

# ~~On The Mark~~

**Sales and Marketing Success Strategies**



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## **How to Make Your Message Stand Out Among the Clutter in your Customer's Mailbox**

Every day there's a fierce battle for your customers' attention. They're bombarded with hundreds of messages via a variety of channels...newspaper, radio, billboards, mail, TV, email. Sifting through all the clutter can be a tedious, mind-numbing experience for them.

### **Get Personal**

The secret to getting your message noticed above all others is to make sure it's relevant to the customer or prospect. Only the most relevant messages with the most impact will break through and generate response.

How can you make sure your message is relevant and carries maximum impact? Chances are you're already collecting customer data.

Names...addresses...transaction information. The latest advancement in direct marketing, variable data printing, can help you take action on all that information in new, exciting and unique ways.

### **No Two Customers are the Same**

Each customer has unique preferences and decision drivers. For some, service is the key element in deciding whether they'll buy from you. For others, convenience is the most important. Value is the decision driver for some, while others are price sensitive. Communicating your unique selling proposition as it relates to specific customer needs at exactly the right time in the customer lifecycle helps to establish the singular loyalty you seek to achieve with your customers.

Direct marketing companies like Mailmark can

help you segment your customer base into groups of customers with similar characteristics and behavior patterns. Mailmark sets itself apart from competitors by offering a full spectrum of analytical services *and* the most advanced means of execution...variable data printing...all under one roof.

### **Truly Personalized Text and Graphics in Full Color**

Variable data printing gives you the power to send truly 1 to 1 communications. Fully personalized text and graphics in full color let you speak directly to the customer with a message that's truly relevant to their needs at exactly the right time in the customer lifecycle. Graphics, photos, message text and offers are fully variable according to the needs of each customer segment.

Studies have shown that this level of personalization can result in up to a 30% lift in response. It's the latest advancement in direct marketing, and Mailmark can help you implement it today for just a few pennies.

### **...And the winner is...**

Mailmark's NeighborDirect customer acquisition solution recently won the "Best in Class" award from the U.S. Postal Service at the 2003 National Postal Forum in Kansas City.

NeighborDirect was deemed Best in the Mailing Effectiveness category as the most creative and innovative solution to help businesses acquire customers more effectively via direct mail.

To learn more about NeighborDirect call Mailmark toll free today: **(800) 334-8983**.