

DIRECT Hit

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Inside This Edition...

Tasty Treats!

Fun Facts about Basketball!

*Marketing Tips for
New Businesses!*

List Purchasing - We Can Help You Find the Right Prospects

Before you purchase a list, take a few key steps to ensure you're getting the right message to the right person and improve your ROI, engagements, and sales!

Start with the Basics

First things first. Is your file accurate? Do you have all the fields complete you need for maximum touchpoints?

Here are the questions you need to consider first before you send your list in for direct marketing efforts.

Are the addresses up-to-date?

Have you eliminated or updated deceased records?

Do you have complete and accurate email addresses?

If you're not sure, do you want to validate them?

Do you want to append missing emails?

Do you want to append social media handles?

Do you want to append IP addresses?

Modern Appending Matters for Omni-channel Approach

Beginning your data management process before you look for new prospects can improve your results later. The more touchpoints we have for matching later, the better! Data that is enhanced with emails, IP addresses, and social media accounts

may return more robust persona profiles and look alike lists. If you don't know how to enhance your data with those additional data points, ask us for help. Our team of data professionals will be there to help you every step of the way.

Spend on Highly Vetted Prospects

If you need to purchase a list to target prospects with your direct marketing campaign, we recommend you spend on highly vetted prospects. Working directly with a team of data professionals can help you to find the right demographics. They can help you

sort your customers based on basic KPIs using data models such as RFM (which stands for Recency, Frequency, and Monetary.) They can then use that model to help you find prospects that match your most recent purchasers (Recency), your most frequent purchasers (Frequency), and customers who have spent the most with you (Monetary). They will help you dive deep into demographic profiles to find the best matches and improve the chances that you'll actualize ROI on your campaign.

Data Hygiene

Keep your data clean! Midwest has a data department with five full-time data experts managing our customer data. We use a blend of the above systems plus a proprietary suite of tools to manage client data quality. Customer reporting, merge/purge and deduplication, mail list cleaning and processing, and database integrity. We would love to help keep your data clean, just ask us how!

**MISTAKES
NONPROFITS
CANNOT MAKE
DURING APPEAL
2021**

midwest **DIRECT**

Read About it on mw-direct.com/blog

Tell us what you think. Email your comments and give us your feedback on what you enjoy about Direct Hit!



Questions or comments?
Email us at marketing@mw-direct.com.



Team Treats



Chewy Chocolate Chip Cookies!!!

INGREDIENTS:

- 2 and ¼ cups all-purpose flour
- 1 teaspoon baking soda
- 1 and ½ teaspoons cornstarch
- ½ teaspoon salt
- ¾ cup unsalted melted butter
- ¾ cup packed brown sugar
- ½ cup granulated sugar
- 1 large egg + 1 large egg yolk
- 2 teaspoons pure vanilla extract
- 1 and ¼ cups semisweet chocolate chips

INSTRUCTIONS:

Whisk the flour, baking soda, cornstarch, and salt together in a large bowl. Set aside. In a medium bowl, whisk the melted butter, brown sugar, and granulated sugar together until no brown sugar lumps remain. Whisk in the egg, then the egg yolk. Finally, whisk in the vanilla extract. Pour the wet ingredients into the dry ingredients and mix them with a large spoon or rubber spatula. Fold in the chocolate chunks. Cover the dough and chill in the refrigerator for 2-3 hours or up to 3-4 days. Chilling is mandatory.

Take the dough out of the refrigerator and let it soften slightly at room temperature for 10 minutes. Preheat the oven to **325°F (163°C)**. Line two large baking sheets with parchment paper or silicone baking mats. Set aside.

Roll the dough into balls, about 3 Tablespoons of dough each. The dough will be crumbly, but the warmth of your hands will help the balls stay together. Roll the cookie dough balls to be taller rather than wide, to ensure the cookies will bake up to be thick.

Bake the cookies for 12-13 minutes. The cookies will look very soft and underbaked. They will continue to bake on the cookie sheet. Allow cooling on the cookie sheet for 10 minutes before transferring to a wire rack to cool completely.

Cookies stay fresh covered at room temperature for up to 1 week.



- The longest game of basketball ever took 78 minutes, in 1951. It was a January 6, 1951 game between the Indianapolis Olympians and the Rochester Royals. The Olympians won 75 to 73.
- The world record for highest basketball shot is 594 feet.
- The longest winning streak in NBA history is held by the Lakers with a 33-game streak.
- On December 13, 1983, the regular-season game between the Detroit Pistons and the Denver Nuggets set multiple NBA records. The game ended after three overtimes with Detroit winning 186 to 184. The game set the NBA record for the most total points scored in a single game, and the most and second-most points scored by a team in a game.



PROMOTIONS & INCENTIVES
Emerging and Advanced Technology

This promotion encourages mailers to continue to adopt the use of the USPS omnichannel feature, Informed Delivery®. For help creating an informed delivery campaign or to get more information about best practices for success, go to <https://bit.ly/3ye0zep>. OR contact us at info@mw-direct.com.

Quick Facts About Informed Delivery Email

- Over 40 million US citizens have opted in to receive this email.
- Open rates are high ranging from 40%-60%.
- Regular and nonprofit Marketing Mail letters and flats, and First Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion
- **Registration:** July 15, 2021 - November 30, 2021
- **Promotion period:** September 1, 2021 - November 30, 2021

Michelle's MARKETING MINUTE



Marketing Tips for New Businesses

Know your audience. It is smart to get an idea of who buys your products or who might buy them. If you start trying to target the wrong market then you will be left with no return. If you dig deep and see who is interested in your stuff, then you have a market to target and have a higher chance of traffic. Try to use as many free promotional and advertising tools as you can, after all, it's free -- right? This just means building a social media presence as well as interacting with followers or fans. Only start to use paid media or advertisements if it is working for you. No sense in wasting time.

Create a blog. Customers may have simple questions they enter into Google looking for an answer, and with the blog that you wrote, may have that exact answer that the customer is looking for. Then they are directed to your website where they can then browse around and see what you may have to offer.

Capture all web traffic info. See who is looking at your sites, what type of people or company, what they might do, and possibly their interests. This can also help you build a stronger target market.

USE HASHTAGS! Try to use as many (within reason) trending or popular hashtags as you can. This can broaden your brand awareness and company image. People will use those popular hashtags and also see your posts!



THE PLUS PODCAST: EP 27: Capture Real Leads with digital+post LeadMatch

We hear a lot about the "walled gardens" of social media and how difficult it is to turn those connections into leads. Many small businesses use social media and online ads to find new customers, but they have no real way of tracking those leads. With digital+post those small businesses can get data that larger companies have been seeing for years and track leads they wouldn't have known existed. Digital+post generates, then captures leads with LeadMatch for world-class tracking that works. There is no more guessing on who is truly interested in what you have to offer.

Get more information about digital + post LeadMatch at https://soundcloud.com/midwest_direct/leadmatch-mixdown or go to **SOUNDCLOUD** and favorite The Plus Podcast with Midwest Direct.



Mandy's MOTIVATIONAL MOMENT

Mandy's favorite quote for this month is -
"I have found that luck is quite predictable.
If you want more luck, take more chances.
Be more active, show up more often."

-Brian Tracy