

Here are
three things
that can have
a big impact
on your
company's
success!



According to the Direct Marketing Association's research, personalized and targeted mailings generate an ROI that can be 3 to 10 times greater than those of static, mass mailings.



Here are three things to consider when planning your next campaign:

Think Small. Target your list rather than trying for maximum exposure. You'll save money on postage and printing.

Think Color. Four-color promotional mailers have been shown to have response rates that are 40% higher than identical three-color versions.

Think Content. Market to an audience of one by creating targeted, versioned content rather than a static, "one size fits all" message.

At TanaSeybert, we're committed to helping you maximize your marketing ROI.

To learn more, call Eddie Del Rio at 212.453.9221 or email edelrio@tanaseybert.com.



525 West 52 Street
New York, NY 10019