



Mail Messenger is written, designed and produced by United Printing & Mailing. United is headquartered in Phoenix, Arizona, and has been in the direct mail business since 1965. We are eager to form partnerships with our clients, whether they are locally or nationally based. We offer not only complete mailing services, but also graphic design, data acquisition and management, variable data services, in-house printing and on-site mail verification by the USPS. Our friendly staff will help guide your project through the direct mail process. Plus, our in-house services keep your project on schedule while saving you time and money. We're more than a direct mail company, we're your direct mail partner.

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than one designed for a man. Different features will matter to different income groups or demographics. Based on spending habits, you could draw conclusions on whether your target group would be expecting a high-end piece or something more standard. Use the criteria outlined in your target profile to jump-start your creative thinking and draw natural conclusions about your prospect and fashion your campaign accordingly.

Don't be swayed by personal preferences

All-to-often campaign managers let their personal preferences become deciding factors. Since establishing your target profile and thinking like your customer should be the core drivers of your campaign, your personal preferences should not play a part in the creation of the campaign. Just because you don't like the color pink doesn't mean it isn't the right choice to draw in your target audience.

Thinking like your customer should be the core driver of your campaign.

Always remember that direct mail is a statistic-driven medium. Keeping your preferences at the sideline and customer-centric criteria in mind when planning your next campaign can help provide a firm structure to base your mail campaign upon.

It Doesn't Matter If You Like Your Mail Piece

When setting up your mail campaign, many things are taken into account: mail list, mail piece format, mail date and most importantly, target audience. Direct mail is all about response. And response is all about your target audience. Many campaign managers get hung up on their opinions toward their mail piece however, for the sake of these goals, it really doesn't matter if you like your own mail piece. So how exactly do you set your opinions aside and create a mail piece that matters to your customer?

Determine a target profile

To build the most effective mailing, it pays to take the time to determine precisely who you are marketing to, what you want to motivate them to do and how you plan to motivate them. Use any data available to you to establish criteria for details like gender, age group, income group, demographic location, occupation, spending habits or any other discerning qualities that might be important in relation to your prospect and your product or service.

Think like your customer

Once you determine your target profile, you can put yourself in that customer's shoes and start to think like your customer. Consider the criteria outlined in your target profile and write, design and plan accordingly. A mail campaigned for a woman will probably be completely different



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ACCORDING TO A SURVEY PERFORMED BY THE USPS:

56% of people say receiving mail is a "real pleasure."

Read the best of Mail Messenger on our blog.
mailmessenger.blogspot.com

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FeaturedFormat

When planning your direct mail campaign, the right format makes all the difference.

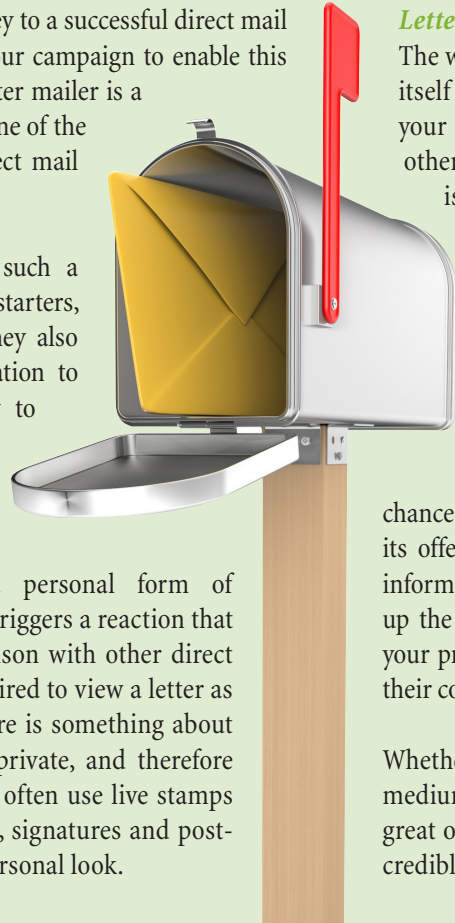
Letter-Mailers: Instill trust in your offer

Instilling trust in your sales pitch is key to a successful direct mail campaign. But how can you create your campaign to enable this trust from your customer? A sales letter mailer is a great way to start. Letter mailers are one of the most time-tested, tried-and-true direct mail marketing formats available to you.

So why exactly are letter mailers such a great, trust-instilling medium? For starters, letter mailers feel more personal. They also allow for higher quality communication to your prospect and offer the ability to build credibility. Lets examine those qualities a bit more:

Letter mailers feel personal

The letter medium began as a personal form of correspondence and the format still triggers a reaction that just feels more personal. In comparison with other direct mail formats, it seems we are hard-wired to view a letter as a more legitimate form of mail. There is something about opening an envelope that is more private, and therefore personal. Additionally, letter mailers often use live stamps as opposed to an impersonal indicia, signatures and post-script notes to help project a more personal look.



Letters allow for increased communication

The written structure of letter-writing intrinsically lends itself to creating a dialog with your prospect, and it leads your reader through your message more naturally than other forms of direct mail. And since the entire process is more natural, odds are your prospect will absorb more of your message. Plus, the physical format of a letter offers more room for your message than many other direct mail mediums.

Letters help build credibility

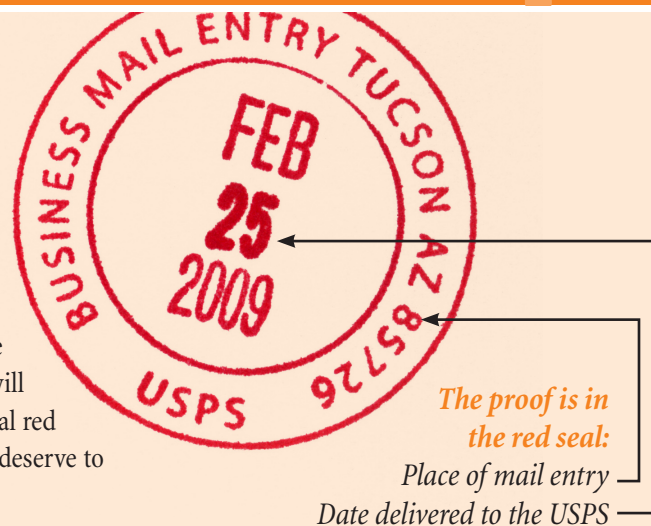
Since letter mailers offer the ability to present a great deal of information about your product, service or organization, they also give you more chances to build the credibility of your organization and its offerings. A letter gives you room to provide in-depth information about your product and organization and offer up the statistics, testimonials and facts necessary to walk your prospect through more of the sales process and build their confidence.

Whether you are new to direct mail or a veteran of the medium, a well-written sales letter can prove to be a great option for presenting information in a personal and credible manner.

Did You Know?

Find Confidence in Your 3602 Affidavit of Mailing

Upon completion and mailing of your direct mail campaign, a 3602 Affidavit of Mailing is completed. This 3602 form outlines all of the details of the mailing, from the official mail date to the number of pieces and the exact amount of postage paid. When you choose to work with United Printing & Mailing, you can be confident in your mailing, as you will receive the original copy of this document as a proof of your campaign mailing. You will know it is the original document by inspecting the document for the original red date stamp. As the manager of your direct mail campaigns, we believe you deserve to know every detail of your mailing as outlined on the 3602 form.



Direct Mail Design Tips

Make Friends with White Space

If you are a direct mail professional who is involved in the design of a mailer, you may have heard of the term “white space.” White space is a pretty popular buzz word within the advertising and marketing community, but it takes a pro to know how white space is defined and how should it be used to achieve the most effective results.

White space is most often referred to by the design community as negative space within a layout. According to Wikipedia, the term “white space” originates from the print community and alludes to projects “where printing processes generally use white paper.” The white space referred to here is therefore, the area of the piece where the paper shows through.

However, the concept of white space is more than just blank areas of a page. White space is most clearly defined as the area within a piece which is *strategically* void of content and visual noise. It is the space between layout elements.

In fact, white space doesn't even have to be white. For example, if your layout consists of a pure black background with type and graphics reversed out of black, the white graphics would become the positive subject matter and the negative black backdrop would have the potential to become white space.

Furthermore, the addition or subtraction of white space alone greatly effects the overall feel and message of your piece. In short, more white space translates to an upscale feel, whereas very little white space takes on a cheaper, down-market look. Your prospects will form their first judgements based on this initial feeling. As you work to create your direct mail piece, you must carefully evaluate which of these impressions you wish for your mailer to create.

If it is your goal to create a richer look and allow for white space, you will want to evaluate your content carefully. Direct mail professionals tend to concentrate on what content needs to be added to the layout, however, if you wish to create a pleasant, readable piece you should redirect your concentration to what items can be omitted.

The concept of white space is more than just blank areas of a page.

When white space is used carefully and strategically, it creates a path to guide your reader through your piece. However, if used incorrectly, white space can just create a disconnected page layout. Using white space appropriately lends to the readability of your piece, and it is easy on a reader's eyes. Often a reader's eye will focus in on the area of the page with the most open space. White space must be carefully balanced against the varying degrees of emphasis placed on page elements. At any given time, white space can add or subtract emphasis from a page element.

Nonprofit Nook

Turn Your Wishlist Into Reality

During this tough economy, its getting trickier to nail down donations from your constituency. However, consider this: *Why not share a wishlist with them?* By sharing the list of needs your organization must meet, you enable donors to visualize exactly how their donations will impact your organization—and donors like to know how their contributions will be spent. Whether it be a list of actual items to be purchased for use by your organization or a itemization of how a donation is applied to the cause of your organization, your message will hit a little bit closer to home if donors can understand exactly where your needs are.

