

## Come “Think Outside the Mailbox” on June 15

Here at Prompt Direct, we’re often asked, “What’s changed in the direct mail industry over the last 20 years?” Our answer: “Just about everything!”

What’s driving these changes? Technology. That’s why this year’s annual workshop and open house on Wednesday, June 15th will focus on technology in direct mail.

Says Dennis Lacognata, “We’ve made remarkable advancements in direct marketing thanks to technology — new ways to collect and use data, advanced printing and personalization technologies, mobile, social and so much more.”

Audience behaviors are changing, too. That’s why marketers must fuse offline and online strategies, “thinking outside the mailbox” to create campaigns that leverage the unique strengths and capabilities of each channel to drive results.

Here’s a first look at the morning’s agenda:

### Turning Direct Mail into a Multi-Channel Campaign

Dave Lewis, president of SnailWorks, will walk through the process of creating a tightly coordinated multi-channel campaign, including tactics such as email marketing, pURLs, unique logins, landing pages, mail tracking, and more.

### USPS Informed Delivery

Now in pilot testing, this new program from the USPS links email and postal communication, giving mailers a valuable customer touchpoint before their piece even hits the mailbox. *See related article on p. 3.*

### Augmented Reality

Augmented reality is changing the way consumers view the world. Hear how Taggar is working with brands to bridge the gap between offline and online customer interaction.

### 3D Printing Demo

See Konica-Minolta 3D printing in action! Imagine being able to create a prototype of a new product, bring packaging concepts to life for evaluation and testing, or spot varnish your next mailer in 3D.

Plus, take a tour of the Prompt floor and see the latest equipment we’re using to match, stuff, seal and track your campaign as quickly and accurately as possible.

From digital printing technology to databases, mobile to social, the world of direct marketing is more exciting than ever. At Prompt Direct, we love helping our clients reach high-value segments in real time and in the right context. We look forward to seeing you on June 15th!



# Trendwatch 2016: Where Marketers are Investing their \$\$\$

According to *Target Marketing's* 2016 Channel Spending Trends, 36.6% of respondents have increased their marketing budgets in 2016. And the majority (69%) increased or maintained their direct mail budget for this year.

Says *Target Marketing* Editor-in-Chief Thorin McGee, "When direct mail service providers say, 'Mail's in the mix,' this backs that up. The channel has a role, and our respondents are employing it."

Epicomm's 2016 *State of the Industry* update data supports the magazine's findings, indicating that commercial printing sales were up in 2015.

And the news gets better. *Target Marketing's* 2016 Media Usage Survey found that respondents are allocating nearly a third of their resources (28.5%) to print, including direct mail.

Interestingly, live events seem to be making a comeback, capturing 21.3% of this year's budget for survey respondents.

Hosting a live event this year as part of your marketing strategy? Let Prompt help you make the most of your investment with a direct mail strategy to make it standing room only.



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## What Can Direct Mail Learn from Digital Marketing?



Digital marketing has broken ground with new and unique approaches to getting customers' attention. So to help their direct mail stand out, marketers have been adapting elements from this medium — and seeing great results.

Here are seven ideas to incorporate digital marketing trends into your printed mailers:

**Bigger, bolder creative.** Consider moving beyond a typical mailer and adopt a content-rich newsletter or magazine-style format.

**Click-bait envelope teasers or headlines.** Just like an intriguing call-to-action button on a website, use a catchy attention-grabber on the front of a postcard to prompt the reader to flip it over and find out more.

**Graphic maps (think Google maps or similar location apps).** Add some visual interest while showing off your company's reach. For example, a map with red pin drops showing your closest locations will demonstrate your accessibility in a visual way.

**Infographics.** Known for communicating details quickly and visually, infographics let you pack a lot of detail into a small space.

**Ask for the share.** Just like you do online, ask your mail recipients to spread the love about your brand. Include your social handles so they can easily follow you.

**Retargeting/modeling customer behavior.** Invest in a trackable call to action. By incorporating a pURL, landing page or other unique gateway, you can track visits and searches that follow delivery of your mailer.

**Enhanced personalization.** Don't miss an opportunity to customize. Present unique content based on variables such as geographic location or past purchase behavior.

If you're looking to give your direct mail results a boost, borrow these tips from the digital world to keep you campaign going strong — long after the delivery date.

# The Latest News from the USPS



Postmaster General Megan Brennan announced that, subject to PRC approval, the current “second ounce free” pricing for first-class mail will be expanded in January 2016 to include second and third ounces free.

## POSTAGE REDUCTIONS TAKING EFFECT

As of April 10, the USPS

will reduce prices on certain products, including the Forever Stamp. First-class mail prices will be adjusted to the following:

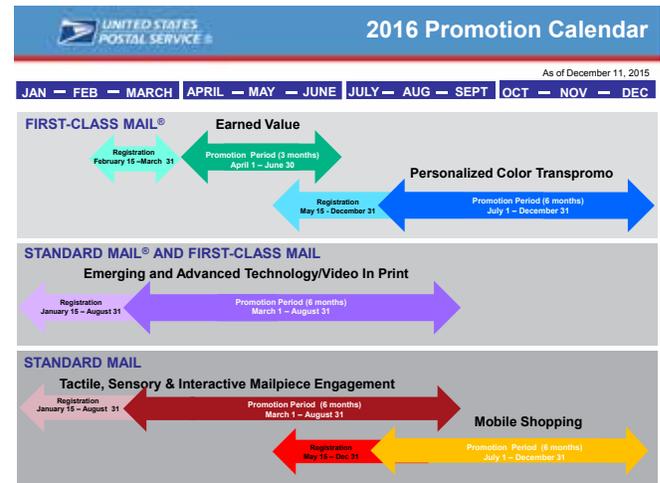
	Current	Reduction
Letters (1 oz.)	49 cents	47 cents
Letters (additional oz.)	22 cents	21 cents
Letters (international)	\$1.20	\$1.15
Postcards	35 cents	34 cents

For a full recap of changes, visit [pe.usps.com](http://pe.usps.com).

## EXPANSION INTO CUBA

The USPS has announced direct transportation of mail service to Cuba, including first-class postcards and letter-size envelopes, first-class packages, and priority mail flat rate envelopes and boxes.

## 2016 PROMOTIONS



### Emerging & Advanced Technology/Video in Print

From March 1-August 31, mailers can earn an upfront 2% postage discount on mailpieces that include the use of near field communication or enhanced augmented reality. Beacon technology and A/B Testing have also been added to the promotion.

### Tactile, Sensory & Interactive Mailpiece Engagement

From March 1–August 31, mailers who utilize these features have the opportunity to earn an upfront 2% postage discount.

### Mobile Shopping

From July 1 – December 31, integrating mobile technology in your mailer will earn an upfront 2% postage discount.

# Informed Delivery Now in Pilot Program

The USPS is giving select customers a heads up when it comes to their daily mail. Now in testing, the Informed Delivery program provides daily email communication to residential customers with images of the letter-sized mail pieces they can expect to find in their mailbox.

Informed Delivery is currently being piloted in select zip codes in northern Virginia, New York and Connecticut for customers who opt in to the service. Participating mailers will have the ability to

include linked or interactive content along with the image of their mail piece in the email received by the consumer.

Several Prompt clients are taking part in the pilot program, which will include an estimated 10-12 mailers through September 2016.

Digital technology is part of everyday life, and that’s the impetus behind Informed Delivery. Whether at home, work or on vacation across the country, subscribers can stay on top of the

postal communications they’re receiving.

Says Gary C. Reblin, Vice President, New Products and Innovation for USPS, “Informed delivery enhances the impact of direct mail and provides mailers a new platform to engage with consumers.”

We’re excited to see the results of the pilot program. Stay tuned for more information.



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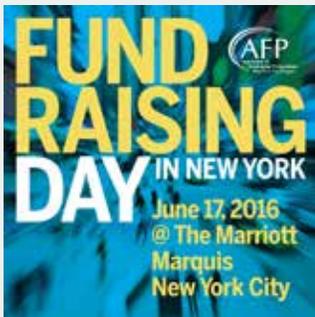


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## Prompt in the Community

### Fundraising Day in New York – Save the Date



On June 17, nonprofit fundraisers, managers, grant-makers, board members, volunteers and CEOs are invited to visit the Prompt Direct booth at the annual Fundraising Day in New York.

Sponsored by the Association of Fundraising

Professionals New York City Chapter, this event at the Marriott Marquis welcomes professionals in the nonprofit sector nationwide for seminars, career mentoring, expert speakers and more. This year, two new educational tracks have been added: Legacy Giving and Professional Growth.

Hope to see you there!

### Dennis Lacognata Published in *MAIL* magazine

Prompt Direct Partner Dennis Lacognata was recently published in *MAIL: The Journal of Communication Distribution*, one of the industry's most respected news resources.

The article, "Direct Meets Digital: From Evolution to Revolution," appeared in the March National Postal Forum show edition, discussing technology's effect on the advancements in direct marketing.

## 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.