



Tom's Message Board

Direct Mail... The Evolution.

Great News Russell! Your ship has come in and it's got your name on it! She's a beauty isn't she? Soon you'll be setting sail on a sunny afternoon on gorgeous Lake Champlain! Can you feel the refreshing breeze already?

Do we have your attention? Thought so... perfect.

Now...just imagine the possibilities for generating leads for your business, raising money for your non-profit organization, building your brand awareness, and delivering a message that's so impactful in marketing by capturing the same attention and emotion of your audience.



This is just a glimpse of the possibilities using our digital printing technology, your data, and the persistent power of direct mail. With direct mail, especially targeted and data-driven direct mail like this, you have something much more powerful than what email, radio, television, and even social media can deliver... a creatively designed "piece" of your business that someone is actually holding in their hands - imagining the possibilities of your message. Add a measurable call-to-action to drive traffic to your website or front door, plus a QR code to your mobile-friendly site, and you've got one heck-of-a marketing campaign going on.

Here are some ideas:

Auto Dealers: an image of the newest make and model car each customer has purchased from you in the past who may be ready to trade up... with their name on the license plate for a little added personalization!

Boat, RV, Motorcycle, Snowmobile, Heavy Equipment, High-End Bicycle Dealers: ditto

Travel Agents and Tour Companies: variable messaging and imagery to destinations and adventures that are relevant to your clients' preferences based on trips they've purchased in the past.

Outdoor and sports equipment retailers: cross-sell marketing with images and enticing content to introduce other lines of products you sell to current customers.

Dentists/Maxillofacial/Cosmetic Surgeons: segmented mailings using variable imagery and content to pinpoint each recipient's area of interest and attention.

Non-Profit Organizations: variable imagery and messaging segmented by donor income levels, home value, geography, giving history, education level, age, lifestyle preferences, and other demographics relevant to each mail recipient.

Really...the possibilities are endless and that's where Paw Print and Catamount Marketing Team expertise and creativity come in.

Direct mail has evolved. Mail can play a strategic role in a multi-channel marketing mix to drive traffic to your website, mobile site, and front door. We're good at it and can create a campaign and budget for virtually any business or organization. My initial assessment and feasibility discussion with you is free with no pressure or obligation to buy... I invite you to take advantage of this.

Happy Sailing!

Tom