

## Harness The Power Of Multichannel Marketing

BY CARRIE SCHWEIKART

**Y**ou know you do it, and your customers have been doing it for a while now. It's the biggest marketing no-brainer: People are shopping and buying from more than one channel.



So, if your customers are moving from email to direct mail to catalog to web to mobile to social media to retail stores, the next biggest no-brainer is to reach them across all of those media. The trick is to get a relevant message to the customer at the right time through the appropriate channels.

Of course, once you jump into the multichannel marketing space, how well are you doing it? Who is managing your media

big picture? Does your customer even recognize you in each of those channels? And, most importantly, are you losing opportunities to make the sale?

As important as each medium can be, it's the organized, coherent approach to all of them – including print – that holds the real promise of marketing success.



### Multichannel Basics

Multichannel marketing can mean very different things for different companies or organizations, but a few basic truths apply for everyone:

**Relevance Matters:** Customers have more control over your messages now than ever before. If you don't speak directly to them, their interests, and preferences, you'll lose them. They'll delete your email, ignore your tweet, and toss your direct mail piece. Relevance begins with having good data and using that data to tailor messages and offers to your target segments. Even more, with today's technology, you can personalize messages and offers to target individuals.

continued on page 8

## Lean, Clean, and Green: Direct Mail and Fulfillment Trends to Watch in 2011

BY MILTON OLEKSON



**A**dmit it. You've followed at least one trend in your life. Leisure suits. Shoulder pads. Farrah hair.

While thoughts of those days may cause you to cringe and fear for your Facebook and LinkedIn profiles, identifying and exploring trends—industry trends, at least—can often lead to long-term, positive effects. As you delve deeper into the belly of 2011, keep your eyes and your marketing plans open to the following seven trends.

**Higher postage costs.** Although the Postal Regulatory Commission rejected a proposed rate increase in September 2010, most industry experts still expect postage costs to rise in 2011. When? How much? History suggests an increase could occur this spring with a 1.6 percent hike minimum. But don't let that deter you from mailing. Prices increase. Just mail smarter.

**Smarter mail.** Eventually, only mailers who use the Intelligent Mail barcode will qualify for automation prices. (The U.S. Postal Service had pegged May 2011 as the IMB deadline, but has since backed off that date.) Still, if you're looking to receive a postage discount—and you

continued on page 10

### What's New?

◀ Want to build subscribers? Give your customers multiple ways to opt-in, including mobile SMS. See page 3.

### Mailing and Fulfillment

You Want It When?!	2
President's Perspective	3
Case Study - P-URLs Dominate	4
Love Logistics	5
Envelopes Count	6
Production	7
Copywriting	8
Where's My Mail?	9
Postal Developments	11
Snail Mail Gains New Creds	11
DMAWEF	12
News Notes	13
Downsize Your Information	14
2010 Rising Star	15

continued from page 1 (bottom)

should—make sure you dress your presorted mail appropriately. This also applies to the reply envelopes and cards you insert into mail packages.

**Fewer postal services.** The Postal Service continues to tussle with financial strains and investigate ways to implement more cost savings. Mail service, as we know it, will change. The most likely? A five-day delivery week instead of six.

**More efficient marketing.** Integrated marketing—campaigns combining direct mail, email, landing pages, social media, personalized URLs, and mobile marketing—played a key role in 2010 and will continue to drive marketing efforts in 2011, according to The Ballantine Corporation. Melding classic strategies of direct marketing, including direct mail, with new technologies will help you reach customers in all demographics.

**More focused marketing.** Content will rule in 2011 as information (data) gathering and relationship building provide the benchmarks for measuring success. More and more organizations will, through various methods, attempt to uncover characteristics about their customers, donors, and members in order to design specific communications that maximize both marketing impact and dollars. The more you treat your clients like good friends and the more you get to know them, the longer your relationships will last.

**Greener strategies.** “Going green” doesn’t always cost you green. In 2011, marketers will use their newly discovered data and earth-friendly technologies to cater to their limited resources, retain the flexibility to change content “on the fly,” and keep inventory costs down. Utilizing waterless digital printing equipment, limiting mass mailings, and embracing personalization with color variable digital printing that includes both targeted messages and graphics can help you meet your organization’s expectations.

**Heavier direct mail volume.** According to a Global Industry Analysts study, as reported by The Kern Organization, direct

mail—despite talk of its ruin—remains a leading and effective way to reach a targeted audience. While individual First-Class Mail volumes will continue to decline, direct mail will grow, with direct mail expenditures reaching \$25.45 billion in 2015.

Like cultural trends, not all industry trends work for everyone. Sometimes you just have to try them on (test! test! test!) to find what fits.

Milton “Milt” Olekson is senior vice president for AMI, DMAW’s 2010 Vendor of the Year, located in Alexandria, VA. AMI has successfully partnered with nonprofit, commercial, and governmental clients since the early 1970s. A 16-year veteran of the company, Milt’s robust “award winning” methods toward employee development and education have earned him recognition within AMI and within the industry. You can reach Milt at [milt@amidirect.com](mailto:milt@amidirect.com) and 800-663-2415 x122.

## End-of-Year Marketing Tasks to Complete Now

In the scramble to wrap up one year and begin another, you may have missed an important opportunity to complete some essential end-of-year marketing tasks. You still can. Perform these exercises now to maximize your 2010 efforts and boost 2011 profits.

**Clean out your overage.** Do you have extra fliers stored in your warehouse or at the mailshop? Blow off the dust and take inventory of your overage. You may have a quick and relatively inexpensive (the printing is already paid for, after all) mailing on hand. If you have large quantities of pieces that did well—and the pieces don’t include any dated references or discounts—you may want to re-mail them to a portion of your house list or to a rental list. Even if you didn’t budget for an additional mailing, there’s always room for a mailing that can pay for itself.

**Go back to the beginning.** You may have already created your marketing plan for this year, but the most effective marketing schedules aren’t set in stone. Update and review the response rates for every campaign you mailed or emailed last year, even those you consider inactive. Were you surprised by any of the results? Did your marketing generate the response you expected? Would the response rate improve if you adjusted your timing a bit?

**Survey your best clients.** You know who they are: the customers who order often or order big, or the contributors who have supported your organization for years. Assemble a list of your top clients and call them up. Did your customer service perform satisfactorily in 2010? Were all products received on time? How about the marketing: did your clients receive notices about new products and services when they needed them? Take this time to find out how their businesses fared last year, too, and what your organization could possibly do to help in the year ahead.

**Say thanks to your supporters.** Most people like to know that the organizations or the companies they support appreciate their interest and their income. Whether you choose to email a “thank you” letter with a discount or special offer or post a sincere note on your website, take the time to recognize the folks who chose you last year.

Milt Olekson