



DW Mail Insider

November 2009

Holiday Mail Deadlines Released

The Postal Service has released the following cut off dates for packages to be delivered on time for Christmas:

DOMESTIC MAIL

Express Mail:
Dec. 23rd

First-Class & Priority Mail:
Dec. 21st

Parcel Post:
Dec. 16th

MILITARY MAIL

Express Mail:
Dec. 18th

First-Class & Priority Mail:
Dec. 11th
(Dec. 4th for ZIP 093)

Internet vs. Print

Our September seminar pitted print against internet marketing and found no clear winner. In fact a successful marketing strategy includes both. Recent research done by Telmetric found that a marketing strategy that combines both print and internet activity drives twice as many calls and nearly twice as many website visits when compared with internet marketing alone.

Help your prospects find your website with these search engine optimization tips:

1. Identify and use keywords that your prospect would be using in an online search.
2. Have other sites link to yours and link to other websites from your own.
3. Consider using pay-per-click advertising such as Google AdWords or Microsoft adCenter.

Looking to use mailings to drive people to your website? Try including one of these 4 motivators on your next mail piece:

1. Provide a special offer such as a discount or coupon available online only
2. Create a sweepstakes that recipients can enter to win at your web site
3. Include a startling headline such as "Your new neighbor is a uranium mine" with more information available online.
4. Offer special content such as a free download or a white paper available online. Visit the Resources & Support section of our website (<http://www.dwmailllc.com/resources>) for a great example of special content.

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Did You Know?

- About 280 million turkeys are sold for Thanksgiving



- The heaviest recorded turkey weighed 86 pounds
- More than 40 million green bean casseroles are served on Thanksgiving.



- In 1939, 1940, and 1941 Franklin D Roosevelt moved Thanksgiving to the third Thursday in November to lengthen the holiday shopping season.

Beyond Words: Marketing with Color

Whether its the orange and black of Halloween or the red and green of Christmas, the holiday season wouldn't be the same without the vibrant colors of the season. While the psychology of color is more evident this time of year, in marketing color is important all year long. So we have prepared this guide to the meaning of colors:



White	Simplicity, Cleanliness, Purity, and Safety
Red	Energetic, Aggressive, Proactive, Passion, Desire, and Courage
Blue	Calming, Trustworthy, Dependable, Responsible, and Stable
Green	Health, Freshness, Serenity, Growth, Nature, and Money
Yellow	Optimism, Creativity, Happiness, and Good Times
Purple	Spirituality, Royalty, Wealth, Prosperity, and Mystery
Pink	Romance, Love, and Sentimental
Orange	Enthusiasm, Cheerful, Vitality, Fun, and Gregarious
Brown	Simplicity, Durability, Earthy, and Natural
Gray	Practical and Timeless
Black	Authority, Stability, Strength, Classical, and Sophistication

Learn more about the meaning of colors and using color effectively in marketing at <http://www.precisionintermedia.com/color.html>.