

A.M.

LetterLink

Your Resource for Direct Mail Marketing



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“Providing seamless direct mail solutions”

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INSIDE...

- New DMA consumer choice plan
- Designing for AIDA
- 15 DM creative ideas
- Add days for USPS delivery
- Calendar of events

Marketing to Gen X, Y and Z

Fame, Fortune, and Flexibility...these are the new goals that are strived for by the X and Y generations. The old goals (2.2 kids, house, career, cars) that were important to Baby Boomers and their parents are an afterthought to the younger generations.

How to market to the younger generations was the topic at a recent Madison AdFed meeting. Malissa Lavigne, director of Marketing for the Intelligence Group in New York was the presenter. She provided some insight into what makes the Gen X and Gen Y tick.

Gen X numbers are small, so they feel ignored by society...

Gen X (1965 – 1977) has about 40 million members. “They were the first group of children to experience broken families,” said Lavigne. Fifty percent of their parents got divorced. They grew up in a throwaway society with no recycling or concerns for the environment. They saw world problems like Aids, ozone alerts and recession. They are angry, pessimistic and won’t sell out to corporate America. Gen X numbers are small, so they feel ignored by society and are individualistic. They were the first bloggers!

Gen Y (1978 – 1996) is about 75 million strong. These were the sons and daughters of the Baby Boomers. They were doted on by parents and corporations. As a group they are optimistic, happy and group oriented. They participated in team sports and became very group oriented. As individuals they want to be different, but “just like their friends,” says Lavigne. “Gen Y wants what they want, when they want and how they want.” Products must have multiple functions and added value. They grew up with computers and are the CTO (Chief Technical Officer) of every household.

Gen Z (1996 to present) is projected to be 46 million. They are growing up in a world of decay and terrorism. They have a sense of realism. Over fifty percent of the tweeners consider the environment the most important issue. Moms are doing things to make these kids better...not just smart, but gifted...not just talented, but multi-talented.

One of the trends Lavigne pointed out is the Creative Class. Corporate culture is leaning towards more creativity. “With the over abundance of products and



Generation Y is the most tech savvy group ever. They take care of setting up and programming everything electronic in their household.

DM News & Tips

DMA takes action on Do-Not-Mail

The Direct Marketing Association (DMA) unveiled the Commitment to Consumer Choice (CCC) initiative during DMA07 in Chicago. They hope to educate both direct marketers and consumers of the importance of providing mail choice. The DMA feels they are the best organization to administer such a system. At least 10 states are now considering do-not mail legislation. The DMA is taking additional preemptive steps against the growing interest in legislating opt out mail. Visit www.dmachoice.org/consumers to learn more about mail preference.

DMA tests paper and imagery

How much do paper stocks and graphics help direct mail response rates? A direct mail test/survey conducted by the DMA answered these questions. They measured response to a variety of stimuli on different paper stocks. They found that 67% of respondents preferred a 100# cover over 80# cover. Photographic imagery was the clear winner at 37% over solid color 27%, illustration 20% and typographical element 16%. A photo is still worth a 1000 words!

Design for 3:33 rule

A rule of thumb in direct mail is - you have 3 minutes and 33 seconds to make the sale. Your piece will have 3 seconds to stand out in the mail. Then you have 30 seconds to engage the reader enough to get the envelope or mailer opened. Now you have just 3 minutes or less to hold their interest and get them to respond. The AIDA (attention, interest, desire, action) marketing rule must be followed to survive the 3:33 rule.

Personalization improves response

Marketers who have tested variable data direct mail have reported some excellent results. Some mailings have had response lifts as high as 1000 percent. A 2006 customer focus survey showed that 59 percent of the direct mail that does get opened is due to one or more elements of personalization. About two-thirds of all direct mail now employs one or more levels of personalized data.

Wisconsin named printing capitol of USA

Printing Impressions magazine has anointed Wisconsin as the best state for printing. While not the biggest in total print volume Wisconsin stood alone in manufacturing firepower for a state of its' size. There are about 1,040 printers in Wisconsin. Thirty one of those printers are among the 400 largest print companies in the country. According to PI editors, a great work ethic, the long printing tradition and centralized location keep Wisconsin in the forefront of the industry.

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services, nothing is really different," she said. She recommended showcasing your creative process. These generations want to see how it's done. Event marketing helps them connect with other people. Viral marketing or "word of mouse" can reach these generations faster than ever.

Creative tactics that worked five years ago may not be effective with today's shifting demographics. Marketers need to learn how to design for one to one personalization utilizing variable data imaging and digital media options. Personalized messaging through multiple channels will be the wave of the future.

GUEST COLUMN EDITOR'S NOTE: Article provided by ©North American Publishing Company. All Rights reserved. This article originally appeared in TM Tipline, Target Marketing Magazine's weekly e-mail newsletter offering practical tips and solutions for profitable direct marketing. To learn more, visit www.targetmarketing.com.

Three USPS Insider Tips for Effective Direct Mail

By **Brittany Brouse**, associate editor, *Inside Direct Mail*

As a member of the panel speaking on "Maximizing Customer Engagement in Direct Mail" DMA07 Conference and Exhibition, Carlton Shufflebarger, brand manager of direct mail for the USPS, shared some tips to help mailers increase impact and response.

1. Create mail and online synergy.

Send catalogs and mailings to online shoppers who might enjoy receiving product information this way. "In sending someone a catalog, you create a stronger online prospect. They are more likely to visit the site, spend more time on the site and more likely to make purchases," Shufflebarger said. Catalogs also discourage comparison shopping because when shoppers visit your site, they are primed to make a purchase. For good follow-through with online sales, provide shipping cost options. Shufflebarger stresses that the biggest reason for cancelled orders is the shipping cost. He says, "If people leave your Web site because of no delivery options or because charges are too high, you put a lot of money at risk."

2. Take advantage of shaped mail.

Shufflebarger also suggests using Customized Market Mail (CMM), which includes die-cut mailers, cutouts, magnets and other odd-shaped mailing formats. These mailers jump out of the mailbox, producing about a 3 percent to 4 percent increase in response rates—and they are standardized by the Postal Service. Rates are 46 cents for Standard mail and 33.4 cents for Standard nonprofit mail. Shufflebarger reports the USPS is working to automate CMM processing within the next year. "[CMM] is like a win-win. It's more efficient for us and less expensive for advertisers," he says.

3. Use stickies and ride-alongs.

Repositionable notes and ride-along packages are two more USPS-endorsed mail features that can drive up response without breaking the bank. A sticky note on the outside of an envelope delivers an actionable message and outlives the life of the original mailer. The notes cost .05 cents for First Class mail and 1.5 cents for periodicals and Standard mail. Used wisely, they will increase open, read and response rates.

Ride-alongs for periodicals are "the best kept secret in the direct mail industry," according to Shufflebarger. For only 15.5 cents per piece, you can piggyback up to 3.3 ounces of a product sample, catalog, CD or insert on an established periodical. With polywrapping and postage together, marketers can expect to pay a total of 26 cents per piece. Ride-alongs are a great opportunity to target the universe and leverage the brand of an established publication, he says.



30 direct mail creative ideas

Direct marketing guru, Herschell Gordon Lewis was the presenter in a recent webinar sponsored by Target Marketing. Lewis has authored 21 direct response books and is a columnist for a half dozen marketing magazines. He is one of the best known direct response writers.

Lewis offered 30 ideas to improve your direct marketing. Here are the first 15. The rest will be featured in the next LetterLink Newsletter.

1. Write the way people talk - In one to one marketing, contractions don't hurt communications...they help.
2. Specifics out pull generalizations - A 20 year guarantee sounds better than lifetime.
3. Maximize the recipients image - Flattery is a powerful emotion in direct mail.
4. Replace "can" with "will" - Your copy will be more positive.
5. Match the rhetoric to your audience - Does your recipient wear trousers or pants?
6. DM copy should produce direct rhetoric - Generate emotions like guilt, greed or anger.
7. Add to your prospects stature - Exclusivity will trigger important emotions.
8. Don't use passive copy - Active words get (receive is passive) better response.
9. Watch punctuation - Exclamations might stop the reader!!!
10. Transform a command into question - Will a question involve your reader and build rapport?
11. Avoid the rule of fives - Replace numbers divisible by five with prime numbers like 19 or 31. They're 97% more believable.
12. Expand claritive words - Expanding the headline, "Save 10% Weekdays" to "Save 10% Mon.-Fri." will improve response.
13. Practice word economy - Drop words or phrases that slow communication and add nothing to the message.
14. Cliché art is passé - Photos will out pull clip art.
15. Emotion wins over intellect - Benefits are emotional. They'll beat a list of features every time.

To be Continued in spring LetterLink 11-2. For more information about Lewis, visit herschellgordonlewis.com.

Allow more days for in home mail delivery

Stop assuming that the USPS will deliver your bulk mailing within a week. It's not happening with regularity, especially on nationwide mailings.

Postal Service standards for delivery are three to ten days nationwide for Standard Mail. The three business day delivery standard is for in state and local mail delivery. The ten business day standard is for coast to coast mail. The reality is you should be allowing 5 to 15 business days for delivery. If your mailing is extremely time sensitive, add another week.

Here's why. The postal service now delivers to over 148 million addresses six days a week. That number increases every year as new homes and businesses are being built. In the last five years they've reduced their workforce by 12%. Automation is supposed to replace the people. But machines do breakdown and the logistics of moving mail to their 37,000 post office locations is enormous. Some mail inevitably gets delayed. Don't let it be your mailpiece for a dated event.

The Government Accountability Office (GAO) issued a report that assessed the performance standards for timely mail delivery. The GAO recommended that the USPS take action to modernize its delivery standards. The report stated that current delivery standards impede mailers from obtaining information to make informed decisions.

The USPS is in the process of implementing the Intelligent Barcode system. This will eventually track mail. Until that system is fully in place and better delivery statistics become available...you need to allow more days for in home mail delivery!



This stack of selfmailers promoted exhibitors at the DMA07 Conference, October 14-16 in Chicago. They were all delivered to A.M. Mailing Services, LLC after the conference was over.

Meet A.M. Employees

A.M. exhibits at DMA07



Former Chicago Bears defensive lineman, William "The Fridge" Perry was signing autographs at DMA07. Marty Ochs, President of A.M. stopped to chat about football and cheese.

The Direct Marketing Association held their annual conference in Chicago last fall. A.M. Mailing Services exhibited at DMA07 which was attended by over 5,000 direct marketers. The conference was promoted as the place where "everything marketing converges." All marketing channels have been moving towards utilizing direct marketing techniques. Marketers from all across the country came to DMA07 to find solutions to their marketing challenges.

Those visiting the A.M. booth were greeted by the sales staff in their cheesehead hats. The booth theme was "Wisconsin produces much more than cheese." Booth visitors were treated to a variety of fresh Wisconsin cheese samples.

The booth was staffed by Marty Ochs, Dan Topel, Jeff Veessenmeyer and Barb Weller. They explained to visitors that Wisconsin leads the nation in paper production and has been named the Printing Capitol of the USA by Printing Impressions Magazine. The availability of paper, printers, plus a central location has made Wisconsin and A.M. a smart choice for print and mail production.



Peggy Layton of F&W Publishing stopped by the A.M. booth at DMA07. She tried on a cheesehead hat while discussing mailing plans with Dan Topel, Sales Manager of A.M.

"We got everyone's attention and had a lot of fun with the cheesehead theme," said Marty Ochs, President of A.M. "Many attendees have already contacted us for print and mail quotes."



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Inside:

**Your LetterLink Newsletter Vol. 11 No. 1
 from A.M. Mailing Services, LLC**

Mark your calendar for these print, mail and marketing events

February 13, CADM SECOND WEDNESDAY LUNCHEON
 Chicago, Il, Petterino's Restaurant, hosted by the B to B Sig of the Chicago Association of Direct Marketing, reception 11:30 a.m., Lunch and program begins 12 p.m., for details call 312-849-CADM (2236).

March 10-12, PUBLISHING BUSINESS CONFERENCE & EXPO
 New York City, Marriott Marquis, annual event providing practical, strategic insights for publishing executives. Sponsored by Publishing Executive and Book Business magazines. Visit www.PublishingBusiness.com for details.

March 10-13, AMA MARKETING WORKSHOP
 St Pete, FL, Training for all marketers across all specialties sponsored by the American Marketing Association, for more information go to marketingpower.com/workshop.

March 25, WPPC PRODUCTION AFTER HOURS
 Pewaukee, WI, Country Springs Hotel, Spring Networking Expo from 3 p.m. to 7 p.m., an opportunity to visit with friends from the publishing, printing, paper and mailing industries over cocktails and hors d'oeuvres, sponsored by The Wisconsin Publishers Production Club, contact Marty Ochs at 608-838-9899 or visit wppc.org for details.

April 29-30, NEW CADM – IMX08
 Chicago, Il, Sheraton Chicago Hotel and Towers, the DM Days and Expo becomes Integrated Marketing Expo...or IMX08, sponsored by the Chicago Association of Direct Marketing, the multi channel world of direct marketing will be explored with educational sessions, keynote speakers and vendor expo hall, call 312-849-CADM (2236) or go to

www.cadm.org for details and registration. Be sure to visit the A.M. Mailing Services, LLC booth.

May 18-21, 2008 NATIONAL POSTAL FORUM
 Anaheim, CA, four-day conference and expo for the mailing industry. Mark the date and visit www.npr.org.reg2 for details and registration.

May 19-22, 25TH ANNUAL ACCM CONFERENCE
 Orlando, FL, Gaylord Palms Resort, the largest conference for catalog and multichannel merchants, sponsored by the DMA and Multichannel Merchant, for details call 800-388-3426 or e-mail accm@ttgonline.com.

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