

# AMi eNewsletter

Supporting Marketing with Impact

Ideas for Impact

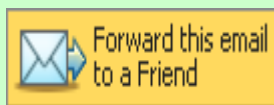
[Turn Up the Heat](#)

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Network with Us!



The More the Merrier!



Will you take advantage of the USPS "2011 Mobile Barcode Promotion"?

Does everyone know what it is?

June 2011

## Are your direct marketing channels sizzling or fizzling?



In an effort to reduce costs, marketers have been testing various non-mail avenues like email, social media, and mobile media to prospect and to retain customers, donors, and members.

These efforts have been successful when coupled with targeted and personalized direct mail communications.

However, those who abandoned direct mail completely to pursue other paths quickly returned after seeing marketable declines in response.

Adam Dewitz, Managing Editor of *Print CEO*, acknowledged just this in an article titled, "Going Back to Direct Mail." Companies who made a drastic change in their marketing--removing direct mail from the equation entirely--had cost-cutting in mind. The results, however, were profit cutting. As Dewitz reports, one company decided to suspend its annual direct mail efforts in favor of a "cheaper" email marketing effort. Sales declined 25%. When the company followed up with direct mail postcard, sales picked up significantly.

Mal Warwick, who has served the nonprofit community for 30 years in direct mail efforts and 15 years in online fundraising, also acknowledges the potential that non-traditional marketing channels, like social networking sites, has for future direct marketing efforts. More importantly, though, he recognizes the staying power and foundation that direct mail provides for thousands of American nonprofits. In fact, in his May 31, 2009, blog for Care2, entitled, "Is Direct Mail Dying or Dead? Hogwash!," Warwick says that online fundraising efforts accounted for only about two percent of all money raised by U.S. nonprofits in 2008. The "lifeblood," he says, of the nonprofit sector flows from selective, personalized mailings to existing members or donors.

Other mediums, like social media, are important tools for reaching and engaging target audiences. But quite often it is direct mail that leads them to these channels of communication. Using data obtained online can provide additional insights that can be used to better segment your users for more targeted direct mail campaigns.

If you have any questions under the marketing umbrella, let



In a nutshell, the U.S. Postal Service promotion runs July 1, 2011 through August 31, 2011 providing commercial mailers with a three percent discount on specified mail that includes a mobile barcode.

A few quick notes to be aware of:

- The discount is available on Standard Mail (including Non-Profit) and First Class Mail® letters and flats.
- All mailpieces must contain a mobile barcode.
- Mailing documentation must be submitted electronically.
- Postage must be paid using a Permit Imprint (Indicia).
- The mobile barcode must be used for marketing and advertising purposes and must be relevant to the contents of the mailpiece.

For more information, please contact us at [solutions@amidirect.com](mailto:solutions@amidirect.com) or call 703.370.0382.

us know. [Send your questions to us today.](#) We are here to help!

## Turn Up the Heat

### Maintaining an active direct-mail program all summer long



Summer is the slow season for the U.S. Postal Service. While it's easy to get lulled into a relaxed, no-need-to-rush-it attitude, maintaining an active direct-mail program during the summer not only provides a constant reminder of your products, services, or needs, but it also provides that reminder at a time when your competitors may not. Take advantage of that extra space in the mail truck and the mailbox with summer-inspired promotions:

- Go bold and bright. Your mailpiece needs to compete with more than just another company or organization this summer. There's a colorful, sun-filled world beckoning for your client's or prospect's attention. Take the challenge head-on by creating your piece with vibrant colors and eye-stopping designs.
- Think light (weight, this is). When the outside temperatures go up, the trend is to slim down: we shed layers of clothes, spend more time being active outdoors, and eat healthier food. This summer, put your mailpiece on a diet. Boil your standard pitch down as much as you can and then deliver your message in a brief but powerful way.
- Take it easy. Depending on who you mail to and when, odds are good that your mail will be delivered to a temporarily-empty office. Vacations tend to occur more during the summer than any other time of year. Keep this in mind as you monitor your mailpiece's response. Your direct mail may have been delivered to some empty offices, but for most of us, vacations must end. Give yourself and your mailpiece a little more time to work.

Have an upcoming vacation of your own? [See this month's blog](#) for tips on surviving the return to work.

## Keep It Cool

### Incorporating cartoons into your campaigns adds humor and increases response



Ready to take a vacation from your usual, formal approach to marketing? Willing to take a risk and try something new?

Bob Martel, marketing consultant and direct marketing copywriter, urged readers of his February 7, 2011, column for

## Why Choose AMI?

- In Business for over 30 years
  - Experienced, Knowledgeable Staff
- Meticulous Production
- Accurate, Timely Results
- Personalized Service

*The MetroWest Daily News* to consider trying an oft-scooped at marketing tool: humor. He claims that when used correctly and carefully in cartoon format, humor can significantly increase results in both business-to-business and in business-to-consumer marketing. The trick, he says, is "to choose a cartoon that reveals a nugget of truth that reinforces the value proposition of your product, service or offer."

Want to give it a try? Stu Heinecke, President and Founder of the Seattle-based company, CartoonLink, and author of the new book, *Drawing Attention*, offers these tips, among others, to keep in mind when designing a cartoon-enhanced direct mail piece:

**Focus on the recipient's identity, not yours or your client's.** "The cartoon's job," Heinecke claims, "is not to sell the product (or cause), but to reveal the truth--the reason why your product is needed or your cause is important. Sell them in the letter copy. Explain features and benefits in the brochure. But start by giving recipients a cartoon that relates to their lives."

**Make sure the recipient comes out on top.** "Personalized cartoons only work," Heinecke says, "when they stroke recipients' egos. If your cartoon isn't paying a compliment, beware."

**Make sure it's funny.** "Cartoons are popular because they're funny," Heinecke says. "If your cartoon isn't, you will disappoint your audience and taint your brand."

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## 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.



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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](http://www.amidirect.com) or call 800-663-2415.

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