

Direct



Line

The official magazine of the Rocky Mountain

Direct Marketing Association

December 2011

The Evolution of Direct Marketing in the Social Media Age

DECEMBER LUNCHEON 12:00 P.M. – 1:30 P.M.

Chuck Blakeman, author of "Making Money is Killing Your Business," will be the speaker for the Rocky Mountain DMA's kickoff luncheon for the 2011-12 program year on Thursday, December 1, at a new venue – the downtown **Denver Public Library**.

Blakeman's book was listed #1 among top business books of 2010 by the National Federation of Independent Business, the nation's largest business-owner association.

Blakeman is owner of the Crankset Group, which facilitates peer teams who use their collective business experience to move their businesses from survival, through profitable success to significance. The book's subtitle, "How to Build a Business You'll Love and Have a Life, Too," is testament that Blakeman's message is designed to resonate to entrepreneurs and marketers in the small- to mid-sized companies that comprise the backbone of our economy.

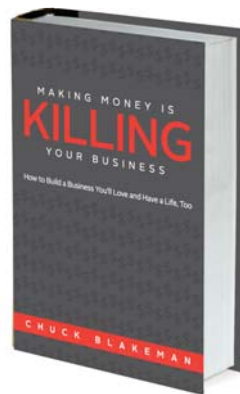
Attend this important RMDMA presentation and learn:

- How to make more money in less time
- How branding, dB and website development, call centers, printing and direct mail processing interact to define your company's perception in the marketplace.
- Why you need to revive the passion that made your career attractive in the first place

A world-renowned speaker and facilitator, Blakeman hones in on business marketing practices that focus on yielding stability and long-term results for companies seeking prominence in the marketplace. He cautions marketers, however, that the strategies and tactics that traditionally have led to success have changed – and are continuing to change almost daily as new multi-channel marketing techniques come into play.

Chuck started and built six successful businesses in 25 years both in the U.S. and internationally, and continues to consult globally. His clients have included Microsoft, Apple, Eli Lilly, TAP Pharmaceuticals, Sun Microsystems, Tyco Healthcare, Johns Manville. His work has been published by the Harvard Business Journal, Entrepreneur Magazine, CNNMoney.com, NYTimes.com and many others.

This presentation will revolutionize everything you understood about success in business. Charles Blakeman is owner of The Crankset Group, 1324 Shadow Mountain Drive in Highlands Ranch, CO 80126. He can be reached at chuck@CranksetGroup.com or 720-641-2033.



December Luncheon & Workshop

Thursday, December 1, 2011

Location:
Denver Public Library
14th & Broadway, downtown

Workshop

Registration: 10:00 a.m.

Workshop: 10:30-11:30 a.m.
Profit: Telemarketing's Dirty Little Secret,
Jeff Greenberg

Workshop:	By 11/24	After 11/24
Member	\$20	\$25
Non-Member	\$30	\$40

Luncheon Presentation

Registration: 11:30 a.m.

Luncheon: 12:00 p.m. - 1:30 p.m.
The Evolution of Direct Marketing in the Social Age, Chuck Blakeman

Luncheon:	By 11/24	After 11/24
Member	\$30	\$35
Non-Member	\$40	\$50

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Profit: Telemarketing's Dirty Little Secret

DECEMBER WORKSHOP 10:30 A.M. – 11:30 A.M.

What you know about international call centers may annoy you. But what you DON'T know could cost you a lot of money. The inept English-language skills of a help-desk operator connecting out of Mumbai can testify that the "big profits" promise of outsourcing telephone sales is often overstated.

Jeff Greenberg is one of "those guys" who established an offshore telemarketing group in Lima, Peru. But instead of transferring low labor costs directly to the bottom line, Greenberg leveraged those savings to invest in high-quality, college-educated service personnel – many of whom are either U.S.-born or have spent significant time here.

The concept of fusing cost-efficiencies with impeccable service quality has turned the Englewood-based PanAmerican Telemarketing into a much-talked-about phenomenon in telemarketing circles. Telemarketing done well, Greenberg argues, can be highly effective and profitable.

Whether you manage or are interested in telemarketing operations or simply curious how this B2C sub-industry works, this valuable workshop will provide you with cutting-edge knowledge in:

- Customer service best practices
- Customer-retention and lead-conversion horizontals
- Insights into sales technique and data capture
- How to utilize telemarketing in appointment-setting and live call-transfer to sales personnel.

Greenberg has 30+ years of advertising and marketing experience working with large companies – including General Motors, Kawasaki, Fox Sports, MGM/UA, Yamaha and Time-Warner – and with companies employing as few as 12 people.

In 2000, he was named Director of Marketing and Operations at Life Quotes, responsible for lead generation, training and administration at the 125-employee "over-the-phone" life insurance agency. He later became VP of Marketing and Operations at United Quotes, a health-insurance leads company, where he was responsible for generating 3,000 online leads per day, plus management of the company's outbound call center in Peru.

"Our goal is to connect prospects and customers to the cash register by the shortest route," Greenberg said. "Our formula is to combine the best practices of U.S.-owned and -managed companies with offshore pricing and articulate, intelligent, university-educated telemarketers."

Jeff Greenberg is the Managing Partner of PanAmerican Telemarketing, with offices at 3287 S. Acoma St., and at Calle Inca 855 Surquillo, Lima, Peru. He can be reached at Jeff@PanAmTelemarketing.com or 720-413-6140.

DECEMBER SPEAKERS



An entrepreneur, consultant and top-selling author, **Chuck Blakeman** will share his life-changing experiences and observations with attendees at our Keynote Luncheon on Thursday, December 1. The founder and builder of six successful businesses over the last quarter century, he now travels the globe speaking and consulting – returning from Kenya just in time for his presentation here. An Army veteran, and now owner of the Crankset Group, his clients have included some of the biggest and most admired corporations in the world. He is the author of the #1 Business Book of the

Year, *Making Money is Killing Your Business*, in which he points out that businesses who market themselves solely for the short-term goal of making money are missing the point: The most successful companies understand there's more to it than that – much more.



Jeff Greenberg, the managing partner of PanAmerican Telemarketing, is making a career of helping marketers understand one fundamental point: That telemarketing needn't be a 4-letter word. Though telemarketers commonly are portrayed as "dinner-busters," there is plenty in leveraging the appropriate use of telemarketing – to qualify incoming sales leads, for example, or to provide basic services to existing customers. Jeff has also mastered the third-rail of telemarketing – the offshore / international outsourcing of phone personnel. He'll discuss the pros and cons, and answer your questions about what he views as a largely misunderstood weapon that should rest in the multi-channel marketer's arsenal alongside printing, direct mail, email, web and social-media techniques.

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RMDMA

The Best Practice of Them All

Sometimes, the best practice is to stay away from ‘best practices’

By Brian J. Smith, AwayFind

Best practices. It's a nice buzz term to throw around and can make an amateur sound like an expert.

A true “best practice,” though, should represent a method or rule that consistently delivers results a cut above those achieved with other means. Right? But, more and more, it seems that best practices are developed seemingly on a whim.

The problem is that many “best practices” aren't tested, and a large majority of people put them into practice as soon as they are written up. So what? The more the merrier, right?

Wrong.

Consider the 3-second rule as it applies to direct mail: People stand over the garbage can with their stack of mail and take about three seconds to review each piece before it enters aforementioned can.



So, why do so many people fight for the first inbox slot in the morning? Because it's “best” practice. First you're sending your emails at 6 a.m., then 5 a.m., then 4 a.m. – all to be the first in the inbox. Pretty soon, you realize that being the first in the inbox is like being at the top of huge stack of “junk” mail.

Think about it: Your email is not direct mail. It doesn't have to show up at a set time – early in the morning – when it's competing with a whole bunch of other email that people are trying to clear out their inbox to get their day started.

In much of my time-of-day testing, I've found that sending at different times does not affect open or click-through rates to a statistically significant margin.

There are plenty of good statistical calculators online. Use them. What you will likely find is that much of the stuff you're testing is not having any effect at any statistically valid level (which is actually very useful data in and of itself).

Once you get your head wrapped around that, and embrace the fact that many of the best practices we run around in circles trying to adhere to actually don't matter all that much, you'll have a lot more time to spend thinking about game-changing ideas that actually do matter.

And that's the best practice of all.

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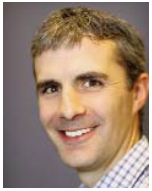
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As Director of Marketing at AwayFind, **Brian Smith** helps businesses and consumers get away from their inbox while still being responsive to urgent emails. Previously, he spent 15 years in direct marketing, creating the kinds of emails people want to read – instead of the kind they want avoid. Brian can be reached at brian@awayfind.com



President's Letter

Jon VanderWal
2011-2012 RMDMA President

The RMDMA: Where marketers come to meet, greet, eat and learn to compete ...

The dark evenings and cold crisp air of winter is almost upon us. What better time to get together over lunch with friends and colleagues of the Rocky Mountain DMA?

We thank those of you who joined us at DM Day, which was filled with powerful and intriguing speakers. For those of you who want more, we offer an encore: Our 2011-12 Program Year, filled with luncheon keynoters, workshop experts and plenty of time and opportunity to network ... to schmooze, as we like to say.

We're starting off with two presenters who offer alternative – if not downright controversial viewpoints on issues related to direct marketing. Author Chuck Blakeman will put forth the astounding hypothesis that you shouldn't operate your business to make money – not primarily, at least. Fun, creativity and success will provide – in the long-run – all the money you can handle.

And Jeff Greenberg's workshop is dedicated to the proposition that telemarketing doesn't have to be an Evil Science. He'll offer

advice on using an old-fashioned piece of technology – Alexander Graham Bell's quaint and misbegotten telephone – to please your customers and put profit in your pocket.

It's an exciting time for the Rocky Mountain DMA. We're moving into alternative times, forums and formats for our members – for example, mixing last summer's wildly successful breakfast series experiment into the main program year for the first time. We're staging more and bigger Schmoozers, providing educational opportunities and, if the demand is present, reintroducing webinars as a low-cost, low-impact option for our members.

And, if you haven't yet taken the opportunity, visit us on the web at www.RMDMA.org and see an array of content, information and resources on DM techniques and best practices. While you're there, go to the far-right menu bar to subscribe to our daily RSS feed – an online magazine-style resource that delivers news, trends and strategies related to our industry.

See you Thursday, December 1, at the downtown Denver Public Library. We're excited to have you on board!

Sincerely,

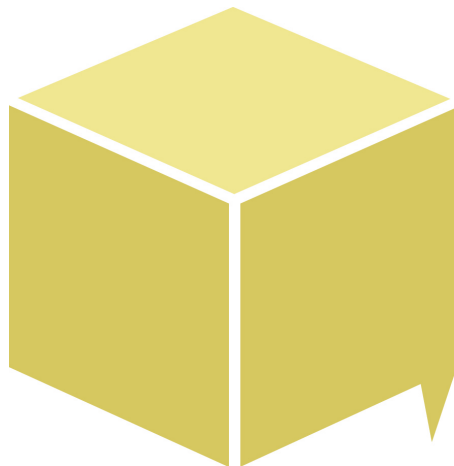
Jon

Jon VanderWal, 2011-12 president of the Rocky Mountain DMA, is Sales & Marketing Coordinator for Henry Wurst, Inc. in Denver. A premier print, mail, fulfillment and interactive marketing company. He can be reached at JVanderWal@henrywurst.com or at 303-487-3323.

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Write it Right!

Writing for the Web to communicate and drive action

By Cindy Williams, Williams Creative Communications

While good web writing has many things in common with good print writing, there are significant differences between the two that the wise writer should observe. First, let's be sure we understand the differences between print readers and web readers.

Print readers are more relaxed readers. They allow the author to construct the reading experience through chapter presentation, the unfolding of information and the conclusion.

Web readers however are very different. They are impatient readers who come to a site seeking answers. They construct their own experience through clicks on specific information, scanning the information, and jumping from site to site. Your web page is a completely reader-controlled environment.

Now, factor in the reality that most people read only 20-28% of the copy on a web page. Some spend as little as three seconds on a page. That leaves precious little time to hook a reader and get them engaged.

By following the five rules below, you can ensure your readers get as much out of your web pages as possible in the short time they are there.

Five quick rules for Web writing

1. Identify your keywords and use them liberally (but not obnoxiously) in your copy.

Your keywords are the words a prospective visitor to your site might use to search for your company, products, or services on the search engines (Google, Yahoo, etc.). For instance, RMDMA keywords might be: direct marketing, Colorado associations, direct mail marketing, email marketing and direct marketing training, to name a few.

2. Frontload your headlines and copy with keywords whenever possible.

3. Use subheads, short paragraphs, bullets and lists to break up your copy into digestible chunks.

All these devices make web copy easier to scan and allow you to communicate more in fewer words.



4. Use links to deepen your information without using a lot of copy on your page.

Links are the most used feature on webpages. (It used to be the "back" button.) Links take the reader to valuable information on specific topics.

5. Follow the inverted pyramid format: Put your most important information at the top of the page and the least important at the bottom.

Research has shown that the average reader tends to cover information on a page in an "F Pattern." Readers read 2-3 full lines across the top, scan down the left side of the copy and read a couple more lines. Then, they finish scanning down the left side, to create a rough F pattern.

Follow these simple rules and you will be on your way toward writing it right for the Web.



Cindy Williams is an award-winning direct response copywriter and creative director. Before founding Williams Creative Communications (www.YourGreatCopywriter.com), she held creative leadership positions with several high profile companies. Cindy was the 2003 Rocky Mountain Direct Marketer of the Year and 2010 Creative Person of the Year. She may be reached at cindyindenter321@google.com or 303-465-1744.

Meet the newest member of your sales team

Looking at your website from a sales perspective

By Mike Belasco, SEOverflow

In business, sales and marketing often are seen as synonymous. But sales and marketing are entirely different disciplines; about the only thing they have in common is the end goal of increasing revenue!

Many place their websites in the “marketing bucket.” While it is true that driving traffic to the website is absolutely a marketing function, if you are not thinking of your website from the “sales” perspective, sales is exactly what you are losing.

Take this “Internet Sales” test for your site:

Take a look at your website: Pretend that each word on the home page is being said to one of your prospective customers. Would what is being said to them be relevant?

Simply having web presence isn’t good enough anymore. Your website is your 24/7 sales person and needs to act like one. A website can easily pose as a sales person, and here’s how:

It can decipher who it’s talking to

A website can figure out who it’s talking to by asking the customer to segment them self. If you know “who” your website is talking to, the message can be further tailored.

It can make customers feel comfortable

Take a look at the design and usability of your website. If the website isn’t easy to navigate or is difficult to read, the user will be uncomfortable.

It discovers the customer’s needs and motivations

There are four main personality types of people to take into consideration when optimizing a website for conversions: Competitive, Humanistic, Spontaneous, and Methodical. Each type has a different motivation or need, and a website needs to cover those.

It helps customers:

Chances are you have a list of FAQs that potential customers typically ask about your product or service. These questions should be answered on your website.



It asks the “Buying Question”

Visitors to a website are at a particular stage of their buying cycle. If a visitor comes to a website early in their buying cycle, it is probably wise not to “hard sell” that visitor. Rather, a call to action should be offered to request more information or sign up for a newsletter. If a visitor is viewing their shopping cart or is on your lead form, they need to be reassured that pulling the trigger on the purchase or giving you their personal information is the right thing to do. Simply putting form fields on a webpage is not enough.

Your website has the potential to be your best salesperson. Start treating your website like a salesperson and watch your sales increase!



Mike Belasco is president of seOverflow and co-founder of ConversionIQ. He started in the online industry with Sun Microsystems and Level 3 Communications. He now assists web designers and other marketing professionals expand their offering to include SEO services without having to specialize in the ever-changing space. He can be reached at mike@seoverflow.com or 303-905-1504.

Need some names?

Five questions to ask before renting a mailing list

By Sheri Vernier, Marketing-Dynamix, Inc.

Reaching the right audience is the key to success for any marketing campaign. Often, though, finding the right mailing list can be a daunting task. Renting a list does not have to be stressful if you ask the right questions before making a decision. Where do the names come from?

There are many data providers out there, and many pull from various sources of public information into “Compiled Lists.”

A “Response List,” however, contains information on people who have requested to receive information on specific products or services. Typically, these include people who subscribe to magazines or newsletters, returned their product warranty cards or completed an online survey.

Finding out the source of the data is critical in determining the quality and accuracy of the list.

How often is the data refreshed and updated?

It is also important to find out how often the list vendor adds names to their database, and to find out how often names are removed.

Ask how far back the database goes – 12 months, 24 months or longer? Many list vendors offer a “Hotline” select – meaning you can order names of people who have responded and had been added to their list within the last 30, 60 or 90 days.

The more recent the names, the more premium the list becomes.

How is the data priced?

Prices for rented lists vary widely and are typically quoted on a per-thousand-record basis (“M”) and are for one-time use. Lists start with a base price and then increase with each select criterion that is added.

Keep in mind, the more criteria you add, the more specialized and targeted the list becomes. This decreases the quantity of names, but increases the cost of the list.

What is the minimum order? Volume discounts?

Most list vendors set minimum order requirements on their lists. If



your list size falls beneath that, you will need to decide whether you want to pay the minimum order price.

You also have the option to “back-fill” the list with secondary records. Sometimes list vendors will lower their minimum or charge a flat fee, or they will allow multiple uses to count towards the minimum.

Additionally, if you are ordering a large quantity, you should ask the list vendor if they offer volume discounts.

Is there Usage Available?

When testing a new list, it is often helpful to find out what other mailers have used the list. Ask your vendor for a “Usage Report.” In particular, ask if they have any mailers in your same industry. Knowing this helps build confidence when making your final list decisions.



Sheri Vernier, president of Marketing-Dynamix, Inc., specializes in helping clients find the best lists to reach targeted audiences. A list professional with more than 10 years experience in the industry, she has worked on hundreds of successful direct marketing campaigns across a wide range of clients. Sheri can be contacted at sheri@marketing-dynamix.com or 303-284-6494.

Writers needed!

With the goal of fostering better communications among Direct Marketers, the RMDMA loves for our members to submit news items and feature material for publication in *DirectLine*. We are currently in the process of making plans for 2011-2012 issues. If you are interested in contributing in the coming year, please contact **Gina Overboe** at goverboe@dingo.com or **720-237-9780**.



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What you missed...

If you'd attended our November workshop, you'd have learned all this – and more!

Turning “anonymous” looky-loos into serious prospects is hard work, says Christopher Jeffers, CEO of netFactor Corporation. But new software, techniques and strategies make that goal achievable for almost any company, he told attendees at a November 19 breakfast seminar.

What process do marketers generally follow in going online?

First, they say “I want to be on the Internet.”

Now, “I want visitors.”

Next, “I know, I'll buy these clicks.”

And, of course, “Why does it cost so much?”

And finally, “Why don't the clickers buy something from me?”

“There is pain involved with each of those steps,” Jeffers said. “But right now, people are pouring their money into improving their websites, and turning them to Social Media as well.”

Social media currently are at the bottom of the list in effectiveness – a list that topped by lead generation and, by extension, conversion.

“That's where the ROI is at. More leads, better leads ... Social media will eventually outperform the rest, but that's future-based.”

A key source of identifiable website leads is the registration form. But fewer than 5% of visitors stick around long enough to complete one.

“And how many people say, ‘I'm Mickey Mouse and you can reach

me at MickeyMouse.com’?”

“You've got to buy 20 to 100 clicks from Google to get a single lead, and you still have to qualify it, and then contact and sell,”

Jeffers said. Software provided by netFactor is among that which provides intelligence on the

companies visiting your site

in real time, linking it to actionable information gleaned from Google Analytics and other “Hoovers-type” sources.

Such information can be sent to a salesperson's Blackberry within seconds – triggering the conditions for effective, targeted sales efforts, he said. Success rates increase hugely when a prospect is contacted within minutes of expressing interest – and drop off sharply when as little as 15 minutes passes.

“Is it creepy?” Well, it's not likely you'll connect with the exact person who scanned your website. But you will reach a company with a strong interest in your product, and a likely imminent buyer.

“You still have to engage, you still have to script a sale ... but what you have is an early warning radar system that tells you this person is a potential buyer.” Only 10% of companies plug this type of data into Marketing Automation Platforms, but research shows that those who do are consistently top performers in their class.

Don't miss valuable, actionable information that you can take back to the office and immediately put to work for you.

Our next luncheon and workshop is Thursday, December 1.

Register NOW to attend!



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DM is more than strategy and tactics

... you have to understand what resources to tap into

By Ed Swartley, Publisher, Fixer Publications Group
Executive Director, Rocky Mountain DMA

I got a call recently from a woman who wanted to know how to become a HIPAA-certified vendor. So I "Googled it" and came up with 4.7 million answers in just over one-third of a second.

Advertisements popped up left side and top with pricing anywhere from \$3.50 to \$375 for training. If I'd looked harder, I'd have found groups who train for free, and vendors wanting your first-born child.

This response to an electronic plea for help was enough to bring tears to the eyes of this veteran writer. I used to plow through dictionaries, library shelves of books, and spend hours on the phone to come up with basic facts.

Now all I need do is summon up www.Google.com, I thought ... and why, for that matter, could not my caller have done the same thing and let me get back to my NFL Preview magazine?

Then it occurred to me that I'd failed my caller. She wanted ONE answer, not 4.7 million of them. She didn't want a high-falootin' strategy for turning a HIPAA certification into a cottage industry that'd make her rich. She wanted a short-cut to handling confidential data for medical clients.

If you'll look on www.RMDMA.org, you'll find a wealth of resources: information on upcoming events to help you and your business thrive, an RSS feed with daily news articles or white papers outlining a new trend or development in the Direct Marketing world. There's a CDIM-education link that leads to classroom study in DM, and a Jobs page as well.

But you'll also find a "Membership" link that is the key to meeting and being able to rely upon professional marketers all along Colorado's front range and beyond.

THAT, is the greatest Direct Marketing lesson of all: That we can rely on one another for answers and advice to the pressing needs of the day. Our fellowship in the Rocky Mountain DMA is one that, potentially, quenches all thirst for knowledge.



Sure, you can find whatever research you need online. Four-point-seven million times over. But isn't it better meeting real people? Sharing a heart-felt "howdy" in one breath and professional insights in the next? And maybe, just maybe, that RMDMA colleague will help you wade through the pile of clutter 4.7 million items high, to find the one gem that answers your personal need.

And THAT's what the Rocky Mountain Direct Marketing Association is all about.



Ed Swartley is a writer, publisher and executive director of the Rocky Mountain DMA. A former newspaper journalist and marketer, he is the author of *When Did I Become the Oldest Person in the Room*, a semi-autobiographical guide for writers. He can be reached at RMDMA-ed@rmdma.org or 720-922-9413.

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DirectLine advertisements reach more than 1,600 potential customers and DM professionals each month – everyone who is a prospect or member on the RMDMA mailing list. It's a great way to give yourself, your products and your services high exposure with the people and business you most want to reach, and support the association too!

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1/8 page (2.25 x 3.25 vertical)	\$150	\$135 per month

Note: All advertisements to be provided as print-ready PDF/X-1a:2001 file.



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Searching for a more meaningful relationship ... with my phone?

By Gina Overboe, Dingo

I'm a little ticked off.

I'm a bit of a skeptic – not one to be taken in by the latest and greatest. That's why, when I finally upgraded from my Blackberry to the iPhone 4 in May, I was pretty surprised to fall so quickly in love with my new piece of technology. I told people I didn't know how I'd lived so long without it.

It was a match made in heaven ... a love story, a movie script. But now my relationship with my iPhone 4 has gone south, and it's all because of another woman.

Not just any woman, mind you. She's efficient, intelligent, helpful, beautiful – a goddess. You may know her, and even fallen victim to her wiles as well. There's no use denying it. Does the name Siri ring a bell?

As a marketer, I'm a little embarrassed to be so easily duped by perhaps the greatest marketing campaign of all time. See, I was happy with my iPhone 4. Life was good; I could want for nothing ... until Siri arrived.

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How may I help you, human?



Now I resent that, when I push the home button, my phone doesn't care a whit about my personal life. Sure I can tell it to play my iTunes, but it huffily ignores my request for the Top Ten songs of 1975. How does my schedule look today? iPhone 4 could care less.

But Siri? Siri cares! Siri understands! And I won't be happy until I upgrade my antiquated hunk of iron to the phone to which my wish is her command. Will I wait for my upgrade? Not likely. I'll pay a pretty penny to have this elusive, mysterious woman in my life.

What's the lesson to be learned here? Really, it's basic, but so brilliant (as much with Apple is ... hence their unrivaled success in the marketplace): It's about relationships.

Siri is more than a chatbot. She's a tour guide, a weather reporter, a counselor who's quite possibly reading your mind. Apple applied Maslow's "Hierarchy of Needs" in creating a personal assistant that evokes caring feelings of belongingness – quite literally, at your fingertips.

But let's get real. Do you really have a relationship with your phone? I mean, a living, breathing relationship with your phone? Of course not.

But Siri makes you believe you do, and then makes herself indispensable. What if we could do that with our products and our services? People buy on emotion.

So stop selling products, and start selling relationships. As Steve Jobs said, "Older people sit down and ask, 'What is it?'" but the boy asks, "What can I do with it?'"



Gina Overboe is the marketing services manager for Dingo, a group of lubricated asset experts. With 15+ years experience in sales, sales management and marketing, she is familiar with marketing from the perspective of both the merchant and the consumer. Gina can be reached at goverboe@dingo.com or at 720-237-9780.

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