

Seminars / Conferences

Seminars & Conferences Direct Mail is a rapidly-changing industry, constantly evolving due to new technologies, strategies, and changes in postal rates, rules, and regulations. Many talented marketing and communications professionals who plan and work on direct mail projects have had no formal training or prior experience in this particular area of expertise. We can help. Our USPS Certified Mailpiece Quality Control specialists regularly speak at seminars and conferences for other direct mail professionals as well as for business people who are new to the industry. These include postal seminars, non-profit organization conferences, as well as for-profit industry meetings. Common topics include: Return On Investment (ROI) and budgeting Outsourcing USPS rules, rates, and regulations. We also cover new techniques for improving mail results; we dissect successful and not-so-successful mail efforts, and industry trends, all in an effort to help your ROI through the medium of direct mail marketing.

ROI & Budgeting

Calculating your return on investment (ROI) is the ultimate measure of performance. An ROI analysis looks at the "back end" results of your campaign and tells you how much money, or profit, you are actually making. Businesses use ROI to measure company success, and you can use it to measure the results of a campaign, an offer, a list, new creative or any aspect of your marketing, product, or offer. ROI takes into account how much money you are making and the percent return and is a mini-P&L of campaign performance. We use ROI analysis to test products, promotions, offers, and lists to see which ones generate the most sales, have the highest costs, and give you the highest profit margin. Making good decisions based on your test results is the roadmap to achieving your objectives. In some cases the results will be clear, and you will know which offer is better. In other cases you may get higher sales, but a lower profit margin. You'll need to decide which result will help you meet your goals and stay on budget.

Outsourcing We can enlighten you on the many benefits of outsourcing your Direct Mail that software and hardware vendors do not want you to know. Also, our industry has already researched and in many cases consulted on these vendors' solutions. Some benefits we offer as Direct Mail Professionals are USPS rules, rates and regulation expertise, Postage Savings, No Hardware to maintain and No Software to learn. USPS Rules, Rates, and Regulations

The three R's of the USPS are Rates, Rules, and Regulations. Just like any other business, the post office utilizes new technologies to increase their efficiency and effectiveness. This can result in a change in postal rules and regulations, creating new standards to comply with new technologies or methods that streamline the processes of getting mail into the mail stream. Rates typically change every May. We stay on top of each and every change that the post office issues, so we can save you money by ensuring that your mail is always compliant with postal requirements.