



People you can trust...dedicated to service.

## AMi eNewsletter

### Supporting Marketing with Impact

February 2010

Ideas for Impact

[A Splash of Color](#)

[Mail to the Right List](#)

Network with Us!

[Alexandria Brown  
Bag Lunch Event](#)  
February 24th

[Follow Our  
Marketing Blog](#)  
Anytime 24/7

The More the Merrier



### Let's Make An Impact!

We are in this together. AMi is committed to providing solutions and helpful resources that will increase your marketing ROI. Have you reflected on last year's marketing and started making plans for this year? Think about what worked well and how you might duplicate your successes this year. We have been doing our homework and ramping up our solutions to meet the needs of these challenging times. As a part of our commitment to clients and colleagues, we will offer tips and ideas through this eNewsletter as a simple 'thank you' for being a part of our AMi circle. If you have any questions under the marketing umbrella, let us know. [Send your questions to us today.](#) We are here to help!

### A Splash of Color

#### Did you know?

**Color Engages and Increases participation. Ads in color are read up to 42% more often than the same ads in black and white**

(Source: White, Jan V., Color for Impact, Strathmoor Press.)



So, take your ordinary black and white communications, press releases and outbound information and add a **splash of color**. Even if you simply highlight important points within your text, you will increase your impact. If you would like some samples of how AMi has done this for others, just ask us for a copy!

### Be Smart About Renting Lists

#### Renting mailing and e-mailing lists

for your promotions can-and should-add new customers to your database. But with fees as high as \$300 or worse per thousand names, and with order minimums of 3,000-5,000 names per use, prospecting via rentals leaves you with more to lose than you stand to gain if you don't approach the selection process properly.



The following four steps will not only increase your odds of selecting a response-inducing list, but they will also help you take advantage of the availability of lists.

**1. Identify your target.** Although it may sound obvious,

the best way to classify your ideal new customer is to look at the ones you have. What trends do you notice when you look at your house list? Do your customers hold similar positions? Work in the same industries? Make purchases based on similar motivations? Do you notice smaller pockets of customers that you could expand? Knowing exactly who you want to mail to before you start perusing datacards makes it easier to maintain focus and select the best candidates.

**2. Know your options.** Both consumer and business-to-business rental lists come from a variety of sources. Although it's easy to gravitate toward what seems like sure things-association/membership lists, subscription databases, other companies' buyers lists-don't overlook potential hidden gems. Conference attendee lists, industry/SIC lists, response lists, and third-party collections from public records ("compiled" lists) could also offer just the niche buyer you're looking for.

**3. Research your selections.** Just because a list sounds good on paper doesn't necessarily mean it's good match for you. Take the time to research the company. Compare its products to yours. Compare its prices to yours. Does the target market seem to match yours? If you can see your customers buying from that company, than chances are those customers will buy from yours.

**4. Track your success.** Selecting a good list isn't good enough. Whether you track sales using a promotion code or unique contact information (a promotion-specific URL, e-mail address, phone or fax number, or employee), being able to say, "X number of customers from this rental list responded to our promotion" will not only give you the evidence that your selection was on target (or not), but it will also give you the confidence to make solid rental list decisions in the future.

Happy List Finding!

### **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: Fulfillment Services, Print and Logistics Management, Strategic Campaign Planning, Cross-Media Marketing, Mailing Services and Data Management. For more information visit [www.amidirect.com](http://www.amidirect.com) or call 800-663-2415.

Solutions at AMi Direct  
AMi Direct Marketing Solutions

## **Project Pricing?**

We want your total marketing experience to be a positive one. Send us your project specifications to [solutions@amidirect.com](mailto: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.

[Forward email](#)

 **SafeUnsubscribe®**

This email was sent to [milt@amirect.com](mailto:milt@amirect.com) by [milt@amirect.com](mailto:milt@amirect.com).

[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



AMI Direct Marketing Solutions | 4407 Wheeler Ave | Alexandria | VA | 22304