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AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

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[PURLS To Meet You](#)

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Brown Bag- Low
to No Cost
Marketing](#)

Thursday, April 15, 2010
11:30 AM - 1:30 PM

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Thursday, May 6, 2010
12:00 PM - 2:00 PM

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April 2010

How did we get to April Already?

The year is still early, and you have plenty of time to get that lagging marketing program off the ground. Come on, let's go!



Challenging financial times require creative, innovative approaches. Are you ready to try something new? We'd be happy to discuss your strategies and objectives and offer up ideas to compliment your efforts. Give us a call or [send your questions to us today](#). We are here to help!

Get ready to grow

Prospecting for the future.

Spring flowers are blooming, and everywhere you look, there's growth. Can you say the same about your customer list? Now may be the perfect time to prospect for new customers. Industry associations, journals and publications, seminars, and competitors are all good sources for finding potential mailing lists.



Once you identify your rental lists, make sure your final mailing list is as clean and green as possible. Check out [this month's blog](#) to learn more about requesting and receiving a successful and money-saving merge/purge.

PURLS: So nice to connect with you

Integrate online and print materials, plus personalization? Now you're talking.

PURLS, or Personalized URLs, do what print marketing alone cannot: they provide you with instant feedback on the success of a campaign and provide real-time information about your customers and prospects.



What's more, PURLS instantly notify your sales team of leads, and they increase your direct mail response rates by offering customers a quick and personal experience.

If you haven't yet tried on your own PURLS campaign, we offer the following five steps to help you get started:

1. Choose a distribution method. PURLS originated as a means to connect direct mail with the internet, but you don't have to promote your PURLS with direct mail alone. Whether you provide PURLS through an e-mail, personalized direct mail, or a combination of the two, start by deciding how you want to notify your customers and prospects of their personalized sites.
2. Set a goal. Designing a personalized experience for your customers and prospects can create a valuable connection, but your PURLs should offer more than a fun experience. What do you hope to accomplish? Do you want to gather information for your database? Update customer information? Enhance an existing message? Test a concept? Educate customers about an issue? Identify the purpose of your campaign, and then plan the PURLS around it.
3. Create a hook. Websites are easy to use and provide great feedback, but you have to get your prospects there for them to be successful. Entice customers to put down the mail piece, close their e-mail, and type your PURLs into their browsers with an intriguing offer: the answer to a time-saving or profit-producing question; a special discount, based on their buying history; or a free gift, relevant to their interests. The more personalized, the better.
4. Design your PURLS. The beauty of personalized URLs lies in the interactivity of the site, but the amount of feedback you get from visitors depends not only on your goal but also on your presentation. As with any direct mail piece, the cleaner, more attractive your site, the more effective it will be. Present information clearly, and gather the information you're searching for with time-friendly and user-friendly survey-style selections.
5. Follow up. If you offered a freebie, ship it promptly. If you offered a discount, send an e-mail with the details and/or promotion code immediately. If you solicited questions or information, forward it to the appropriate salesperson or staff member and make sure he/she responds right away. Personalized marketing leads to personal relationships with customers, so don't let the opportunity slip away.

Enjoy your success!

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



With more than 30 years of 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 delivery, high-quality service and products, 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 or call 800-663-2415.

Solutions at AMi Direct
AMi Direct Marketing Solutions

Let us package up a PURLS campaign for you.

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.

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