



DW Mail Insider

February 2010

DW Welcomes Steven Kern



Steven Kern joined the DW team January 18th as DW's newest Sales Representative. He specializes in selling promotional solutions and campaigns using a wide array of communications channels including direct mail, personal URL's (PURL's) and much more.

Spread the Warmth Campaign Wins Marketing Award

In December, DW distributed more than 300 pairs of gloves and asked recipients to give them to someone in need. This was a part of a broader campaign targeted at demonstrating many of our new capabilities.



The campaign was awarded the Gold Marketing Plus award by NAPL (National Association of Print Leadership) for Lead Generation and will be formally recognized at NAPL's annual conference in Florida later this month.

In addition to distributing gloves, we developed a website where recipients could tell their "Glove Story". Here is just one of the many stories we have received:

An anonymous contributor wrote: "The gloves were the perfect size for a little boy I came across standing outside of King Soopers with his mother. He had no gloves and it was very, very cold out. He was rubbing his hands on his pants and jumping up and down to stay warm. I just happened to have the gloves in my purse and gave them to him. He was thrilled."

Once all of the Glove Stories are compiled they will be available on our website for download and sent out via email. Request your copy at cheneile@dwmallc.com.

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Valentine's Day Fun Facts

- Men buy 73% of the flowers sold for Valentine's Day
- Women buy 85% of all Valentine's Day cards.



- The Italian city of Verona, home to Shakespeare's Romeo & Juliet, receives about 1,000 letters addressed to Juliet each Valentine's Day.



- In Medieval times, girls ate unusual foods on Valentine's Day to make them dream of their future husbands.

Increase Your Direct Mail Response: Part 2

We have learned a lot about increasing direct mail response rates over the years and we want to share our findings with you. In last month's Insider we introduced three great tips for increasing response rates (Make it Personal, Invest in your Mailing List & Be Persistent). Now here are three more tips...

1. Mix It Up

A recent study conducted by Telmetric Research found that a campaign that includes both print and internet components will drive twice as many calls and nearly twice as many web visits when compared with a campaign that only uses the internet. This is no surprise considering that marketing experts have touted the importance of integrating different marketing mediums for years. Multiple marketing activates work together to maximize return on investment and reach a broader audience.

2. Add Some Dimension

Boxes, padded envelopes, tubes, etc... generate curiosity and are opened first. They get past the gatekeepers, they are kept longer, and, most importantly, they leave a lasting impression. While dimensional mail can be expensive to design, create and mail, increased response can result in a positive return on investment. The key is to send dimensional mail to a list of well-qualified potential customers and follow up by phone or email.

3. Figure Out What Works

Tracking response rates is the best way to find out what works best for your business. In addition to tracking response rates, keep records regarding the piece type, message, and list. For example, track whether a self-mailer or personalized letter gets more response and/or what part of town most respondents live in. Use what you learn to continually fine tune your mailings.

DW offers many services to support increased response rates including online lead generation, hand assembly of dimensional mail and response rate tracking. Give us a call to learn more. Request a copy of last month's insider at cheneile@dwmallc.com for more tips on increasing response rates.