

DIRECT

HIT



The **SUCCESS** Spotlight

NAME TO A GOOD LOOKING FACE: Donna Furman

Donna Furman has been at Midwest Direct for about 3 years. She is a floor supervisor for flats at our Pittsburgh facility and spends most of her time performing her daily tasks such as overseeing the workload, scheduling for EZ flats, staffing, delegating work, and running mail with the rest of her team to make sure acceptance times are met. We are so glad to have Donna as part of our team!

What would your dream vacation be?

My dream vacation would be to go to Ireland. I went to Salem a few years ago, and got to see some seals which were amazing!

Editor's Note: That sounds like an amazing trip! Can we come next time?

Tell us about your family.

I have 3 kids and 2 grandchildren, my husband, Patt, and 2 brothers and 1 sister that are close by.

What are your hobbies?

My hobbies are spending time with my grandkids, listening to music, and lifting weights. My husband is a bodybuilder so it's hard to get out of lifting weights.

What's your favorite movie or TV show?

Predator is my favorite movie. I have a tattoo of it! I love pretty much any suspense movie. I also love the shows Wicked Tuna and Ghost Hunters.

Editor's Note: We love the tattoo, Donna!

What's your favorite food?

My favorite foods are pasta and bread.

Editor's Note: You can never go wrong with pasta and bread!

What do you like about working at Midwest?

What I like the most about Midwest is that it is a very easy-going environment where you have the freedom to express who you are.

Describe what a typical day is like for you at Midwest.

A typical day for me is getting in at 6 am and running mail until everyone else gets in at 8:30 am -- and then performing my daily tasks and eating my lunch at noon!

What is one recent success that you are proud of?

The most recent success that I am proud of is being able to adjust to the changes and overcoming challenges from the pandemic. It's not easy!

What parts of your job do you find challenging?

Change is difficult for me. Things have been especially challenging during the COVID pandemic with all of the constant changes, but you have to learn to be adaptable.



FUN FACTS:

BUSINESSES THAT STARTED ON

SHARK TANK

Small businesses are the life force of the U.S. economy because they bring growth and innovation to the communities they are surrounded by. There are new small businesses created each day that we hear about online, in stores, and on television. In fact, television shows like Shark Tank are where many small businesses become famous. Here is a list of some of the most popular businesses that got their start on Shark Tank:

- **Scrub Daddy:** This product is a reusable sponge in the shape of a smiley face that is supposed to be the ultimate kitchen sponge. Scrub Daddy's founder, Aaron Krause, made his pitch on season 4, episode 7 of the show.
- **Groovebook:** This subscription service allows customers to take high-resolution photos on their smartphone and receive a photobook. Groovebook's founders, Julie Whiteman and Brian Whiteman, were on season 5, episode 13 of the show.
- **BuggyBeds:** This bedbug detection system claims to use monitors to effectively detect and trap bedbugs. Their founders, Veronica Perlongo and Maria Curcio, made their pitch on season 4, episode 1 of the show.
- **Lollacup:** This children's drinking cup is designed with a flexible straw and claims to allow toddlers to drink easily without a mess. The founders of Lollacup, Mark and Hanna Lim, were on season 3, episode 12 of the show.
- **Tipsy Elves:** This company sells holiday apparel for men, women, and children! Tipsy Elves and its founders, Nick Morton and Evan Mendelsohn, made their pitch on season 5, episode 12 of the show.



Team Treats



CHEESY BACON RANCH CHICKEN

Who doesn't love cheese, bacon, and ranch? This recipe by Delish is for Cheesy Bacon Ranch Chicken that is not only quick and delicious, but keto approved!

Find the recipe here: <https://tinyurl.com/y69z4y83>

INGREDIENTS:

- 4 slices of thick-cut bacon
- 4 boneless skinless chicken breasts (about 1 ¾ lbs)
- Kosher salt and freshly ground pepper
- 2 tsp of ranch seasoning
- 1 ½ cup of shredded mozzarella
- Chopped chives for garnish

DIRECTIONS:

1. In a large skillet over medium heat, cook bacon until crispy (about 8 mins). Transfer to a paper towel-lined plate. Drain all but 2 Tbsp of bacon fat from the skillet.
2. Season chicken with salt and pepper. Return skillet to medium-high heat. Add chicken and cook until golden and just cooked through (about 6 mins per side).
3. Reduce heat to medium and sprinkle chicken with ranch seasoning and top with mozzarella. Cover the skillet and cook until the cheese is melted and bubbly (about 5 mins).
4. Sprinkle bacon and chives on top before serving.

PROMOTIONS & INCENTIVES

2021 Personalized and Preprinted Color Transpromo

This promotion encourages mailers of bills and statements to use color messaging in order to create a greater connection to and response from consumers. The promotion is intended to increase the value of First Class Mail, and encourage mailers to invest in color print technology. Details of this promotion include:

- An upfront postage discount is provided to mailers who use dynamic/variable color print for personalized transpromotional marketing messages on their bills and statements.
- For companies who have participated in this promotion in prior years, the mailer will be required to incorporate both dynamically printed color and personalized messaging in the mailpieces.
- For companies/mail owners who have not previously participated, only the dynamic color printing requirement must be satisfied in their first year of participation to help facilitate the process of getting on board with the technology.
- **Registration:** May 15, 2021 - December 31, 2021
- **Promotion period:** July 1, 2021 - December 31, 2021



Mailpiece Design

Mailpiece design affects your mailing costs, your brand image and the effectiveness of your campaign. Keeping USPS standards in mind, you should design your mailpiece to be visually appealing with information that attracts your audience. Although understanding the technical side of mailpiece design is vital, understanding the visual and informational side is just as important. Here are a few tips to remember with the visual and informational aspect of the mailpiece design:

- **Start with copy and build around it**, writing out a clear, concise, and readable mail message with a simple and compelling offer. Most of the content should be about the reader's needs, and only some of it should be about the company. Keep in mind that less is more – especially when you can put the details on a landing page or your blog.
- **Make sure to include a strong call-to-action** statement such as "Contact Us Now." We suggest using three words or less! (If you need help coming up with a call-to-action, call us!)
- **Use great data** (provided by your mail services provider) to segment your list into meaningful ways. A superbly designed mail piece sent to a crummy list equals an unfortunate waste of time and money. Your mail services provider should help scrub your list or provide one for you.
- **Personalization is key!** Variable data printing and segmentation creates a feeling of one-on-one communication by creating a personalized message for every prospect. Just don't get too personal... there's a line between customization and creepy.
- **Follow up** - your prospect is probably most receptive within one or two days after a direct mailpiece is delivered. You can also add additional touch points such as social media advertisements, Informed Delivery® emails, and online display ads through one fully integrated campaign with digital+post.

We strongly urge you to consult Midwest early in the design process, prior to submitting your piece for printing and/or mailing. Mail can be hard, and we are really good at it! Give us a call at 1.800.686.6666 to consult one of our own mail pros.



Mandy's

MOTIVATIONAL MOMENT

"Success isn't always about greatness, It's about consistency. Consistent, hard work leads to success. Greatness will come" - Dwayne "The Rock" Johnson



THE PLUS PODCAST

With Midwest Direct



0:00

33:24

20: Everything You Need To Know About Informed Delivery® Directly from the USPS

Informed Delivery® email is a powerful channel offered by the USPS. With our digital+post dashboard option, it's easy to add Informed Delivery® email to your next mailing. Your mailpiece will arrive in your customer's inbox as a grey-scale scan of your mailpiece with a colorful, clickable link to your preferred landing page on the same day your mail arrived in their mailbox. Marketers can further customize what the customer sees in their inbox to increase the engagement with your mailpiece all while adding email as an additional touchpoint to your campaign. We've been adding Informed Delivery® emails to client mail at Midwest Direct since the beginning of the program. The excellent open rates and click-through rates have made us raving fans. Over the last two years, we have written several blogs covering the topic, including our first one in 2017 -- one of the most highly trafficked pages on our site. Given all that positive energy, it only seemed right for us to cover Informed Delivery® email with the USPS themselves.

In this episode, Bob Dixon, Director of Product Technology Innovation from the USPS Informed Delivery® Development Team, will go over what the Informed Delivery® email experience is like for a consumer, the most recent stats from the USPS, and some amazing case studies.

Listen to the episode at mw-direct.com/pluspod20

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Mailpiece Design Tips!

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of your mailings with
multichannel marketing
and trackable results

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