

“How does integrating mail into your marketing mix help build your brand?”



S

CHRISTINE LEHTONEN

President, Asterix Group

From postcards to catalogs, direct mail is one of the only media that allows you to craft a message toward a specific audience and really control that brand image. **Our agency is multichannel, but we never let our clients get away with not considering direct mail as part of the mix because it's such a strong medium.** When you do it well, it's very powerful. It can be used in a very lively manner



M

MICHAEL MENDLOWITZ

CEO, Commerce Payment Group

It allows our company to target very specific prospects with very specific brand messages that address their needs front and center. With direct mail, we're not going after the whole ocean; we're hunting for fish in a pond. We use PostcardMania for our direct mail, and with the right offer and the right postcard design, it delivers exactly what we're looking for: solid prospects who are seriously interested in our products. Direct mail can build your brand image — and much more than that.



L

SHIBU THOMAS

Executive VP of Marketing and Admissions, Ross Education, LLC

We provide healthcare training in 23 communities across five states. We use direct mail to communicate with our prospects and build our brand. We know it's important to use a variety of approaches to stay 'top of mind.' And although we're building awareness, we're also able to reap the rewards of direct response by offering opportunities for prospective students to take the next step. **Without direct mail, our marketing mix wouldn't be much of a mix.**

PHOTOGRAPHS BY GUYSPRINT



CONNECT.

Check us out on the web for all your direct marketing needs.

Accessing the latest trends in direct marketing has never been easier. We're plugged in to the latest happenings in the direct marketing world so you'll never feel disconnected. Check us out at least once a week for something new and exciting.

DELIVERMAGAZINE.COM