



Personalize Your Marketing Databases



According to a study by the Aberdeen Group, 94% of companies feel that personalization can improve responses to their marketing campaigns. After all, doesn't everyone prefer to be treated as an individual with special attention?

The most common problem is that marketing databases often do not support good personalization. Typically most marketers do not capture or utilize the data available to strengthen the personalization or segmentation in their marketing. The good news is that this problem can be fixed. Whether you are a non-profit, retail business, or in the business to business market, you can enhance your data. Using a combination of your current data and commercially available information, you can create a more content rich and developed data file for marketing. If you are just starting your database, the best advice is to capture more data than you think you will need. It is much easier to stop collecting certain information than it is to go back and get it later.

One of the things you can do internally is prepare your data files to include a salutation

field in addition to a name field. The salutation will allow you to personalize mail based on the familiarity of the recipient. For example, you could use **John** rather than **Mr. Smith** when you are more familiar with the person. Keeping names in both a full name and a first, middle, and last format can be helpful. This reduces potential errors that can arise from combining names or trying to split them apart to achieve a personalized approach by using just the first or last name.

Another basic starting point is to include on your data file the name of the primary contact within your organization associated with each record. This allows you to send communications easily to many people, while having the personalized touch coming from their main point of contact. People are more receptive to receiving information from people and organizations in which they have familiarity.

If you have your database already, you can append information to it in order to better understand your audience. For example, if you have a business to business data file you may want to add employee size, SIC or NAICS code,

sales volume, etc. Marketing to consumers, you may want demographic information such as age, income, marital status, or presence of a child. There is also personal interest data available such as interest in woodworking, wine, investing, etc. Not all of this data is available and will match each record in your database, but often the match rate can be between 30% and 70% depending on variables requested.

If you are considering options for targeting or segmenting your direct marketing plans and are having a difficult time getting started, please let us know. We have worked through these issues with clients in the past and are prepared to help guide you through the process.

Magalog vs. Catalog

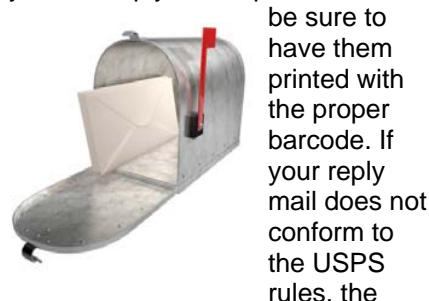
Magalogs are growing in popularity. There are a number of industries, not just the fashion world (ex. J. Peterman Company), that make use of this growing marketing trend. In the consumer market, magalogs are used for investment products, nutritional products, consumers goods, and children's toys. Catalogs have a very distinctive look and can often be disregarded because of that. A magalog looks, feels, and reads similar to a magazine; it looks relevant and informational.

One of the striking differences between magalogs and catalogs is that

the magalog carries less product but includes more information, creative page design, and often larger, more stylized photos. The objective of a magalog is to introduce existing and new customers to new product lines, to tell a story about how best to use the product, or to relate customer experiences. Magalogs are also a good way to inform readers about new and existing trends. It is not unusual for a well done magalog to increase response rates over catalogs by a significant amount, leading to higher sales and profitability.

WARNING: Automation Discounts at Risk

In order to maximize discounts, the US Postal Service (USPS) requires all reply envelopes or cards to be automation compatible as well as the outgoing mail. Starting May, 2011, the barcode on reply pieces must have the new Intelligent Mail Barcode (IMB). If you use reply envelopes or cards,



be sure to have them printed with the proper barcode. If your reply mail does not conform to the USPS rules, the USPS may **refuse to allow any of the available discounts on outgoing mail**. Britt Jackson, USPS Mailpiece Design Analyst, can produce the artwork and barcode needed to print the return mail properly. He can be reached by phone at 336-931-9367.



Email or Direct Mail...That is the Question...

Marketing magazines, blogs, and chat sessions are filled with arguments as to whether it is best to use email or direct mail. Most of the discussions seem to revolve around the costs of each, with email obviously being tagged as the least expensive. This is not the right approach to justify marketing. Start by focusing on how each client/customer/donor prefers to receive communications. In reality, it is the communication and not the cost that is most critical. After all, everyone knows that costs can be reduced to zero by doing nothing and yet doing nothing rarely produces the results we wish.

For most organizations, an honest, thoughtful review of their target audience yields the conclusion that there is a wide range of needs. Both email and direct mail, used wisely, are necessary to produce the desired results. Email's strengths are in its costs and the lack of complexity in execution. The weaknesses lay in the availability of email addresses. Email addresses tend to be volatile. (It is easy to change email addresses or to have multiple accounts—adding to the complexity of managing lists.) There are no "change of email" databases, and there is no forwarding option. Direct mail's strengths come to the fore when one considers the ease of getting and correcting addresses, the fact that first class mail is forwarded, and its ability to deliver an appealing, tangible, and durable item. Costs and the complexity to prepare a direct mail campaign are items that must

be considered.

The mix between email and direct mail is typically the best answer, depending on the recipient and content of the communication. Consider using email for simple communications, especially those of a time

sensitive nature, and use direct mail as

a follow up to those customers who prefer mail or to those who don't open their email. When working with a capable organization it should be able to assist with creating a mailing list for follow-up for the list of email recipients that did not open the

email.

Prior to planning make sure to consider the results that are expected or desired rather than just the costs. The results are the reason for taking action and need to be moved to the front of the thought process. Once you have considered the project's goals, PostMark can assist in the planning and approach of the execution.

When considering how to plan your communications, ask yourself the following questions:

- ◆ How will my target audience react to my communication?
- ◆ For this type of communication, is there a difference in how the medium (email or direct mail) might be perceived?
- ◆ Have I given my target audience reason to do what I would like it to do in the appropriate timeframe?
- ◆ How will I know if this worked?
- ◆ What additional benefits (updated mailing lists for example) should come from this communication?
- ◆ What is my next step after this?



Snip-N-Save Tips from

postMark
YOUR MAIL AND FULFILLMENT PARTNER

It's from a brand or company I know (55%)	It's delivered in interesting packaging (15%)
It's personally addressed to me (51%)	It looks fun and/or humorous (10%)
I'm interested in the product or service (50%)	I like the design (6%)
I can clearly see it contains a free sample/voucher (39%)	It's delivered in an attractive envelope (6%)
It pertains to local services or events (27%)	I like the color of the mailing (3%)
It involves a competition (21%)	Other (12%)

In 2010 Delivery Magazine published the 12 most popular reasons mail gets opened or read. In direct marketing, we contemplate "how do we get our piece opened or read?" From a recent study, here are answers to the question in the forefront of all direct marketers' minds. By the way, the question was answered by actual consumers.

Who are you trying to reach?



We'll help you get there.

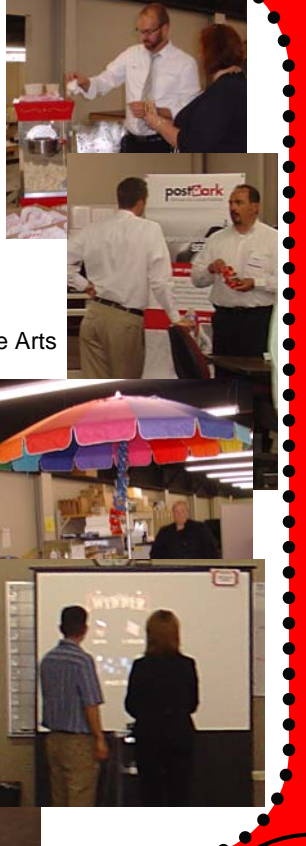
postMark
YOUR MAIL AND FULFILLMENT PARTNER

PostMark's Open House in September was a great success. The event was well attended and all three seminars were full.

Steve Scull of Buchanan Printing & Graphics won the Bubble Gum guessing contest and a gift card.

James Pao of UNC School of the Arts won highest score on the Wii.

Raffles were won by: Curt Brown of Brown Davis Insurance, Tina Chadwick of ReMax, and Brent Beam of Winston-Salem Dash.



Presorted Standard
US Postage Paid
Greensboro, NC
Permit No. 590



(go to www.getreader.com on your smartphone to download an app to scan the barcode)

*****AUTO**3-DIGIT 271
John Smith
PostMark, Inc.
390 Cassell St
Winston Salem, NC 27107-4132

P2 C2 716

390 Cassell Street
Winston-Salem, NC 27107
www.PostMark.ws
Ph. 336.722.2886
Fax 336.722.2895

Getting Connected:

postMark
YOUR MAIL AND FULFILLMENT PARTNER

Jon Bowman,
VP, Business Development
JBowman@PostMark.ws

General email for lists -
GreatService@PostMark.ws

Rhonda Cathey,
VP Operations
RCathey@Postmark.ws

Sherry Hanna,
Customer Service Representative
SHanna@PostMark.ws

Millie Smith
Customer Service Representative
MSmith@PostMark.ws

Web: www.PostMark.ws
Phone: 336.722.2886
Fax: 336.722.2895