

Direct Line

The official magazine of the Rocky Mountain

Direct Marketing Association

October 12, 2011

ROCKY MOUNTAIN DIRECT MARKETING ASSOCIATION'S 2011 DM DAY*

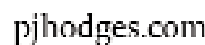
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President's Letter

Jon VanderWal
2011-2012 RMDMA President

Invest in your career ... and the careers of others

Whether you are a student just starting out in your career or the professional marketer who has been in the industry for 30 years, you have many things in common with fellow participants in the Rocky Mountain DMA.

You demonstrate your attention to detail and your willingness to do what it takes to succeed. You demonstrate your professionalism in your enthusiasm to network with fellow marketers and pass along your skills and inside knowledge to those just starting out – the next generation of marketing professionals.

Every little bit you do makes a big impact in your career. This applies to both the person just starting out or seasoned person with decades of experience behind them.

Your Rocky Mountain DMA membership takes you further. It allows you to keep up with all the latest integrated marketing options, along with best ways to make your direct mail and marketing effort more effective. Getting involved and helping where you can makes a great impact for everyone.

Another great way to get a jump start on your new career or learn the newest technologies would be investing in our Certificate of Direct and Interactive Marketing (CDIM) certification. Consider becoming a Certified Direct and Interactive Marketer, and receive a great certificate to demonstrate its value to your career – worthy of framing and placing right next to your college diploma.

Integrated and Direct Marketing requires many people skills. You work hard to

identify the right prospect and provide them the right product or service to meet their needs. Knowing the best techniques to set yourself and your company apart from the rest is critical in this marketplace. Finding the right formula to make your client's next marketing campaign a success.

The Rocky Mountain Direct Marketing Association exists to inform, educate and provide professional networking opportunities throughout the year. For more than 30 years, the RMDMA has shared ideas and strategies over meals, over the internet and one-on-one. It exists through connections made face-to-face, online, over phone lines, 4G networks, and through the mailboxes of our members and leaders across the Rocky Mountain region. It's important.

These small measures add up: Taken together, your membership, participation and leadership in the Rocky Mountain DMA may well add up to one of the most significant things you do in your life.

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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So you've joined the Social Network world—now what?

By Peter Hodges, Bellco Credit Union

Congratulations! You finally signed up for your Facebook or Twitter account.

Now comes the hard part: What do you say?

Here are a few suggested approaches to kick off your social media marketing.

Content Curation: Getting started in social media does not mean having to create YouTube videos or spend hours writing a blog. Start your morning reading industry websites and checking out a few of the top blogs in your field, and you'll discover a gold mine of social media content. Share links from the best content with your networks – you'll soon be seen as a thought leader in your niche.

Day-to-day details: For instance, the last place you had lunch – I don't care that you had lunch. What you had, whether it was tasty,



the quality of the service – now that's interesting and could add value to my life the next time I've got to select a lunch time destination.

Local Color: Social content is an interesting way to help potential clients and other professionals in your area of expertise get to know you from a distance. What makes where you live or work unique and fun?

It's easy to provide local color if your office is right up the street from Wrigley Field, the Empire State Building or the Eiffel Tower. But think about it: Is your corporate office a 100-year-old converted sugar plant, a movie theater or a train station? Can you get tremendous green chili, cheese steak sandwiches, clam chowder or barbecue ribs from the hole-in-the-wall restaurant in your neighborhood?

Share those insider tips with your readers. This is interesting stuff they won't find in the guide book from the airport bookstore, and helps them to know a more personal side of you.

What's the return on investment? Great content is your ticket to the top of your fans' consideration set.

If you were going to order a pizza for dinner tonight, which pizza places jump into your mind? Those pizzerias make up your pizza consideration set. The more you can become a welcome part of your fans' online network, the bigger piece of their consideration set you can capture.

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Peter Hodges is Corporate Marketing Manager for Bellco Credit Union. Peter has shared his social media marketing experience in major trade industry publications, including Credit Union Times. As Bellco's communications editor, he oversees recurring print and email newsletters, direct mail and web content. He can be reached at peterh@bellco.org or 303-689-7853.

RMDMA CDIM Program



Instructor **Kathy Dalsaso** of ROI Dataworks is flanked by students in the summer "Strategic Data Marketing" class offered through the RMDMA's Certificate in Direct & Interactive Marketing program. Registration is now open for the next CDIM class, "Creative Elements in Direct Marketing," which begins in October.

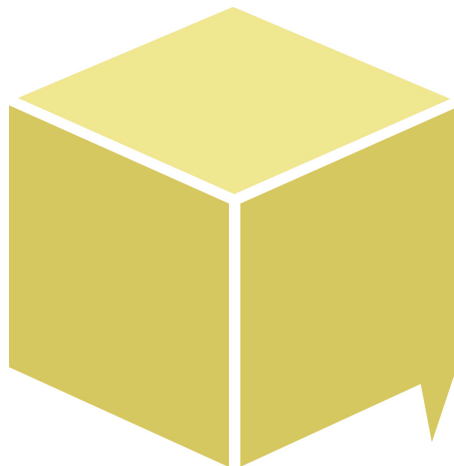
CDIM students are: **Julie Howell** of the Space Foundation, **Robin Glanz** of Blue Moon Works, **Sheri Vernier** of Marketing Dynamix, and **Alicia Persich** of G.A. Wright. **Briana Bosch** of Pie Forensic Consultants is not pictured.

For information about the October creative class, visit www.RMDMA.org/p2957

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Conducting a non-traditional sales call

By Gary Harvey, President, Achievement Dynamics, LLC

Ever found yourself in a meeting with a prospective customer who seems interested, but you quickly discover that this "prospect" has no authority to make a decision? The prospect says he'll talk to his boss and get back to you.

After numerous, unreturned follow up calls, you realize that your prospective customer is simply a gatekeeper.

If this sounds familiar, you may be headed for "Wimp Junction" where the question becomes, "Whose system will prevail – the buyer's or the seller's?" Most salespeople wimp out and are forced into the buyer's system and, ultimately, Wimp Junction, where they allow the buyer to control the processes.

So what are some ways for a salesperson to steer clear of Wimp Junction and take back the control?

Bonding/Rapport: First, break down the natural barriers. People prefer to do business with someone like them, so if you can subtly match their body language and voice, you send a powerful message that you are relatable, and therefore trustworthy.

Identify Pain: People buy emotionally, but make decisions intellectually. You need to find out where their "pain" is: What problem do they need help solving, and what's the emotional impact on the prospect if the problem isn't solved.

Money Step: At some point, you have to address the budget / cost issue; unfortunately, most salespeople and prospects struggle with this. Once you've created rapport and identified their pain, you've earned the

right to ask a prospect to share these budget numbers with you.

Decision Step: This step is actually a process. Identifying "who" has the authority to make a decision is important, but you also need to know what the decision-making process is, where and when it takes place, and why it's done that way.

Fulfillment Step: This is where you present the features and benefits relevant to their pain. This step is much later than in traditional selling, where these are presented before even qualifying the prospect's pain and budget. Present without qualifying and you're just an unpaid consultant.

Up Front Contracts: Agree mutually on next steps to minimize surprises to either party. A mutual agreement allows both of you to set some ground rules and expectations.

Post Sell: This deals with potential "buyer's remorse" before it happens. It's important to cement the deal against any possible roadblocks once you think the deal is done.

Contrary to popular belief, deals are neither won nor lost during the presentation. Deals are lost at "Wimp Junction," when you back off your system and wimp out to theirs.



Gary Harvey is founder and president of Achievement Dynamics, LLC, a sales training, coaching and development company for sales professionals, managers and business owners. His company is consistently rated by the Sandler Sales Institute as one of its top 10 training centers. He can be reached at 303-741-5200, or gary@achievemoresales.com.



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76% of small business owners believe in cross-media marketing—why don't you?

By Howie Fenton, NAPL

An online Pitney Bowes survey assessed small business owners' interest in cross-media marketing. The April inquiry to 500 small business owners found that 76% believe the ideal marketing mix includes both physical (i.e. postal) and digital (e-mail) communications.

According to the study:

- **68%** are interested in e-mail marketing;
- **54%** believe social media is cost effective;
- **12%** expressed interest in mobile marketing;

And yet, 51% said they were interested in these channels, but could not pursue them because of limited resources and time.

Asked about QR codes, some admitted they didn't understand the technology, but about half said they were using them on business cards and another half said they were using them in direct mail.

This seems to be a fairly accurate representation of the industry today. When we survey customers, we find that about 75% report an interest in combining e-mail with direct mail. The 50% response rate for QR codes seems a little high, but it varies from audience to audience (for example, adoption and successful marketing with QR codes skews toward college kids and workers in the 35- to 44-year-old demographic).

"Small business owners are increasingly challenged to effectively communicate with their customers and prospects in ways they want to

be reached," said Debra Thompson-Van, VP-Marketing, Pitney Bowes. "As a result, businesses are recognizing the requirement, and opportunity, of adding new customer communication channels. However, they need tools that are easy to implement and more information on how to use them to help build their business. They need guidance in managing those tools, and confidence that they will see a return on their investment."

Pitney Bowes concluded that traditional and new digital marketing methods are co-existing to create effective campaigns. The findings say 58% of small businesses surveyed use multi-channel marketing. Business owners are integrating various channels in order to properly serve the needs of their wide range of customers though there continues to be barriers to integration for many.

Most impressive in this study was that about half said that they were aware and interested, but did not have the time to invest in getting it started. This sounds like a big opportunity waiting for someone bold enough to act on it. Will it be you?



Howard Fenton lives north of Denver and is a senior consultant at NAPL. Howie advises graphic art companies on implementing value added services, workflow management technologies to streamline production, and customer research. Howie can be reached by email at hfenton@napl.org or by phone at 720 872-6339.

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You think your emails are delivering value . . . But would your readers agree?

By Deb Daufeldt, President/Founder, Second Story Solutions

Although the phrase “content is king” is sadly overused, there’s no denying it’s true. Without engaging, relevant and timely content, you’ll watch your subscriber list shrink month after month rather than grow as most would hope.

Successful marketers regularly implement the tools that make their email newsletters and promotions more pertinent to their subscribers. Following are some of those same techniques you can leverage in your own outreach:

Share the latest news and trends. Stay abreast of hot topics through trade publications, top websites, and by listening to your subscribers. Structuring content around industry news and the latest business trends will enhance your credibility and establish your company as a trusted advisor in your space.

Track and analyze user interactions. What types of content do your readers interact with most often? Website click paths and email click-thrus are some of the most telling statistics in determining subscriber interests. Readers who click your social media links are more likely to interact with you on those sites, so invite them to do so! If your users click on a “learn more” link, send them additional information to assist in their search along with a promotion to encourage a sale. This type of email is highly targeted and typically has one of the highest conversion

rates. Keep track of the content your subscribers prefer, and utilize this data to optimize your creative.

Keep subscriber preferences up to date. Your subscriber preferences will change over time, so don’t rely on the survey they took months or years ago. Encourage your subscribers to keep their preferences up to date and reinforce the benefits they will receive by doing so. Then, reward them with a coupon, promotion, or sweepstakes enrollment!

Timely and relevant content will lead to increased email sign-ups (and sales, as appropriate) as the word gets out in the industry that you are a valuable source of information. Delivering highly relevant content is often as easy as identifying some key segments through subscriber preferences or behaviors and tweaking your website and/or emails to address their specific needs. Utilize even one of these techniques and watch your subscriber list and sales grow.



Deb Daufeldt is founder and president of Second Story Solutions LLC, which provides website usability enhancement and search engine marketing, as well as email strategy, design, development, copywriting and integration services. She can be reached at 303-662-1888 or deb@secondstorsolutions.com.



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Google It!

How much are search engine optimization results really worth?

By By Jeff Finkelstein, Customer Paradigm

On average, the No. 1 top search result in Google receives 42% of the clickthroughs from a search results page, while the No. 2 result gets about 12%. By the time you reach the third, fourth and fifth results, the clickthrough rates drop to about 3%.

If you're not on page one you may as well not exist. Clickthrough rates in the 11-20 range drop to around a 0.5%.

Research shows that consumers trust natural search results the most. Sponsored ads (Cost Per Click) receive only between 0.05% - 2% clickthrough rates.

So what does this mean for your website? Part of it depends on how you value a visitor, and how many people are searching for specific keyword terms for which your site is ranked.

Let's say you have a business-to-consumer eCommerce site, with an average order of \$100, and a 2.5% conversion. Here's how much revenue you can expect as a direct result of search engine rankings:

For a search term with 100,000 searches per month, the No. 1 top result is worth 1,050 purchases x \$100 average order = \$105,000 per month in sales. The No. 8 spot will generate only \$3,250 in revenue.

A page 2 result, where you receive 0.05% will drive only around 100 visitors to the site. At a 2.5% conversion rate, that generates approximately 2.5 sales, or revenue of \$250.

For non-e-commerce, business-to-business sites, the same basic logic applies. However, instead of putting a price on an average order, try to place an economic value on a new lead, and what you normally see for your closing rate.

Google has a search tool to determine how many people are searching for specific keyword terms (hint: Google the term: "keyword search tool"). If you're a Google Adwords CPC advertiser, you'll receive even more advanced features.

The key to figuring out these metrics is understanding:

- How often are people actually searching for keywords that are important to you?
- What is your conversion to purchase rate?
- What is your average order value?



- What is your lifetime customer value ratio?
- How do you rank for high-volume search terms in different search engines?
- How much more money could you be making if you jump up in the search engines?

On our website are spreadsheets that can help you do SEO math, for both the B2C and B2B examples given above:
www.CustomerParadigm.com/calc, and
www.CustomerParadigm.com/b2bcalc



Jeff Finkelstein is founder of Customer Paradigm, an interactive marketing firm that has helped clients including Xcel Energy, 3M, Level 3, and BP through search engine optimization, eCommerce and web marketing. He's written syndicated columns on web marketing, and produces a weekly eLearning Series newsletter. He can be reached at 303-499-9318 x8282 or jeff@customerparadigm.com.

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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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.

Put Your Company in the SPOTLIGHT!

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



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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.



The Blue Ocean Strategy Contemplating a future you can't quite see yet...

By Gina Overboe, Dingo

In today's cautious economy, many companies find themselves jostling for position in an overcrowded marketplace. Consumers guard their dollar more now than in decades past and take the time to find a product or service in which they can get their needs met but still save money.

With so many businesses competing for attention, maybe it is time to re-think business strategy ... maybe it is time to paddle into calmer waters.

Blue Ocean Strategy (BOS), written by W. Chan Kim and Renee Mauborgne in 2005, analyzed 150 strategic moves, spanning more than 100 years and 30 industries. BOS is the simultaneous quest of differentiation and low cost. The aim of BOS is not to outperform the competition in an existing industry, but to create new market space or a "blue ocean" thereby making the competition irrelevant.

A "Red Ocean" would include all the industries in existence today – the known market space. Industry boundaries are defined and accepted. Companies try to outperform rivals to get a greater



share of product / service demand. As the market space gets crowded, prospects and potential for growth lessen. Ruthless competition turns the ocean bloody.

In contrast, a "Blue Ocean" represents all industries not yet in existence – the unknown market space. Demand is created rather than competed for. Growth is profitable and rapid. Competition is irrelevant.

The foundation of BOS is "Value Innovation," which creates value for both the buyer and the company at the same time. Where in the Red Ocean, a company adapts to trends as they occur, those in the Blue Ocean shape the trends over time.

Blue Ocean Strategy strategic moves exist within many industries and across organizations of all types and sizes, from established companies to start-ups.

It is good to remember, no matter the size or success level of a company, there constantly must be emphasis placed on validating key success factors. Continuing to grow and test strategies makes the competition less and less relevant and increases the horizon on a company's Blue Ocean.

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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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