

# DIRECT

# HIT



## How to Market ANY Business.

### **Start with your data**

The most important prep step in direct marketing and direct mail is the correct use of your data. Recent studies show that 60% of success from direct mail comes from having the correct list, ensuring you are mailing to the right people. It is well worth your time to make sure that you have a solid list with the right demographics -- a bad list will waste your money and reputation by sending mail to people who don't fit the description of your ideal list. We can help you with all of this! Our data department can help you identify and acquire the right target audience.

### **Make a good offer**

When spending on direct mail, be sure to get your money's worth. Have an effective offer on your mail piece. It is important to remember that most customers don't care about what you do, they care about what you can do for them. Keep that in mind when creating an offer. And make sure they don't miss it with a strong CTA or call to action. Include your phone number, email, company name, social media accounts on all messaging. Even if that's just a link titled "Contact". Make it EASY for your audience to connect with you anywhere.

### **Be creative**

Add a little fun into your mail. Create something that really grabs the customer's attention and tempts them to hold onto it. Although the rule is now 60% right list, 30% offer, and only 10% creativity, that doesn't mean creativity isn't important! Use all resources available to ensure that your mail piece WILL stand

out. If you need help with that, our production team can also help you achieve this! We can help design the entire product for you or even just help with the quality of your piece. Just ask us how to get started!

### **Utilize multi-channel marketing**

Last (but not least) on the list, is to always use multiple channels. Direct mail has the best response rate and brands that use mail are perceived as more trustworthy. However, every campaign can benefit from more exposure or touchpoints! When you're sending mail, you can now EASILY integrate additional touchpoints. Just let us know you want more for your

money and we can add online ads, social media ads, Informed Delivery emails, and more for a small increase in price. The possibilities are endless.

Need help with your direct mail? Want to add channels for better ROI? Our marketing team can dive deep into your company's channels and see the best integration for all your advertisements. Contact us today to get started.

For more information, visit our data department and read more about digital+post at [mw-direct.com/data/digital-plus-post/](http://mw-direct.com/data/digital-plus-post/)



## Team Treats



### Broccoli, Shells & Cheese

#### INGREDIENTS:

- 8 ounces medium shell pasta
- 3 cups broccoli, chopped into florets
- 2 chicken breasts, cooked and diced
- 2 tablespoons unsalted butter
- ¼ cup all-purpose flour
- 1 cup milk
- 1 cup chicken broth
- ¼ teaspoon garlic powder
- ¼ teaspoon pepper
- ½ teaspoon salt
- 2 cups sharp cheddar cheese, shredded

#### INSTRUCTIONS:

-In a large pot of boiling salted water, cook pasta according to package directions. Add broccoli during the last 2-3 minutes of cook time. Drain and set aside.

-Melt butter in a large skillet over medium heat. Add flour and cooking, stirring, for 1 minute.

-Slowly whisk in milk and chicken broth. Season with garlic powder, salt, and pepper. Cook, stirring constantly until the mixture is bubbling and thickened. Remove from heat and add cheddar cheese. Stir until melted.

-Add the drained pasta, broccoli, and chicken and stir to combine. If the sauce becomes too thick, add milk as needed to be thin.

## FUN FACTS: MAIL

The UK Royal Mail ran an underground railway network in London of driverless trains from 1927 until 2003 to move mail between sorting offices.

Up until 1915, it was legal to mail a baby by US Mail. In 1914, to save money on train fare, May Pierstorff's parents paid the 53 cents postage and mailed the 5-year old to her grandparents for a visit. She rode the whole way in the mail car and was delivered to her grandparents' house by the mail clerk on duty.

In 1959, USPS attempted to deliver mail in a cruise missile and successfully shipped 3,000 pieces of mail from Virginia to Florida in 22 minutes.

Due to confusion in their names, the staff of Slovak and Slovenian embassies meet once a month to exchange wrongly addressed mail.



**PROMOTIONS & INCENTIVES**  
Emerging and Advanced Technology

This promotion encourages mailers to continue to adopt the use of the USPS omnichannel feature, Informed Delivery®. For help creating an informed delivery campaign or to get more information about best practices for success, go to <https://bit.ly/3ye0zep>. OR contact us at [info@mw-direct.com](mailto:info@mw-direct.com).

#### Quick Facts About Informed Delivery Email

- Over 40 million US citizens have opted in to receive this email.
- Open rates are high ranging from 40%-60%.
- Regular and nonprofit Marketing Mail letters and flats, and First Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion

• **Registration:** July 15, 2021 - November 30, 2021

• **Promotion period:** September 1, 2021 - November 30, 2021

# Michelle's MARKETING MINUTE



## Marketing Tips to Become a Better Writer

- 1.) When you are writing, don't worry about editing just yet. Let your brain flow and do all the writing first, then when you're done with that, go back and edit and make corrections.
- 2.) Focus on your jargon. Not everyone reading your article is going to know the exact lingo that you use, so make sure to keep an even balance of community-friendly terms and jargon.
- 3.) Don't be afraid to dive right into what you want to talk about. It is not like you are writing a story with a plot, and most readers want to get to the meat and bones anyway, so jump right in and get after it.
- 4.) Try to have a little fun while writing. Don't be scared to use personal experiences and really draw the reader in to learn more. A lot of people like to read writers covering topics they can speak to from personal experience.

### BIG NEWS!



Marwan Almustafa has been a 2nd shift Presort employee with Midwest Direct since 2018. Marwan immigrated to the US from Syria over 5 years ago and recently became a US Citizen.

Congratulations, Marwan!



Jeanette Marson, many of you know her as our postage billing expert, Jeanette was recently promoted to First Class Mail Billing Specialist. She prides herself on helping clients and better understand their mail, invoices, and reporting.

Congratulations, Jeanette!



THE PLUS PODCAST

With Midwest Direct



## THE PLUS PODCAST: Rich Gebbie on How to Achieve the Combination of Discount and Delivery

The Postal Regulatory Commission (PRC) has increased the [maximum size limit for a Presorted or Automation First-Class Mail \(FCM\) postcard](#). The new maximum size is 9 inches long by 6 inches high. The piece will have a thickness of .009 to 0.016 and is eligible for the presort, first class card size prices. Hear Rich discuss this and more on [The Plus Podcast with Midwest Director enter https://soundcloud.com/midwest\\_direct](https://soundcloud.com/midwest_direct)

Contact us at 1-800-686-6666 or [email](#) and ask for help achieving the best combination of discounts and delivery today!

Visit the blog at [mw-direct.com/blog](http://mw-direct.com/blog)



### Mandy's

#### MOTIVATIONAL MOMENT

Mandy's quote for this month -

*"For every reason it's not possible,  
there are hundreds of people who have  
faced the same circumstances and succeeded."*

— Jack Canfield

# DIRECT Hit



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PRESORTED  
STANDARD  
U.S. POSTAGE  
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MWD

## Inside This Edition...

*Interesting Facts About Mail!*

*Marketing Tips From Michelle!*



Tell us what you think. Email your comments and give us your feedback on what you enjoy about Direct Hit!



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