

# DIRECT Hit



## OMNICHANNEL MARKETING

**Discover why companies are using omnichannel marketing**

Omnichannel marketing has a great impact on retention rates. Companies with strong omnichannel marketing retain 89% of their customers, while companies with weak omnichannel marketing retain only 33% of their customers. This is not the only effect of omnichannel marketing!

### OMNICHANNEL STATS



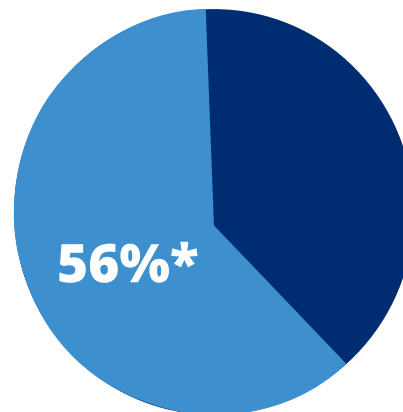
Customers use an average of 18 touch points when buying an item



Companies with strong omnichannel marketing see a 9.5% year over year increase in annual revenue



By 2023 the need for omnichannel marketing will be amplified



\* of customers use their mobile device to research products at home before purchasing

**Contact us today and ask how to increase touchpoints for pennies more!**

**55 %**

of companies have no cross-channel strategy in place

**87 %**

of customers think brands need to put more effort into providing a seamless customer experience

**98 %**

of Americans switch between two or more devices in the same day



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18:54

## 44. How to Build a Strategic Marketing Plan

In this Plus Podcast episode we will deep dive into what it takes to answer these questions and how Midwest Direct can help you with them. Listen to this episode of The Plus Podcast to learn more about developing your strategic marketing plan.

Learn More: [mw-direct.com/pluspod](http://mw-direct.com/pluspod)

*Scan Here to Dive In:*



## Team Treats Ramp Fritters

In honor of Earth Day, this month's recipe uses the king of foraged veggies: the ramp (aka wild leeks). When ramps come into season in April, avid northeastern foragers begin their hunt for the spring onion's cousin. If you head into the woods this spring remember to forage responsibly, only taking cuttings and never pulling up the roots. This ensures the ramp will grow back next year.



These ramp fritters taste like your classic onion ring or blooming onion. If you can't get your hands on ramps, thin scallions are a great substitute. Thanks to BonAppetit for the recipe!

### Ingredients

- 10 oz. ramps
- 1 cup all-purpose flour
- ¾ cup rice flour
- 1 tsp. baking powder
- 1 tsp. sugar
- 1 tsp. kosher salt
- ¾ cup club soda
- ¾ cup light beer
- Vegetable oil (for frying; about 6 cups)
- Lemon wedges (for serving)

### Method

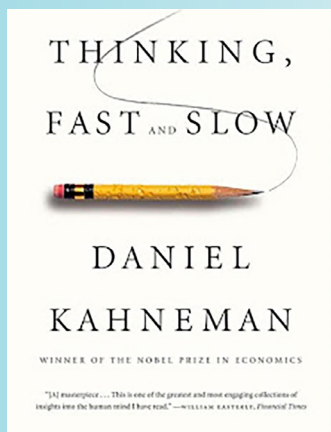
1) Remove any slippery outer layers from ramp bulbs, trim roots, then soak in a bowl of cold water. Lift out ramps and blot dry with paper towels.

3) Cut ramps into 1" pieces. Whisk all-purpose flour, rice flour, baking powder, sugar, and salt in a large bowl to combine. Make a well in the center and pour in club soda and beer; whisk until smooth. Fold in ramps.

4) Pour oil into a large cast-iron skillet fitted with thermometer to come 1" up sides and heat over medium-high until thermometer registers 350°. Working in batches, place ¼-cup mounds of batter into skillet and press down lightly to flatten and submerge. Fry, turning once, until fritters are golden brown, about 4 minutes. Transfer to paper towels to drain; sprinkle with salt. Serve with lemon wedges for squeezing over.

## Great Reads

### Thinking, Fast and Slow by Daniel Kahneman



"Thinking, Fast and Slow" is all about how two systems — intuition and slow thinking — shape our judgment, and how we can effectively tap into both. Using principles of behavioral economics, Kahneman walks us through how to think and avoid mistakes in situations when the stakes are really high.

If you're prone to making rash decisions that you sometimes regret — or feel too burned

out to spend a lot of time weighing out the pros and cons of certain choices — this book is definitely worth checking out."

- Anika Nayak from Business Insider

# Michelle's MARKETING MINUTE

## Specification Differences Between First Class and Standard Mail

Knowing the differences between First Class and Standard mail (also known as Marketing mail) can help you and your business make decisions that will help you save on postage and get your mail into the hands of your recipients in the best way possible.

### What are the Specifications for First-Class Mail?

- There is no minimum weight. Maximum weight for flats is 13 oz. (when the weight is greater than 13 oz, your mail is classified as Priority Mail)
- Maximum weight for Letter is 4 oz.
- Minimum quantity to presort or commingle your mail with a mailing services provider, such as Midwest Direct is 500 pieces

### Requirements for Standard Mail (a.k.a. Marketing Mail)

- There is no minimum weight. Maximum weight for flats is 16 oz.
- Flats maximum weight 16 oz.
- Letter maximum weight 3.5 oz.
- Minimum quantity to presort or commingle your mail with a mailing services provider, such as Midwest Direct is 200 pieces
- Savings range from 32%-68%

### Learn more about mailing at:

<https://www.mw-direct.com/mailing/>

## Mandy's MOTIVATIONAL MOMENT



“Life isn't about finding yourself. Life is about creating yourself.”

George Bernard Shaw

## Recycling Crash Course

### Brush up on your recycling knowledge for Earth Day with these 6 facts and tips!

- 1) The average person generates over 4 pounds of trash every day and about 1.5 tons of solid waste per year.
- 2) We generate 21.5 million tons of food waste each year. If we composted that food, it would reduce the same amount of greenhouse gas as taking 2 million cars off the road.
- 3) Recycling one aluminum can saves enough energy to listen to a full album on your phone. Recycling 100 cans could light your bedroom for two whole weeks.
- 4) The Container Recycling Institute (CRI) estimates that the 36 billion aluminum cans landfilled last year had a scrap value of more than \$600 million.
- 5) Americans throw away about 28 billion bottles and jars every year.
- 6) In 2010, paper recycling had increased over 89% since 1990.

Info taken from: <https://www.dosomething.org/>



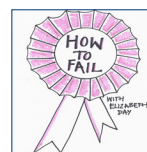
## Top Podcasts to Give a Listen this Spring

Looking to jump into something new this spring? We've compiled some great podcasts that address worklife, writing, success, and navigating daily life.



### The Lazy Genius

Being a person is hard, and The Lazy Genius Podcast is here to help you be a genius about the things that matter and lazy about the things that don't. From laundry to cooking chicken to making new friends, Kendra is here to welcome you into an easier way.



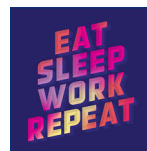
### How to Fail

How To Fail With Elizabeth Day is a podcast that celebrates the things that haven't gone right. Every week, a new interviewee explores what their failures taught them about how to succeed better.

### Always Take Notes

#### Always Take Notes

Always Take Notes is a fortnightly podcast from London for and about writers and writing. Hosts Simon Akam and Rachel Lloyd speak to a diverse range of people in the industry on a variety of topics, from the mysteries of slush piles and per-word rates, to how data is changing the ways newspapers do business and how to pitch a book.



#### Eat Sleep Work Repeat

Eat Sleep Work Repeat is a podcast about making work better.

Bruce Daisley interviews psychologists, neuroscientists and workplace experts to understand how we can improve our jobs. The series has a focus on science and experts, over gurus and opinions.

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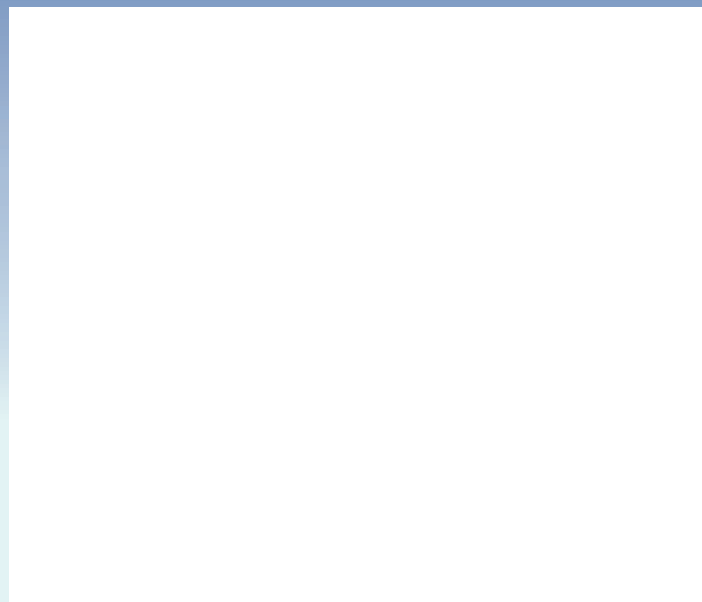


Inside This Edition...

***Omnichannel Marketing Stats!***

***Building a Strategic Marketing Plan!***

***Your Next Great Read and More!***



## OMNICHANNEL IS CRITICAL FOR FUTURE FUNDRAISING

learn more at [mw-direct.com/blog](http://mw-direct.com/blog)

midwest **DIRECT**

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](mailto:marketing@mw-direct.com).