

Prompt Direct: Brand Building for the Future

In addition to the industry updates and strategic insights they rely on each year, attendees at the 11th Annual Marketing Education Seminar in May received an unexpected bonus — a first look at the new Prompt Direct brand.

Why the change? According to Dennis Lacognata, the brand refresh leverages the considerable reputation Prompt has built during its 35-year history, while reflecting the full scope of its integrated marketing capabilities. In addition to a complete array of lettershop services, Prompt offers increasingly sophisticated tools such as data modeling, QR codes, mobile-optimized websites and integrated campaign deployment.

Says Lacognata, “Over the past three decades, Prompt has grown into much more than a mailing company. Our new brand demonstrates our evolution into an industry leader that delivers first-class integrated marketing solutions under one roof.”

Longtime Prompt client Vanguard Direct handled the rebranding for Prompt. Vanguard COO Ralph Fucci points to Prompt’s history as a progressive-thinking company.

Says Fucci, “Prompt is out there leading the industry, not sitting back and waiting to see what the other guys are doing. They take the time to really discover what every project’s all about, to ensure its success, and go above and beyond for every client.”

Thad Kubis, president of NAK Integrated Marketing and also a presenter at this year’s educational seminar, agrees with Fucci’s assessment. “One of the keys to success is looking to the future, not staying stuck in the present or living in the past,” says Kubis. “By adding new services and hosting events like these — workshops that focus on more strategic topics, not just something like a new piece of equipment — Prompt Direct is far ahead of the curve and clearly differentiating themselves from their competitors.”



▶ continued on page 3

Let's Get Social Via Mobile!

By Phil Catalano, Director of Integrated Marketing

We can't escape it — every day we hear about social media and chances are by the time you read this today you've already been on one of the “Big 3” (Facebook, LinkedIn or Twitter).

According to an estimate by research firm Nielsen, social media and blogs reach 80% of all active U.S. Internet users (approx. 245 million) and with the surge in smartphone adaptation, most folks accessing these sites are doing so via their mobile devices.

Successful brands have become engaged with their audiences via social media and with the use of mobile technology it's easier than ever to connect and engage.

In today's marketing world it's all about integration and

measurement. Integrating a consistent brand message across different channels, media types and measuring the activity is critical. Not everyone wants to receive an offer via email — I certainly don't! As a matter of fact, it turns me off to a brand if I receive an email offer. I like to get engaged via social media with the brands I like and love it when I get a special offer in the mail that is relevant to my interests.

Brands can simply place a QR code on a direct mail piece that can drive recipients to a branded mobile-optimized landing page. This gives your audience direct access to your social media sites where the engagement can continue. Or if the recipient's preferred channel of communication is email, they can simply opt in right then and there.

Wow, direct mail can keep folks engaged online? You bet!

Keeping You Posted

The Latest Industry News from the USPS

USPS Kicks off Holiday Mobile Shopping

Business mailers can take advantage of postal discounts this holiday season by putting mobile-optimized promotional offers, coupons and catalogs into customers' hands in time for "Black Friday/Cyber Monday" shopping sprees. The promotion, which runs from November 7 to November 21, includes an upfront 2% discount on standard and first-class letters, flats and cards (presort and automation) that include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device. It must lead recipients to a mobile e-commerce webpage that allows the purchase of an advertised product. Mailers may also qualify for an additional 1% postage rebate if orders are fulfilled via Priority Mail. For information on qualifying for

these discounts, call your Prompt rep today.

Customer's Guide to Mailing

This new tool from the USPS (<http://1.usa.gov/iOGnoB>) is designed to help mailers understand their options and choose the services that are right for a particular project. Easy-to-follow graphics illustrate various shape and speed combinations and the associated mailing costs, plus additional services such as certified mail or delivery confirmation.

Transitioning to Intelligent Mail Barcodes

Effective January 2013, mailings of postcards, letter-size and flat-size mailpieces will need to have an Intelligent Mail barcode (IMb) to be eligible for automation prices. Permit

Reply Mail and Qualified Business Reply Mail (QBRM) mailpieces will also be required to have an IMb. The POSTNET barcode may be used; however, these mailpieces will not be eligible for automation pricing. Prompt suggests reviewing the design of your mailpieces ASAP to make the necessary adjustments. For example, the size of the window on your current outer envelope may not accommodate the larger IMb.

New Wafer Seal Requirements

Not sure if your self-mailer adheres to the updated wafer sealing requirements that kick in January 5? The latest Prompt Direct EZ Reference Guide has all the details — call for your copy today or download it from our new Knowledge Center at PromptDirectInc.com.

Mobile Websites Made Easy

Need a basic mobile-optimized website in a hurry? Prompt Direct's new template-driven mobile optimization platform may be just what you're looking for.

According to Prompt's Phil Catalano, it's an easy way to deliver compelling content that's optimized for the mobile visitor. He says, "comScore finds that nearly 55% of mobile customers now own smartphones (as of June 2012), with Android holding a commanding lead of 51.8% over the iPhone's 34%. To sell to this audience, you need a site that engages visitors, not frustrates them because they can't see your content or find what they need within a tap or two."

With the new Prompt mobile solution, you can automatically redirect mobile visitors to your optimized site, create QR codes, link to video, even create a mobile-optimized "business card" profile page for all your contact information. Basic analytics give you real-time reporting on visitors,

including when traffic is highest — valuable intel for planning your next marketing campaign.

Adds Phil, "A mobile-optimized profile card makes it easy for people to connect with you via their preferred channel — with one click, they can send you a text, call your phone, view your Twitter feed and more."

Scan the QR code to see a Prompt Direct mobile-enabled site in action, or call Phil at (718) 447-6206 x154 for details.

Scan Here!



Direct Mail Works

By Dennis Lacognata, Senior Vice President

EDDM, mobile discounts, POSTNET discontinuation, facility closings, five-day delivery, postal reform!

Where does one begin on the state of the Post Office? The good news is that direct mail still works. Who can ignore the irony of Google using direct mail to promote its online products? Integration is the key to the future. Direct marketers are successful synchronizing various medias and utilizing the multiple touch approach. Today the response channel of choice is “online” and it is vital to a successful campaign to give consumers that choice.

Let’s start with **EDDM (Every Door Direct Mail)**, a new product that the Post Office is spending millions of dollars marketing on TV, newspapers and even direct mail. It is a great product best used by the local retailer who doesn’t want to hand out flyers door to door; however, it doesn’t replace true “Direct Mail.” We’ve had numerous calls from businesses asking about this service. In most cases, the traditional method has been more effective — purchasing a list of targeted names, personalizing a mail piece and mailing as a letter-size mail piece. It simply works!

Mobile discounts are here once again; however, this time around it is mandatory that your barcode leads to a mobile-optimized site that either enables mobile commerce or is personalized for the recipient. The site must contain information relevant to the content of the mail piece and items must be available for purchase via a mobile financial transaction.

Everyone had to know **POSTNET discontinuation** was coming. The only problem is that the Post Office will now be tying mandatory use of Intelligent Mail barcodes into a postage discount issue. If you don’t use IMb starting in January, your mail will cost more. Think now about changing all of your return envelopes to IMb before you end up having to destroy inventory.

Facility closings, Post Office shut downs, 5-day delivery, it’s all up to Congress. Where this will lead no one knows. The Senate passed their bill (S. 1789), and true to form, the House disagreed. The problem is that the only one who really knows what is needed is the Post Office itself and they have no control over the outcome. Though the current legislation may provide short-term relief, we are still far away from a viable plan to save the agency. Let the agency run itself like a real business and let Congress give them the freedom to survive rather than allowing politics to get in the way. That’s my opinion and I’m sticking to it.

The good news once again is that direct mail works, so let’s keep it alive!

This article originally appeared in the IBS Direct Perfect Register newsletter.



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▶ from page 1

In addition to an updated name and logo, Prompt has also unveiled a new website at PromptDirectInc.com. With streamlined navigation and a more visual approach, the site makes it easy for visitors to find the information they need on Prompt’s capabilities and success stories.

“This site is a creative showcase for the work we do,” Lacognata explains. “It also helps visitors connect with us through social channels and at industry events throughout the year.”

The Prompt team is excited about its new look and what the future holds for the new Prompt Direct. Says Lacognata, “It’s a name that reflects both our heritage and our future — expanding and adapting to give our clients access to the latest and most effective integrated marketing tools, all from one trusted partner.”

For more information on the new Prompt Direct, click the QR code to view a short video. Then visit PromptDirectInc.com and let us know what you think of the new site!

Scan Here!





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Prompt**MISSION**Statement

Prompt Direct is passionate about our commitment to provide our clients with quality, care and exceptional results. Our staff is driven by dedication and commitment to provide you with the best service. Our company believes that in order to be competitive we must provide outstanding services to each project including quality, service, convenience and above all, value.