

August 2008

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Last Chance to Register for the August Luncheon!

Direct Marketing 2.0: How to be a Player in the New Multichannel World

with Ron Jacobs, [president of Jacobs & Clevenger](#)

August 12, 2008 | \$30 Member | \$45 Nonmember

11:15 - 11:30 A.M. Registration | 11:45 A.M. - 1:00 P.M. Lunch and Program

Figlio Tower | Country Club Plaza (across from the J.C. Nichols Fountain)

209 West 46th Terrace, Kansas City, MO 64112

Today's marketplace is constantly evolving new methods for consumers to interact with brands, companies and their marketing messages. Make sure you don't get stuck in the past!

New channels share the same tools and techniques of direct marketing: Targeting, message delivery, information capture, measurement. Find out how to use them - or lose!

[More info...](#)

[Register Today!](#) Or call 816.561.5323 to reserve your seat.

Registration closes Friday, Aug 8th at 5pm.

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Be a Judge for the Target Awards

The Target Awards are ready for review! Weyforth-Haas Marketing is hosting the entries for the Target Awards for the next two weeks. Volunteers are needed to judge the entries for the Detroit DMA Chapter. This is a great way to see what others are doing in the DM community!

KCDMA Members can start judging August 11th through 22nd. Each of 30 awards needs to be reviewed by three people. If you're interested, contact Susan Reiter at reiters@whmdelivers.com or 913-648-8333 to

set up a time to judge.

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Registrations Are Filling Up Fast For The 11th Annual Golf Tournament

There's still time to register your team! Support KCDMA and work on your handicap with one of the year's most important KCDMA FUN-raisers. Sponsored by Info Data Service and Corporate Express.



[Register Now!](#)

Questions or interested in sponsorship? Contact Matt Duncan at matt@kcam-inc.com.

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Combing the City for a Charity

The search is on for a beneficiary for the 2008-2010 KCDMA Community Service project! The application is available now by email and will be available online soon!

Submissions are due on August 22. All local non-profit organizations are welcome to apply. Selection is based upon need and ability to instate the direct marketing initiatives.

Email SallyAnn Gray at sallyann@ruf.com for an application or more information.

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The Enhanced Listings are Here! Make the Most of Your Roster...

Having our roster online was already a great idea, but we found a way to make it even better. After all, the web is filled with possibilities and so are you. That's why we're pleased to launch new Enhanced Listing in KCDMA's online roster. Now your roster listing can really make an impact by providing more information, including a photo, logo and expanded company details. Visitors (read: potential customers!) will be able to click on your listing and learn more about you in a pop-up window. It's a great way to get your message out and drive more traffic to your business without a lot of effort.

[See what it's all about](#) (check out the listing for **Emfluence**) and then contact Curtis Hall at curtis@kcam-inc.com or 913-599-0088 x 7 to enhance your current listing. This useful tool is available now for only \$250 (Platinum, Gold and Silver sponsors receive a discount).

Stay tuned for another improvement to the online directory. We're in the process of making it even easier for visitors to find you by adding a search function to every page. Companies with an Enhanced Listing will appear first in search results. Look for this feature to go live by the end of the summer!

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Reserve Your Space in the New Downloadable Roster!

You love the online membership roster, but you've got to admit: sometimes it's a little hard to carry around with you. So we're giving you a portable version! A new, downloadable roster format will be available this fall. In it, you'll find listings by category, company and individual all neatly arranged in an easy-to-read, easy-to-print layout. Keep it green with a copy on your computer or print one out to make sure it's always at your fingertips.

The entire membership will receive a link to the downloadable roster in the October E-News and you know they'll be flipping through it all year. Make sure your company is one they'll remember with an ad! We're offering quarter-page ads for only \$100 and full-page ads for a mere \$250. You create the ad; we get it noticed.

To reserve your ad space now, contact Curtis Hall at 913-599-0088 x 7 or curtis@kcam-inc.com. Space is limited!

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Member Get a Member

Have a friend or colleague that would love a discount on future luncheons or should become a KCDMA member? Send member prospect contact information to Louie Smith at louie.smith@bcbsks.com. Share the knowledge with other Direct Marketers in Kansas City!

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Creating E-mails That Customers Want to Read: 10 Proven Tips & Suggestions

From *Franchising World*, posted on AllBusiness.com

Tip #8: Words can be worth a thousand (blocked) pictures

Image suppression can be a major stumbling block to creating effective, readable e-mails. It can render a well-crafted e-mail into nothing but the dreaded big red "X" that the reader will quickly pass over. If you are relying too heavily on images in your e-mail efforts, chances are the message isn't getting across. In other words, put down the pictures and pick up a pen (or, in this case, the keyboard). In places where graphics have traditionally been used, such as headlines, titles, calls to action, and links--use HTML text instead. In a similar vein, avoid relying on too many sound or video files, all of which may be unreadable on recipients' computers.

In today's business environment, keeping in touch is the key to keeping customers. And while many franchise owners incorrectly might equate e-mail marketing with spam and dismiss it, e-mail is actually a highly-effective marketing tool that provides an incredible return on investment. The trick, of course, is discovering how a franchise can create e-mail that people actually want to receive and to learn how to avoid getting banished to the spam folder or deleted.

[Read all 10 proven tips and suggestions...](#)

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