project in its November 6, 2006, blog, colors don't just convey emotion, but they also provide functionality. Keep these facts in mind as you design your next mail piece:

- Black on white is the easiest color combination to read on paper and on computer screens
- Blue text increases reader retention
- Orange can make an expensive item seem more affordable
- Red, orange, and yellow are easier to focus on than violet, blue, and green

Why Choose AMI?

- In Business for over 30 years
- Experienced, Knowledgeable Staff

sophisticated and personalized full-color marketing pieces that inspired loyalty? We aren't just talking about data-driven changes in text, but also changes to graphics that boost the overall impact of your marketing communications. Wouldn't that be great?

Industry experts David Broudy and Frank Romano conducted a study for the Digital Printing Council entitled, "An Investigation: Direct Mail Responses Based on Color, Personalization, Database and Other Factors." The study, reported by marketing and communications agency Communicate and Grow, examined the correlations between personalization, color, and response and uncovered some staggering numbers. Compared to a basic, static, black-and-white mail piece, color--coupled with personalization--increased the response rate of direct mail dramatically:

- Add Name only: 44% increase
- Add Full Color only: 45% increase
- Add Name Personalization and Full Color: 135% increase
- Add Full Personalization and Full Color: 500% increase

Add some spice to your marketing communications. Investigate new and innovative ways to marry the latest digital color printing technology with data to open a whole new and exciting world of marketing opportunities.

Walk, Don't Run

Not ready to run wild in the data fields yet?



No need to worry or feel overwhelmed. Start with what you know about your audience and build from there. You already have the names and addresses of customers, donors, and members. And, you and your team know your organization and offerings. Brainstorm about taking an existing, static program and transforming it into a highly targeted marketing vehicle. If you are working from "scratch," start with one or two variables. Keep your primary message, theme, or branding consistent, and make elements variable based upon what you already know about your targeted audience. Test this approach to measure if your response is higher than a generic one. Then, assemble your marketing and IT team, as well as your direct marketing solutions provider, to strategize on the ways to use the latest full-color variable digital printing technology. Open the door to unlimited possibilities!

[See this month's blog](#) for more tips on how you can upgrade your data collection and management practices.

- **Meticulous Production**

- **Accurate, Timely Results**

- **Personalized Service**

AMi Direct provides marketing solutions that increase your response rates and ROI.

With more than 30 years experience, AMi's deep understanding of direct marketing makes us your ideal partner for developing high-quality, solution-based marketing programs.



Team with us and experience nothing but top customer service, on-time, high-quality and the best results from your marketing initiatives.

Services include:

Data Management, Fulfillment Services, Print and Logistics Management, Personalization, Mailing Services, Convention Bag/Kit Assembly, Special Projects & Programming. For more information visit www.amidirect.com or call 800-663-2415.

Solutions at AMi Direct
AMi Direct Marketing Solutions

We Have A Greener Way To Print!



We are an Environmentally Responsible Printer

High Quality Offset Printing with our Presstek DI® Press

- Chemistry-free imaging
- High quality waterless offset printing
- Reduced paper waste
- Wide range of recycled stocks
- Fast affordable short-run color

We want your total marketing experience to be a positive one. Send us your project specifications to solutions@amidirect.com, and we will promptly respond with pricing and time frame for completion.

We always work to provide fair pricing and top customer service.