



DW Mail Insider

April 2010

Goodbye Round Red Stamp!

The Postal Service has eliminated the use of a red round stamp on mailing receipts. In fact, they don't even provide receipts any more! Have no fear - we will still be able to verify mailing information.

Since DW Mail uses the Postal Service's PostalOne software we can download the new receipt from our office. This receipt will provide a date only - there will be no red stamp physically applied by the Postal Representative.

To learn more, visit <http://www.usps.com/mailpro/2010/janfeb/page4.htm>



Putting Social Media to Work for Your Organization

The way the world communicates is changing. Get ready at our free one-hour seminar on May 7th at 9:00 a.m. and you could win 4 hours consulting with guest speaker Georgia Brown.



Georgia, of Sweet Georgia Brown Consulting, specializes in working with organizations to develop a customized social media presence.

Join us and Georgia will show you how to:

- Reach new customers
- Benefit from referrals
- Interact with customers in new ways

Seating is limited so register today. Call 303-858-1025 or email info@dwmallc.com to register.

April Marketing Brings May Leads



I have seen some interesting billboards and posters around town lately. Last week at a middle school I noticed a poster with a picture of a young woman and the caption "From homeless to Harvard. Ambition. Pass It On." And as I was driving home the other day, a billboard with picture of a fire fighter covered in ashes caught my eye. The caption read, "When others ran out, he rushed in. Courage. Pass It On".

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In Honor of Earth Day...

April 22 is the 40th Earth Day. In honor of the day, here are a few good reasons to recycle...

Each ton of recycled paper can save 17 trees, 380 gallons of oil, three cubic yards of landfill space, 4000 kilowatts of energy, and 7000 gallons of water.

A modern glass bottle would take 4000 years or more to decompose.



Plastic bags and other plastic garbage thrown into the ocean kills 1,000,000 sea creatures every year!

A used aluminum can is recycled and back on the grocery shelf as a new can in as little as 60 days.

As I contemplated these messages, something great happened for the foundation that created them. They generated a lead.

However, these days generating leads is not enough. Converting that lead to a customer is our ultimate goal. Doing so requires that leads be collected and managed effectively. For every dollar that goes to marketing, three questions must be answered:

Is this going to generate qualified leads?

Almost all marketing activities will generate leads. But quality and quantity is also important. There are hundreds, if not thousands, of ways to generate leads. Identifying the right marketing mix for your organization requires an understanding of your target customer and what appeals to him or her.

How will leads be collected?

The options for collecting leads are numerous and growing. However, some methods are more effective than others. Two general rules apply:

First, the easier it is for someone to express interest in your organization, the more likely they are to do it. Once I became interested in the billboards and posters I saw around town, it took me 4 steps to find out how to provide the organization with some information about me. Ideally, leads don't have to take more than one or two steps.

Second, give your leads a good reason to share their information with you. Whether it's a giveaway or a monthly newsletter, there needs to be something in it for the lead.

How will leads be managed?

Eighty percent of sales are made on the fifth to twelfth contact. So to maximize marketing efforts, organizations need to have enough compelling content coupled with an organized and efficient delivery system. Developing and executing a plan that includes up to 12 points of contact is crucial.

Even the best plans are at risk if not managed properly. Did you know that DW Mail provides marketing consultations for free and offers online systems that can help you generate leads, manage your contacts, monitor campaign results and much more. Call us today to find out more about our marketing services.

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