



## Advanced Reminder Card Program Ready For Roll Out (part 2)

By **Kathy Cohen** – Part 2: CREATING EFFECTIVE MAIL PIECES

Once you have identified the best customers to receive your reminder card, it is essential to create mail pieces that get attention and won't get lost among all the other competing mailbox messages.

By utilizing state-of-the-art printing technology, you hold the exceptional advantage of creating highly personalized one-to-one communications that speak directly to the recipients in ways that acknowledge their valued customer status and individual buying preferences. Reminder card messages can go a long way to enhance the image of your business and your bottom line. When pieces are printed in full color, response rates can increase by as much as 45%. Premium coated paper stock adds heft to the look and the feel of the card to enhance the impact of the message as well as the image of your business. Household-friendly 6" x 4-1/4" custom post card size accommodates a refrigerator magnet to keep your reminder on view seven days a week.

By combining this Database Intelligence with Variable Information (DI/VI) that is unique to each of your current customers, Mailmark's Advanced Reminder Card Program incorporates powerful new tools

to build deeper, longer lasting customer relationships.

Full Color Personalization on BOTH sides puts the name of your business and the customer's name together front and back to trigger instant recognition of the buyer/seller relationship

Expanded Illustration Capabilities for featuring a photo of your business. New Formats display company name/logo bigger and bolder on both sides. Smart Coupons automatically deliver highly-targeted messages based on customer's purchasing intervals and buying preferences

Measurability should always be a prime consideration in determining where to spend marketing dollars. Reminder card messages give you the ability to track responses customer by customer so you can calculate the return on your investment — dollar for dollar. Mailmark has consistently set the industry standard for mailings that keep your best customers coming back more often and spending more. If you're looking to increase your repeat business, call Mailmark today at (800) 334-8983, to learn more about our new Advanced Reminder Card Program. Join us and be a part of the big summer roll-out!

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## Personalization in the Spotlight at Meeting with USPS Executives



AI Iniguez, VP Pacific Region, USPS meets with Mailmark.

In 2003 the US Postal Service recognized Mailmark with its Mailing Industry Best in Class Award for Mail Effectiveness. As part of our ongoing partnership with the USPS, on July 13, 2004, Mailmark Partners and staff met with AI Iniguez, Vice President for the US Postal Service, Pacific Region, and his staff to discuss mailing trends and how they can best serve Mailmark's clients.



Char Reeves and Elena Neely view the iGen 3.

The discussion centered on how recent studies have reinforced postal research that indicates that the higher the level of personalization of mailing pieces, the higher the response. Highly personalized 1-to-1 communications can result in up to

## 3 Tips to Improve Your Return on Investment...

**In today's modern marketing world we still tend to forget a long standing premise; if you're goal is better control of your marketing budget you cannot increase ROI without increasing the effectiveness of your marketing in direct relation to cost reductions in your budget.**

At Mailmark we have the tools and the expertise to increase the effectiveness of each and every mailing piece we deliver for you. Let's start by looking at three tips that help you maintain or increase ROI even while reducing costs.

**1. TARGET MORE EFFECTIVELY** – It's often difficult to give up the idea of mailing to every single customer in the rolodex, (even if you haven't heard from them in ten years). But focusing your target is a high yield strategy to increase the effectiveness of marketing communications.

**HOW DOES IT WORK?** You need to examine your data to find out who your BEST customers are. Frequent and recent visitors who are enthusiastic to buy what you sell may not represent the largest sector of your customer universe. Even so, by concentrating on mailing mainly to BEST customers, you can decrease the cost associated with volume and use it for more effective mailing strategies — the kind that guarantee higher response due to the BEST customer audience they reach.

**2. TAKE ADVANTAGE OF FULL COLOR** – Our new printing technology provides brilliant full color personalization, not just black ink on pre printed cards and mailers. The cost of each piece may seem prohibitive when compared to mass mailed direct, however, you'll need to mail fewer pieces. Because they are targeted so precisely — they tend to achieve higher ROI.

**HOW DOES IT WORK?** Full color personalization allows you to "talk" to each customer with a complete and unique data

driven marketing mailer. The intelligent addition of your customer data into more personal messaging, printed with premium quality gives you another key to increasing ROI. Mail pieces like these are more meaningful and the increased enticement of your special offers are the result.

**3. EXPAND YOUR CUSTOMER UNIVERSE** – Choosing effective acquisition programs are also very important when budgeting for market share strategies. The great news is, Mailmark's CRM offerings don't just stop with your best customers. We have two programs for increasing your customer base and recapturing your lost customers. Both are required to see the most return on your investment.

**HOW DOES IT WORK?** The same process we've developed that increase the response rates of customer retention mailers is just as effective when you mail to prospects and lost customers.

Simply frame those valuable offers and customer contact messages with full color personalization applied from high yield data analysis and Mailmark's specific CRM programs that are proven to increase ROI. We've enhanced our product universe with new high response mailers — increase your customer universe by taking advantage of them today.

Find out about our award winning NeighborDirect<sup>SM</sup> for acquiring new customers and our Lost Customer program to recapture customers you thought were long gone. **Call Mailmark at (800) 334-8983.** We'll show you how.

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a 30% lift in response. Mr. Iniguez and his team stressed the importance of creating mailing pieces that stand out in the customer's mailbox and won't get lost among all the other advertising messages vying for attention. They recognized Mailmark for its strong leadership in responding to the trend for highly personalized communications that deliver stronger response rates for their clients. In particular, the USPS representatives cited Mailmark's direct marketing strategy that combines Database Intelligence with Variable Information (DI/VI) printed in full color on the company's new Xerox DocuColor iGen3 Digital Press.

*The close partnership Mailmark has with the USPS is an ongoing one that is founded on one primary goal: to give Mailmark clients access to the most up-to-date mailing methods and cost-efficient strategies that can deliver the very best return on their investment.*