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AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

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The More the Merrier



May 2010

Go Ahead: Say "Uncle!"

If you're like many marketers faced with budget restraints, less-than-stellar income, and an economically-challenged market, you may have reduced, even significantly slashed, your direct marketing plans in favor of more-affordable e-mail and social media options.



But if you're not getting the return on investment that you're used to, it's not too late to join other smart organizations in saying "uncle." Uncle Sam, that is.

Despite the hype and promises associated with e-marketing, more businesses and associations are once again turning to the U.S. Postal Service, refocusing their efforts-and their resources-on direct mail. According to the January 7 issue of Deliver magazine, a marketing publication produced by the Postal Service, direct mail expenses in 2010 will exceed direct mail expenses of 2009 by more than \$1 billion as marketers return to more traditional, time-tested methods.

So go ahead and say "uncle." Your list will thank you for it.

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

Color Me Fabulous & See What Happens

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!

Basic Collateral Needs?

Collateral that effectively tells what you do is essential.



The following 5 tips will help you clean up your collateral or start creating from scratch.

1. **Key messages.** What does your marketing collateral say about your organization? Does it highlight your major products/services? Does it reflect major changes or radical philosophies that could attract new customers, donors, or members? Does it emphasize your organization's strengths or unique selling points? Think about the three most important things that people need to know about your organization—what makes it unique, how customers/members benefit, who your target audience is etc.—and highlight them in your material.
2. **Consistent Colors.** Not only do you want people to know you by name, but you also want them to know you by color. Think about Home Depot's orange and Coca Cola's red, and use your brand's colors—down to the exact PMS number—on all your letterhead, envelopes, business cards, brochures, etc.
3. **Appropriate Formats.** What image you want to convey can be reflected in how you format your marketing collateral. Does your organization deal with the general public? Bold colors, colorful photos, and informal language may be your style. Catering to a more professional or traditional market? Stick with clean lines, plenty of white space, and standard layouts.
4. **Proven Success.** Look at your records. Did a particular brochure generate an exceptional response? Did a page on your website generate significant traffic? Examine successful marketing closely for any unique characteristics, whether in tone, text, or type, and incorporate those elements into your new collateral.

Don't forget the importance of proven text, too. See this month's [blog](#) for insight into creating compelling teaser copy.

5. **Quantities.** You know you've done it: printed more brochures or postcards or business cards than you needed because you could save per-piece by ordering in bulk, but then you never depleted your supply. You don't have to waste materials and money anymore. With the emergence of print-on-demand, you can order only the quantity you need (our Presstek DI[®] delivers a low cost-per-page in runs as few as 250) while still saving money and providing yourself with the option and the flexibility to update your material without guilt or waste.

You're on your way!

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 or call 800-663-2415.

Solutions at AMi Direct
AMi Direct Marketing Solutions

Collateral or Business Card Pricing?

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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