

Prompt Mailers, Inc.

PROMPTLY Speaking

VOLUME 15

SPRING 2012 NEWSLETTER

Spring Workshop: Save the Date!

Prompt customers welcome the one-stop education provided by our annual workshop, and this year promises to deliver everything you need to stay up to date! The half-day event will be held at the New York Athletic Club on Central Park South on Wednesday, May 23 from 9:00AM to noon.

"We've been hard at work planning a very informative event," says Prompt's Dennis Lacognata. "This year, we're excited to present a terrific panel discussion as well as a design specialist from the Post Office."

The morning will kick off with a presentation from Kenny Scianna, a USPS mail piece design specialist. Scianna will review the new wafer seal requirements that go into effect in January 2013, a topic on the minds of anyone whose mail plans includes self-mailers.

Kathleen Bory, circulation operations director for *The Star-Ledger* and a regular attendee at Prompt workshops for several years, looks forward to the annual event.

"As a large-volume mailer, keeping up with the latest requirements is imperative to our business," says Bory. "Prompt's annual workshop helps on so many different levels. Hearing directly from USPS representatives, industry leaders, colleagues and just sharing ideas — it all makes for a creative and enlightening day."

This year's event will also feature a panel discussion, "The Value of Mail in 2012 and Beyond." Three dynamic speakers will present their unique viewpoints on the opportunities direct mail represents for today's marketers:

- Peg North, Corporate Strategy and Business Development, Ethnic Technologies — Trends in multicultural prospect growth
- Matthew Minarik, President, Hi-Q group — Effective lead generation and testing
- Thad Kubis, President, NAK Integrated Marketing — The convergence of media

If you would like to submit a question in advance, or if you can't make the workshop this year, be sure to follow the action on Twitter using the hashtag **#PromptEvent**.

Watch your mail for complete registration details. Can't wait? Scan the QR code at left or visit **PromptEvents.net** to reserve your seat today.



"Scan this QR Code for a special message from Dennis Lacognata."



Keeping You Posted

The Latest Industry News from the USPS

Mobile Barcode Summer Sale Returns

Need another incentive to try out QR codes? From July 1-August 31, the USPS will offer a 2% postage discount on letters or flats that include the two-dimensional barcode — highlighting the value mobile technology can lend to improving response rates. To qualify for the discount, QR codes must be included outside or within all pieces in a mailing, using the technology to lead the recipient to either a mobile-enabled e-commerce webpage or a personalized URL. The discount applies to both first class and standard mail letters, flats and cards.

Consolidation Study Completed

The USPS has announced completion of its Area Mail Processing consolidation studies. The changes are a necessary part of a larger comprehensive plan to reduce operating costs by \$20 billion by 2015. For full details, including a facility list and fact sheet, visit bit.ly/xnfcBE.

Mail Anywhere Program

Under the USPS Mail Anywhere option, your mail permit can now be used at any USPS location anywhere in the country — not just your local processing facility. This convenient option applies to both standard and first class mailings, as long as they include 90% or more full-service automation pieces.

Updated Timeline for Barcode Transition

Starting January 2013, mail using POSTNET barcodes will no longer qualify for automation discounts. Pieces must contain a basic IMB at minimum. It is anticipated that POSTNET will finally be retired in January 2013 and full-service IMB will be the sole basis for automation rate availability.



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Cultivating the Next Generation of Marketers

In our last newsletter, you learned about Prompt's collaboration with the business management department at St. Francis College in Brooklyn Heights.

We're pleased to report a successful conclusion to the semester, which resulted in new graduate Michael Orsino joining Prompt as an intern. Three days a week, Mike lends a hand on various projects while gaining insight into the integrated marketing process. Right now, he's assisting with our cross-media marketing efforts and helping to implement a lead generation program.

Says Mike, "Everything so far has been tremendous. I'll walk away with experience in direct mail, cross-media, prospecting — knowledge that will definitely be of value to a future employer."

Mike will be in attendance at our May workshop, so be sure to stop by and introduce yourself!



Let's Get #Social!

by @PhilCatalano
Cross-Media Marketing Specialist

Social media has generated a lot of talk within the direct marketing industry lately, and many mailers are asking, "How can I utilize social media for my marketing efforts?"

A social media strategy called "content marketing" can help get your brand recognized as a valuable resource for, you guessed it, content! By posting articles on Twitter and using hashtags (those # symbols you often see), you can target a specific topic. For example, if you follow us @PromptMailers, you'll notice much of the content we post has #DirectMail within the post. Anyone following or searching that hashtag on Twitter will see the Prompt brand out there supplying relevant information.

If you were to search the hashtag #apple, you may see a post or two about the fruit, but I bet most of the content is related to the corporation.

Social media is a great way to repurpose existing content and give it additional exposure. Say you have a white paper posted on your website. By tweeting a link to it using a hashtag, you can start to develop a following. It's a great way to get your brand recognized as a valuable resource for information and your content delivered to the audience that you're targeting. Now that's relevant information targeted to a specific group — sound familiar?

Scan the QR code below to watch a video on content marketing. And don't forget to follow us @PromptMailers!



New Easy Reference Guide Available Online

Have a question about the latest postal rates? Or the dimensions for a machinable envelope?

All that and more is included in Volume 14 of Prompt Mailers' Easy Reference Guide for Direct Mail. This handy 44-page guide is now available for download at PromptMailers.com.

Be sure to check out the "first aid kit" starting on page 17. In this section, you'll find a recap of commonly used processes, along with tips for getting the best performance from our equipment.



Investing in Expanded Continuous Laser Capability

Customers who regularly produce large runs of personalized forms rely on Prompt for clear, crisp work and fast turnaround. That's why we've invested in new roll-to-roll capability for the production of continuous laser forms.

You benefit from increased speed and efficiency on laser personalization of forms in large runs of 100,000 and more. Scan the QR code at right for a quick video demo of the new roll-to-roll process, or call your Prompt rep at (718) 447-6206 for details.



Mailer Spotlight: Bloomingdale's

Long-time Prompt Mailers client Bloomingdale's has been extremely consistent in its investment in direct mail over the years. We spoke with Bruce Eaton, Bloomingdale's Vice President, Marketing, Account Services, Production & Logistics, about its success with the medium.

"We typically don't get the same kind of

pop'

from electronic media that we do from direct mail."

- Bruce Eaton

We use direct mail in a variety of ways — from promoting the immediacy of a special event to strictly for branding purposes. A dedicated percentage of each mailing is used for internal prospecting — for example, encouraging a ready-to-wear customer to make a shoe purchase.

What makes our audience so responsive to direct mail? We have a fairly narrow customer base, and the appeal of mail is partly generational. Part of it is about fashion — no other medium gives you the tactile appeal of print and the high quality of reproduction.

We typically don't get the same kind of 'pop' from electronic media that we do from direct mail."



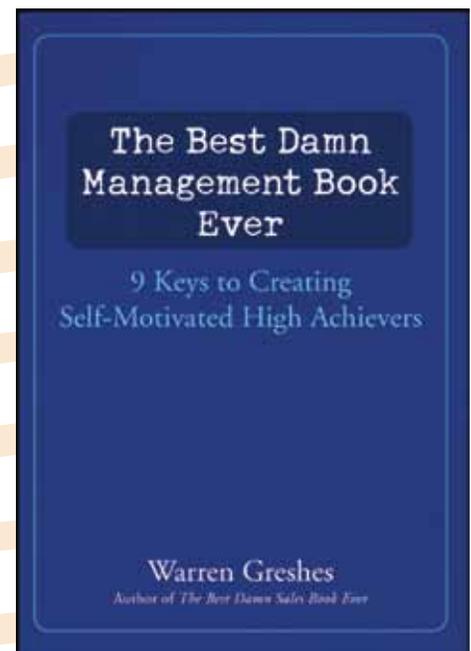
"Bloomingdale's spends the majority of our dollars on mail because we continue to get results we can actually measure.

Book Review: The Best Damn Management Book Ever

Want your staff to perform at their best? Then you need to become the best damn manager ever — someone who can ignite your employees' passions and create a staff of self-motivated, high-achieving self-starters.

That's the premise behind *The Best Damn Management Book Ever: 9 Keys to Creating Self-Motivated High Achievers* by Warren Greshes. A quick and enjoyable read, *The Best Damn Management Book Ever* uses entertaining real-life stories to illustrate practical, easy-to-implement strategies for becoming a stronger manager.

Take a look and you're sure to find actionable advice to hone your leadership skills, delegate more effectively, use your time more efficiently, and blow away the competition in the process. Check it out on Amazon: <http://amzn.to/wV8aym>.





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PAID
PMI

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Connect with the Direct Marketing Community

Looking to network with like-minded marketers and stay up to date on the latest direct marketing news and tips? Connect with Prompt today:



Facebook — facebook.com/promptmailers



Twitter — twitter.com/promptmailers



LinkedIn — Join our group at <http://linkd.in/gZWsdB>

Prompt Personnel

Please join us in welcoming the following new employees to the Prompt family:

Scott Litwack, Account Executive

Jeffrey Masucci, Postage Control

Chris Saunders, Sales



Greater New York PCC Comes to Brooklyn for May Meeting

The Greater New York Postal Customer Council (GNYPCC) is bringing its monthly breakfast meeting to Brooklyn, and Prompt Mailers is pleased to be the meeting sponsor.

Prompt's Dennis Lacognata introduced the GNYPCC to St. Francis College, which graciously agreed to host the event on campus. Says Lacognata, "By holding their meetings across various boroughs, the GNYPCC hopes to reach a broad cross-section of business mailers who will benefit from the information presented."

The May meeting will take place on Wednesday, May 9. Breakfast is served at 8:30AM; a presentation on "Growing Your Business with Package Services" is scheduled for 9:30-11AM.

For more information and registration, visit gnypcc.org.

PromptMissionStatement

PMI is passionate about their commitment to provide their 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. □