



Advanced Reminder Card Program Ready For Roll Out

By Kathy Cohen – Part 1: PLANNING AN EFFECTIVE DIRECT MAIL CAMPAIGN

Dollar for dollar, the funds you allocate to reach your current customers have consistently proven to be the most profitable way to keep your bottom line growing. In fact, marketing research shows it is up to 12 times more costly to obtain a new customer than it is to retain a current customer. There is no better audience for your direct marketing message than your current customers. They have the track record that leads directly to your door. They know you and you know them — their names, their addresses, their buying preferences and purchasing habits. A Reminder Card Program is the proven cost-efficient method for deepening customer relationships by bringing back your best buyers on a regular basis and motivating them to spend more.

In planning your direct mail campaign, always keep in mind that 40% of the response will be directly attributable to the quality of your mailing list.

The information stored in your customer database gives you an important edge over the competition. You could call it that important “home team” advantage. By analyzing your customer data, you can determine the individual buyers who will be most responsive to your reminder message based on how **recently** the customer visited your location, the **frequency** of visits as well as the **value** of those visits over time. This significant customer activity information can then be applied to creating highly personalized one-to-one advertising messages and delivering them into the right hands at the optimum moment to trigger recognition and a positive response.

This type of mailing consistently produces response rates of up to 40% or higher than other types of mailings. It specifically targets the valuable customers you want to keep with special recognition and money-saving offers at timely intervals to keep your bottom line growing.

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Coming In August: **PART 2**
Creating Effective Mail Pieces

NEW 2004 ADVANCED REMINDER CARDS

Personalized Front



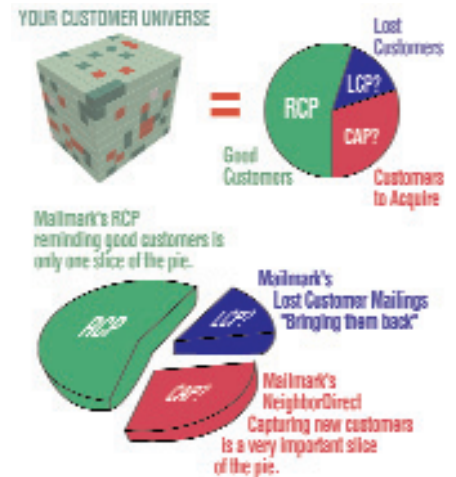
Full Color Logo

Smart Coupons (Data Driven Offers!)



Personal Messaging with Year and Make

Who is Getting The Other Slices of Your Pie?



If you're just using Mailmark's Reminder Card Program to manage your customer relationships, you are only using one slice of the CRM pie. Who's getting the other slices? Your competition, that's who.

If you compare your current customer universe to a pie, you'll see that you may be missing out on two pie slices that your competition is probably enjoying. Lost customers and new customers are two groups you can't afford to give away. Mailmark has two more programs that help you keep all your slices of the pie.

Call Mailmark and ask about our award winning NeighborDirect Customer Acquisition program and Mailmark's Lost Customer program – two slices of pie you may be missing out on. Call us, we'll show you how to keep them.

Next Month: 3 Tips to Improve Your Return on Investment...

1. Targeting more effectively
2. Taking advantage of full color personalization
3. Expanding your customer universe