

# DIRECT MAIL



IT'S WORKS FOR YOU



**SPEAKER: MICHAEL HOVANEK**  
**SMALL BUSINESS SPECIALIST**  
**ALASKA DISTRICT**

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# NOW, WE'VE ALL SEEN DIRECT MAIL BEFORE



Receive a large 1-topping Classic Hand-Tossed Domino's® Pizza & 2-liter bottle of Coke™ AND a FREE DVD when you subscribe to The Seattle Times for a low 26-week rate.

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SO

WHY IS

DIRECT MAIL

SO EFFECTIVE?

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# Benefits of Direct Mail

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Direct Mail touches people every day. Many people look forward to receiving their daily mail. In fact, 98 percent of consumers bring in their mail the day it's delivered, and 77 percent sort through it immediately. In addition to that kind of exposure, Direct Mail offers these benefits

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# IT'S TARGETED

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- Mass advertising (TV, print, radio, etc.) can be expensive and isn't always an option for small businesses. But Direct Mail can focus on a smaller group of individuals who are more likely to respond to your offer, giving you more bang for your buck.
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# IT'S PERSONAL

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- With Direct Mail, you can address your customers by name, speak to them individually, and appeal to their interests. And when customers feel that you understand their needs, they're more likely to respond. In fact, 55 percent of consumers "look forward" to discovering the mail they receive.
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# IT'S FLEXIBLE

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- From letters to postcards to brochures, there is a large variety of inexpensive and easy formats you can use to create your direct mail campaign. You can add impact by including a special offer or free sample in the envelope.
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# IT'S TANGIBLE

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- Direct Mail allows you to physically place your message in your customers' hands and encourage interaction. Along with an engaging message, you can make an unforgettable impression by incorporating elements that actively involve the customer, like stickers, and coupons
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# IT'S MEASURABLE

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- Direct Mail is one of the few media channels that gives you the ability to track the success of your campaign. It's as simple as counting the inquiries you received or counting the number of coupons redeemed. By tracking and analyzing your results, you'll see what's working and can make adjustments to future mailings if needed.
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# IT'S EASY & COST EFFECTIVE

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- You don't have to be a Direct Mail expert with a big budget to advertise with the mail. With a computer, some desktop publishing software, and a little know-how, you can create your own professional-looking Direct Mail piece. With some Direct Mail Web sites, you even design your piece, import your mailing list, and have the campaign printed and sent—all online.
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# SO LET'S TALK ABOUT THE VARIOUS TYPES OF MAILINGS

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- PLAIN POSTCARD
  - COLOR POSTCARD
  - PLAIN ENVELOPE
  - COLOR ENVELOPE
  - FLAT (BUSINESS SIZE 9X11 ENVELOPE)
  - PLAIN FLYER
  - COLOR FLYER
  - FOLDOVER
  - SMALL BOX
  - LARGE BOX
  - CUSTOM DESIGNED SHAPES
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LET'S TALK ABOUT THE  
DIFFERENT WAYS TO MAIL

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**FIRST CLASS MAIL**

**STANDARD MAIL**

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This is where you have to ask yourself how much you are willing to spend, and how large a group you wish to promote to.

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## Standard VS First Class

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- Yes, Standard mailings will be cheaper, however
  - First Class mailings can bring a larger response rate.
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# Mailing Lists

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LOOK AT MAILING LISTS IN THE YELLOW PAGES

- Motznik
- Speedy Mail
- Rapid Action Mailing Services
- Abacus Computer Service

## MAILING LISTS ONLINE

GO TO [WWW.GOOGLE.COM](http://WWW.GOOGLE.COM)

TYPE: MAILING LISTS

MANY WILL SHOW UP

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<http://www.usps.com/promotions/directmailosp.htm>

Register for Free Webinars

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[Direct Mail Crash Course](#)

Wednesday, March 18, 2009 1:00 PM - 2:00PM EDT

[How to Plan and Organize a Direct Mail Campaign](#)

Wednesday, April 1, 2009 1:00 PM - 2:00PM EDT

[Customizing Your Mail Pieces](#)

Wednesday, April 15, 2009 1:00 PM - 2:00PM EDT

[Mail Piece Design](#)

Wednesday, April 29, 2009 1:00 PM - 2:00PM EDT

[Address List](#)

Wednesday, May 13, 2009 1:00 PM - 2:00PM EDT

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# **PremiumPostcard**

*Powered by AmazingMail, Inc.*

## Premium Postcard

Premium Postcard, the only internet Direct Mail solutions provider with a U.S. Patented process that provides you a superior Direct Mail campaign experience. You have the flexibility to create online Direct Mail communication by using your own creative material, our online creative photo options, or our award-winning creative team for your custom message, which provides an assortment of variable data options and giving you the flexibility of creating just one postcard, 100,000, or more. Your postcards are created via web-digital-print technology and mailed the next business day by the U.S. Postal Service.



## [Click2Mail](#)

Click2Mail's free-to-use Mailing Online Publisher offers a new approach to putting print back to work for your organization. Its Web browser-based tools provide all you need to manage your lists and to create, personalize, and proof your mailing pieces. Best of all, it's a system that completely eliminates the need for sorting, labeling, applying postage, and delivery to a post office—we do it all for you for just a little more than you would normally pay for the postage alone.

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▶ **PostcardMania:**

Started as a marketing consulting company, PostcardMania quickly evolved into the leading Postcard Marketing company in the industry by always giving the best customer service and offering 5,000 Full Color, Super Glossy Postcards for only \$299. We can handle the whole Direct Mail process for you from start to finish, including: Find the Best Leads, Get More Customers & Increase Sales at PostcardMania!

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# 1 Stop Shopping for DM

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- ❑ Especially for many first time advertisers, it is more than likely easier if you use one of the 1 stop mailing houses in the state.
  - ❑ They can provide everything from helping you with your design to getting a mailing list, to printing it and getting you the best possible lowest rates per piece.
  - ❑ LET'S TALK ABOUT THAT.
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# 1 STOP MAILING HOUSES

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- NORTH MAIL
  - SPEEDY MAIL
  - RAPID ACTION MAILING SERVICE
  - PIP PRINTING
  - ALASKA LASER PRINTING
  - TNT BULK MAILING
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# **FEES YOU CAN AVOID**

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- PERMIT IMPRINT \$185.00 (ONE TIME)

## **ANNUAL MAILING FEES**

- FIRST CLASS MAIL PRE-SORT  
\$185.00
  - STANDARD \$185.00
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