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Inside:
Your LetterLink Newsletter Vol. 11 No. 3
from A.M. Mailing Services, LLC

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 Consumer waste
PLEASE RECYCLE

Mark your calendar for these print, mail and marketing events

Sept. 10-12, MAILING SYSTEMS CONFERENCE
 Chicago, Hyatt Regency O'Hare, three day conference focusing on mail as a valued channel in multi-media communications, call 866-378-4991 for details.

Sept. 17, NATIONAL PCC Day 2008
 Medinah Banquets, Greater Illinois PCC, hosting a live broadcast of Postmaster General, Jack Potter and mailing vendor exhibition, visit www.gipcc.org for details. For Postal Customer Council (PCC) Day events nationwide, go to www.usps.com/nationalpcc/events.htm.

Sept 22-24, FOLIO SHOW 2008
 Chicago Marriott Downtown, the premier national event for magazine professionals, for more details go to www.folioshow.com.

Sept. 30, Digital Explosion
 Country Springs Hotel, Pewaukee, WI, a presentation of what's new in digital printing, sponsored by Wisconsin Publishers Production Club, call Marty Ochs for meeting details and registration, 608-838-9899.

Oct. 11-16, DMA 08
 Las Vegas Convention Center, annual conference and exhibition sponsored by the Direct Marketing Association, for information or to register go to www.DMA08.org.

Oct. 26-29 GRAPH EXPO 2008
 Chicago, McCormick Place, the annual graphic communication exhibition and conference, go to www.gasc.org for details and registration.

Nov. 8, BOB STONE EDUCATION DAY
 Chicago, University of Chicago Gleacher Center, Day long conference featuring advanced level training, direct and integrated marketing, visit www.cadm.org for details.

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A.M.

LetterLink

Your Resource for Direct Mail Marketing



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Vol. 11 No. 3



“Providing seamless direct mail solutions”

Marty Ochs - President
Dan Topel - Sales Manager
Jeff Veesenmeyer - Sales & Mktg.
Fred Schulze - Print Manager
Dave Byrne - Sales Rep.

INSIDE...

- New USPS rules coming
- Offers that get response
- How to use personalization
- 10 tips for better ROI
- Calendar of events

CADM conference shows trends in direct marketing

Consumers are in charge - and they mean business! That was the message presented by J. Walker Smith at IMX08 in Chicago recently. Smith is President of Yankelovich, Inc., a leading consumer market research firm. He gave the keynote presentation at the Integrated Marketing Expo sponsored by the Chicago Association of Direct Marketing (CADM).

Smith believes that the consumer empowerment revolution is here. “If you’re going to be a part of it, you need to arm yourself with the latest most accurate information about your customers and prospects,” he said. “Consumers want to take control of how they are marketed to.”

Surveys taken by the Yankelovich, Inc. show that 80% of consumers want control of the type and amount of marketing messages they receive. They see through the hype and will research products themselves before buying. They



The keynote speaker at IMX08 was J. Walker Smith, President of Yankelovich, Inc. His message to attendees was - the consumer empowerment revolution is here.

do want more information about products. But it must be relevant, pinpointed, good information...not too much information.

What this means for direct marketers, is the need to know more about our prospects than ever before. Marketers must know what customers want and how they want to learn about it. Messages must be relevant to the individual. Personalized direct mail has become more important. Consumers are giving up sleep to make more time in their day. They don’t have the time or patience for anything that doesn’t fit their priorities.

The postcard format is being used more to reach these time starved consumers. It’s quick and inexpensive to produce. It’s fast and easy to read. It’s a powerful marketing tool when

personalized with relevant information that the recipient wants. The availability of digital printing now makes personalizing any mailing format possible. Personalization is database driven. By matching the level of personalization to the type of campaign and customer buying cycle you’ll make an emotional connection with the prospect. “When marketing is worth it, people will pay attention,” said Smith.

For more information on how to personalize your direct mail formats call us at 800-410-MAIL. A.M. has two Konica Minolta laser printers that will duplex up to 12 point card stock. This is a low cost digital solution for personalizing preprinted postcards, selfmailers and brochures. You can add variable data, versioning or corrections to a printed piece...quickly and economically. Call us for a quote or a free laser printing analysis of your paper stock.

DM News & Tips

Get ready for Move Update

In an effort to reduce undeliverable as addressed (UAA) mail, the USPS is increasing address quality standards. On November 23, 2008 the new Move Update standards will go into effect. They will now include all Standard Mail for letters, flats and parcels – as well as presorted First Class mail. Mailers will be required to update their mailing list within 95 days of any mailing. The authorized methods include NCOA processing, *Fastforward* processing or the use of an on-piece service endorsement, like Address Service Requested.

New address standards for flats

New rules will go into effect on March 29, 2009 for addressing flat-size mail. Mailers will be required to place the delivery address in the top half of magazines, catalogs, and other formats that mail as flats. This rule will apply to all Periodical, Standard Mail, Bound Printed Matter, Media Mail and Library Mail that is mailed at automation flat rates.

Strengthen multi-channel with DM

A recent survey found that the most successful campaigns are multi-channel. Many businesses have indicated that they will be strengthening their print, radio and web marketing with direct mail. According to the survey respondents 39% plan to increase their direct mail this year.

B2B tactic boosts response 40%

Viral marketing can work in many ways. Try putting two reply cards in your next B2B mailing. Label them “One For You” and “One For A Colleague.” This tactic increased response rates 40% for one business mail offer.

How good is your offer?

Is your offer so compelling that a reader will stop what they are doing and respond...right now? It must say to the reader-what's in it for me. Does it tell them what you want them to do? Tell them the obvious...click here, call this number, clip this coupon and mail today. The offers that are working best are free white papers. More than 4 out of 5 recipients want information before making the buying decision.

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Personalization: Data to Use and Ways to Put Them in Action

By Mavis Linnemann, copy editor/assistant editor, *Target Marketing*

Personalizing your marketing messages can be a great way to connect with prospects. But to be truly effective, personalization must go beyond a person's name. It must address an individual's needs, interests and desires. In addition to basic geographic and demographic data, there are myriad other types of data you can use to make your messages more relevant. Here, three experts explain the types of data that can be used to personalize marketing messages and a few ways to use these data to your advantage.



Types of Data

1. Attitudinal or behavior-based data. Mark Graham, senior vice president and chief knowledge officer at Yankelovich, a Chapel Hill, N.C.-based consumer research company, suggests combining traditional demographic and geographic data with social consciousness measures. This type of data might include a consumer's beliefs about environmentalism, health care or exercise. “If this person is socially conscious and recycles and considers themselves an environmentalist, then by all means, we need to communicate with [him] as if [he is] an environmentalist,” he says.

Stephanie Laud, director of database marketing solutions at Merkle, a Landham, Md.-based database marketing agency, asserts that attitudinal data “can also offer value by helping marketers understand what drives customer behavior—which, in turn, can also help determine targeting strategy.”

2. Transactional data. According to Laud, this is a rich source of information for enhancing prospecting data. “These transactional data—including purchase behavior and general online activity—can make direct mail and e-mail targeting even more relevant,” she says. “It can also enable trigger-based targeting, which would affect not only the timing and frequency of contact, but also the message and even the offer.”

3. Aggregated data. Laud explains, “If you are selling a product targeted to individuals with age-related health concerns, understanding individual age and life stage is valuable,” she says. “However, knowing the average age of people within a particular county or ZIP code could be a more accessible solution, and one that can be provided by aggregated data.”

4. Inquiry data. “Inquiry data—or the equivalent of abandoned shopping carts—is also extremely valuable for marketers sending ‘second chance’ opportunities,” says Debora Haskell, vice president of marketing at IWCO Direct, a Chanhassen, Minn.-based provider of direct mail production services and solutions. For example, if a marketer notices that a prospect abandoned her shopping cart during the last stage of purchase, it could send a follow-up e-mail to the shopper, offering assistance with the purchase.

5. Life-event data. This type of data can be used to tie a need—particularly an unarticulated need—to an offer. For example, a marketer might send a new parent an offer for a parenting magazine. According to Haskell, “Recent market studies have shown a triple-digit lift from matching offer to need, and that 69 percent of consumers open mail due to timing and need.”

Data in Action

Here are a few ways to use data for personalization beyond the tried and true.

1. Tie in geography. For a postcard mailing to prospective customers, Graham notes a high-end, regional car dealership printed the image of the specific car it was trying to market. The car's license plate matched the state the recipient lived in, and the license plate number was the recipient's name.

Another way to tie in geography, adds Haskell, is to use testimonials from customers who live in the same region as the prospect.

2. Marry short-form online information to follow-up communications. According to Graham, this is a trend in e-mail marketing in which marketers are collecting minimal information from consumers—through as few as 10 questions—and then using the information “to score these people immediately based off a predefined segmentation system ... it gives you enough information to have the person segmented into a particular cluster,” he explains. “Based on which cluster they’re in, they get a message that’s sent right to ‘em.” Graham uses car insurance as an example, saying that if you just purchased car insurance, you might be interested in tires or floor mats. “There’s a correlation of products that get purchased at the same time,” he says, and short-form information could be used for subsequent offers.

3. Use familiar respond-by dates. Laud notes that in financial services, “use of birth dates for respond-by dates have been proven effective.”

4. Use dynamic linking of images and landing pages. This can be done “based on customer and/or prospect modeling,” says Haskel. Loyalty programs, in particular, are using this to tie specific offers to behaviors and attributes. Haskel explains, “A large pet store might use breed-specific images for dog owners whose profiles include not just number of pets, but additional details about pets they own.”

A final note: While personalization is a great tool to lift response, like everything else it should be used in moderation, especially in direct mail. “Too much personalization feels ‘Big Brother’ to people, as though the marketer is following their every move,” relays Laud. “Overpersonalization is less of a concern with e-mail and follow-up contact,” she states, because consumers expect that you’re able to link to their contact information once they’ve given you their e-mail addresses.

10 tips for reducing mail production costs and improving your ROI

The 3-Ps in direct mail are Postage, Paper and Production. These costs continue to rise. How can you offset these costs and improve your ROI?

The mailing list is the number one place to start looking for waste. About 20% of the nation moves every year. People in the business sector move at an even greater rate. That means that between one and two percent of your database changes *every month!* Undeliverable As Addressed (UAA) mailpieces waste postage, paper and production. Here are 10 easy tips that will help you reduce costs in all three areas.

1. **Assign a point person** at your company to focus on address hygiene. Each record that is updated will save \$1.00 per mailing and probably more.
2. **Utilize National Change of Address (NCOA)** to capture change of address at least twice a year. This will be one of the options to qualify for Move Update requirements starting in November 2008.
3. **Don’t mail records that won’t CASS** Certify or qualify for Delivery Point Verification (DPV). These records won’t get barcode discounts and some may not deliver at all.
4. **Use Return Service Requested endorsement** on all Standard Mail. Delete or update the returned pieces before mailing to them again.
5. **Reduce your spoilage** by learning how mail is processed both at the post office and lettershop. Damaged pieces get tossed.
6. **Redesign pieces for greater efficiency.** Difficult and unusual formats will cost more for production.
7. **Purchase your print from the right supplier.** Select the right equipment for the format and quantity of the job.
8. **Look beyond your backyard** for printers or lettershops. Overhead is lower in smaller communities and opportunities are fewer. Prices can be very competitive.
9. **Compare print prices** using your printer’s house stock. This will always be priced lower than special order paper stocks.
10. **Don’t make embarrassing errors** or last minute changes. These are avoidable costs with proper planning and communications.
11. **BONUS TIP** – Proof your mailpiece design with a lettershop before printing. Many customers send their PDF proof to A.M. prior to printing. You can too!

Read more about direct mail marketing in A.M. Letterlink past issues.
Visit www.ammailing.com

Meet A.M. Employees



Dave Byrne
Sales Representative

Add another 25 years experience to the A.M. Sales Team. That’s how many years Dave Byrne has been selling direct mail services in Wisconsin. He worked at Accurate Response for most of those years. Dave has now joined A.M. Mailing Services, LLC.

Dave is putting his direct mail knowledge to use serving customers at A.M. “I appreciate the opportunity to continue selling direct mail along-side good co-workers and in a great facility,” said Dave.

Dave grew up in Janesville. He majored in small business management at Madison Business College and took special courses with Dale Carnegie. He lives in Stoughton with his wife Lynelle, three children and his hunting dog, Reese. He enjoys golf, pheasant hunting and family activities.

Dave has taken on the challenge of finding the right customer that fits A.M.’s high volume print and mail facility.



Marty Ochs, President of A.M. (left) helped man the booth at the IMX08 conference in Chicago. Here he met with Gordon Rodgers, a customer from RR Donnelley.

Team A.M. exhibits at IMX08

The Chicago Association of Direct Marketing sponsored a new conference in May called the Integrated Marketing Expo 08. The sales team at A.M. Mailing Services, LLC participated in the trade show. They served up Wisconsin Cheese samples at their booth and donned the well known “Cheesehead Hats.”

According to Marty Ochs, President of A.M., the show is a wonderful opportunity to meet with customers, mailing prospects and industry leaders. “We like to have a little fun at a business conference like this. The cheeseheads help lighten up the business atmosphere at this type of an event.”