

# DIRECT Hit



## **The 2022 Top Five Podcasts From The Plus Podcast with Midwest Direct**

New Year's resolutions. Regardless of how you feel about them, most of us are pulled to establish a few achievable goals. The hardest part – finding achievable goals! We've got you covered.

Below you'll find our top ten most popular podcasts. They cover everything from the technical aspects of mail tracking through the ease of adding online advertising using just the home addresses on your mailing list! Your goal? Check off this list and get caught up on all of our top topics.

Go to [Soundcloud.com/midwest-direct](https://Soundcloud.com/midwest-direct) to listen online or find The Plus Podcast with Midwest Direct on your favorite podcast app.



### **5. Capture Real Leads with digital+post**

With digital+post, small businesses can get the data that larger companies have been seeing for years and track leads they wouldn't have known existed. Digital+post generates, then captures leads with LeadMatch for world-class tracking that works. There is no more guessing on who is truly interested in what you have to offer. Listen to The Plus Podcast with Midwest Direct to learn how you can find new leads using digital+post LeadMatch.



### **4. Everything You Need to Know About Informed Delivery<sup>®</sup> from the USPS**

Informed Delivery is an obvious, easy addition for your next mailing. This tool ads your link to the email 40+ million Americans have opted in to receive daily. Bob Dixon, Director of Product Technology Innovation from the USPS Informed Delivery Development Team, will go over what the Informed Delivery email experience is like for a consumer, the most recent stats from the USPS, and some amazing case studies.



### **3. Overview of Our Popular Data Services and Advice with Gary Seitz**

Getting data isn't the problem. Making sure it's accurate and segmented to reach the right person and in the right channel -- that's a challenge. Tying engagement and sales rates back for source attribution and clear ROI, that's a real challenge! Most businesses are great at generating data, few are even good at managing it well. Listen to Gary Seitz, VP of Data and Analysis for CTRACdirect, a division of Midwest Direct, explain how his team helps B2B and Non-profit marketing teams, CRM managers and data analysts prep data for mail, email and online advertising campaigns.



### **2. It's Easier than You Think to Succeed with Direct Mail**

Mandy Gebbie Clayton, National Sales Manager, as she describes how Midwest Direct can help you achieve your best possible results, save time and money on your next Direct Mail campaign.

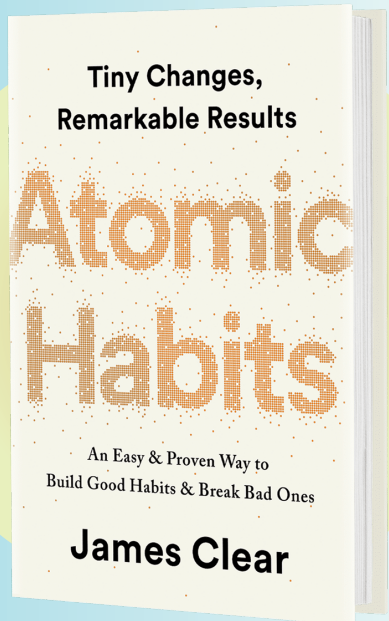


### **1. How Does USPS Informed Visibility<sup>®</sup> Work**

As a communications delivery company, we know how important it is for you to know when your messages have been delivered and what the response rates are. Most marketers are familiar with tracking email sends and engagements. Did you know you can have the same kind of visibility into your mail tracking using Informed Visibility? There's so much information available today concerning delivery, opens and engagement. We distill that information down to the level you need to run your business. Listen to Sean Gebbie, President of Midwest Direct, share what our mail delivery options can do to enhance your business options.

## Great Reads

This month's Great Read is designed to help you nail your New Year Resolutions. James Clear's book *Atomic Habits* lays out how to achieve goals that have long evaded you. His methodology of adopting behaviors to embody the person you want to be eases you into small habits that compound into major achievements. Clear writes how success is the product of daily habit. Pick up a copy at a bookseller near you and delve into how to make habits attractive, easy, and satisfying: not painful.



## USPS Announces Latest Stamp in Lunar New Year Series.

"The third of 12 stamps in the latest Lunar New Year stamp series celebrates the Year of the Tiger. Calling to mind the elaborately decorated masks used in the dragon or lion dances often performed in Lunar New Year parades, this three-dimensional mask depicting a tiger is a contemporary take on the long tradition of paper-cut folk art crafts created during this auspicious time of year. The tiger mask design incorporates colors and patterns symbolic to the holiday. Art director Antonio Alcalá designed the stamp and pane with original art by Camille Chew."



Taken From: <https://about.usps.com/newsroom/national-releases/2021/1101-usps-reveals-new-stamps-for-2022.htm>

## Team Treats Slow Cooker Roast



***This simple slow-cooker roast is a hearty and warm meal to add to your winter dinner rotation. Aromatic onion, red wine, and thyme are sure to brighten up your home during the dark month of January. Thanks to Olive Magazine for the recipe!***

### Ingredients

Rolled beef brisket joint 1.5kg  
Oil for frying  
Onions 2, chopped  
Plain flour 1 tbsp  
Red wine a large glass  
Chicken stock 300ml  
Worcestershire sauce 2 tbsp  
Thyme 8 whole sprigs  
Star anise 1  
Carrots 2, peeled and quartered  
Celery 2 sticks, quartered

### Method

- 1) Heat a large frying pan until hot. Rub the joint all over with oil and season really well. Sear on all sides until golden, making sure you get a nice dark color. Transfer to the slow cooker.
- 2) Add the onions to the same frying pan and cook for 10 minutes or until starting to go golden at the edges.
- 3) Sprinkle over the flour, stir well and cook for 3-4 minutes. Gradually add in the wine, stirring, then stir in the stock and Worcestershire sauce. Tip the onion mixture on top of the beef, then add the thyme and star anise, and tuck in the carrots and celery.
- 4) Set the slow cooker to high and cook for 5 hours. Take out the brisket and put on a plate. Scoop out the carrot, celery and thyme, and discard. Serve the brisket with the gravy, which should be nicely thickened with the melted onions.

# Michelle's MARKETING MINUTE

## Should you use SMS Text Messaging to Advertise?

Here's why you need to add SMS messaging and call tracking to your marketing plan now:

- There's been a distinct uptick in digital engagement over the last couple of years, and the trend continues upward
- 86% of consumers expect to maintain or increase levels of digital engagement over the next 6-12 mos.
- This is an EXCELLENT method to acquire first-party data opt-in

Ask us how to set up a Digital +Post campaign that comes with a phone number that automatically sends text messages or calls directly into your business. (If you want to choose a number you own, you can.) You don't have to change a single thing to start capturing all your calls and text messages for your direct marketing efforts!

Our system records and tracks the data from each call through our software as the call or text message comes in.

You're this close to making it A LOT easier for folks to do business with you!

Go to [mw-direct.com/data/digital-plus-post](http://mw-direct.com/data/digital-plus-post) for more info.

## Take a Walk!

A simple way to take care of your body and mental health is to take a 15-30 minute walk at least 3 times a week. Taking a break to stroll around outside boasts a huge amount of benefits like:

- Improved sleep
- Better endurance
- Stress relief
- Improvement in mood
- Increased energy and stamina
- Reduced tiredness that can increase mental alertness
- Weight loss
- Reduced cholesterol and improved cardiovascular health

Walking increases your circulation—moving blood to your brain and boosting your mood. It also has a positive influence on your nervous system by relaxing your nerves and reducing stress. Also, getting in some positive social interaction by bringing along a friend has shown to boost self-esteem, ward off depression, and improve negative emotions. So grab a friend and a pair of shoes and get walking!

Facts provided by: <https://www.webmd.com/fitness-exercise/mental-benefits-of-walking#1>



THE PLUS PODCAST  
With Midwest Direct

0:00

18:54

## 37: Our 5 Favorite Nonprofit Case Studies

This episode from The Plus Pod is a special release from the event for Nonprofits and those responsible for Development, Fundraising, Annual Fund Drives, and CRM Data Management. This session will focus on case studies of nonprofit marketing and fundraising campaigns, including: Eric Switzer, Digital Sales Manager, reviews an event fundraiser for a religious organization, an enrollment campaign for a charter school, and a theater camp's summer program campaign; Mike Ruffing, Business Development for Midwest Direct, reviews a local nonprofit school recruitment campaign; Michelle Toivonen reviews the campaign we built utilizing our digital+post dashboard to capture attendees and potential people of interest.

Scan Here to Dive In:



Mandy's  
MOTIVATIONAL MOMENT



**“ Ever tried. Ever failed. No matter. Try again. Fail again. Fail better. ”**

**Samuel Beckett**



# DIRECT Hit



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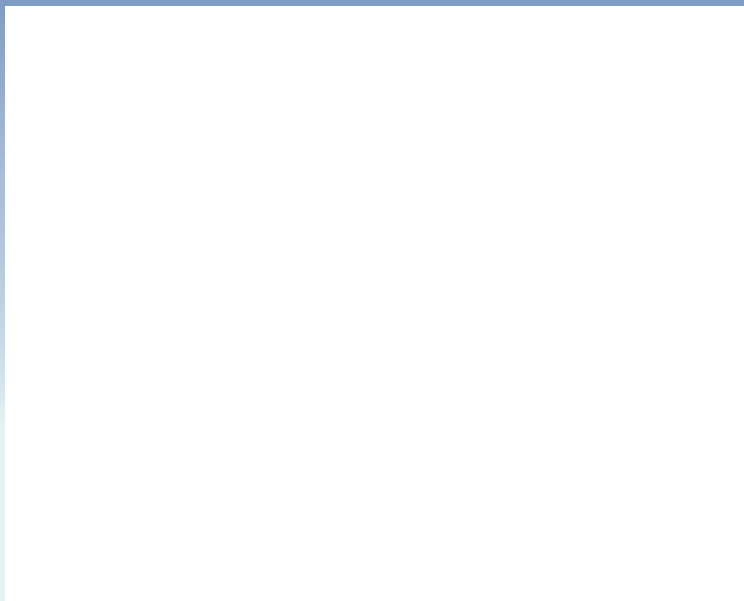
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**ARE YOU USING  
DISCOVER ADS TO  
TARGET YOUR  
AUDIENCE?**

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