



Bulletin

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Free Direct Mail Marketing Webinars

Idealliance will present a series of three webinars by direct mail expert Trish Witkowski on “Direct Mail Simplified.” The monthly one-hour webinars, sponsored by [AccuZIP](#), are free to Idealliance members and available to non-members for \$49 each.

From the mailing list to the message to the form it takes, direct mail must strike a delicate balance, creating a package that can pique interest and ultimately drive response. All facets of direct mail will be covered in the comprehensive series, which includes:

- **April 6, 2017, 11 a.m. ET: “Direct Mail Simplified: Design Great Mail.”** There are limitless ways to approach a direct mail campaign and endless opportunities for creativity and variety. Determining which path to take can make or break a campaign’s success. Attendees will learn how to define, acquire, and segment their audience; craft the message and position the offer; utilize engagement techniques that will get their mail noticed; leverage technology with mail; and consider green mail strategies.
- **May 11, 2017, 11 a.m. ET: “Direct Mail Simplified: Mail Planning & Optimization.”** Looking at the decisions that affect the deliverability and cost of sending mail, the webinar will cover formats and sizes, and share tips and resources and expert techniques for getting the best return on a mailing investment. Attendees will learn how to understand the most critical guidelines for mail; common and costly mail mistakes and how to avoid them; components of a mailpiece; expert techniques for getting the best postage rates on mailings; and creative possibilities within U.S. Postal Service format and size guidelines
- **June 15, 2017, 11 a.m. ET: “Direct Mail Simplified: Mail Tracking & Measurement.”** An effective mail campaign doesn’t end when the piece is mailed—those who get the best results are constantly evaluating and tweaking their approach. Proven techniques and formulas can help mailers and marketers determine what is working and what is not. Attendees will learn options for the approach and frequency of mail campaigns; direct

mail testing techniques and when to use them; benefits of different mail tracking methods; campaign measurement strategies and formulas; and how to integrate technology with print to enhance the user experience.



Special Bonus

As a special bonus, courtesy of AccuZIP, registered attendees to the webinar series will be mailed a FREE copy of Trish Witkowski’s “Design Great Mail” publication (a \$30 value).

“Trish Witkowski is bringing her extensive direct mail expertise and entertaining training approach to these essential webinars on designing, planning, and measuring the efficacy of direct mail,” says Idealliance Senior Vice President of Marketing Steve Bonoff. “She will provide real-world information that marketing and mailing service providers can use right now to help their customers leverage the importance of direct mail in a standalone or multi-media marketing campaign and gain the greatest possible return from their direct mail investment.”

Witkowski (www.trishwitkowski.com) is a dynamic speaker and industry expert on folding, and direct marketing. Over the last decade, she has built software tools, written books, and grown a rabid fan base for her YouTube channel. Witkowski travels the world, leveraging her work with brands such as HP, American Express, ADT, and Lowe’s to teach marketers and sales leaders how to gain an advantage and turn soft sales into cold, hard cash. Her www.foldfactory.com and www.lynda.com instructional videos are industry pacesetters.

Registration for the association’s webinars is per computer so attendees are encouraged to invite coworkers to sit in. All webinars are recorded and archived to allow members to access them at any time and share them with their staffs. For more, go to www.idealliance.org/webinars/ or contact Steve Ballinger at (703) 837-1068 or sballinger@idealliance.org.



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