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DIRECT

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KCDMA

June 2009

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Put Your Email on Steroids

with Email Expert, Regina "Reggie" Brady

Tuesday, June 9, 2009 | \$30 Member | \$45 Nonmember

11:15 - 11:45 A.M. Registration & Networking | 11:45 A.M. - 1:00 P.M. Lunch & Program

Matt Ross Community Center

8101 Marty, Overland Park, KS 66204 [map it](#)

A perennial KCDMA favorite returns with all-new strategies to make the most of your interactive marketing budget! Discover how to use the right combination of creative elements and offers that motivate recipients to click and buy.

[More info...](#)

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

Hurry, registration closes this Friday, June 5 at 5 P.M.

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Are Your Networking Skills Up to "Par"?

Sign up for the Annual KCDMA Fund Raiser Golf Tournament

A perfect opportunity to connect and network with some of Kansas City's most talented marketing professionals. Not to mention plenty of food, prizes, goodie bags, and chances to win a big raffle prizes. Play 18 holes at the Deer Creek championship golf course designed by Robert Trent Jones, Jr.

KCDMA 12th Annual Golf Tournament

Deer Creek Golf Club

7000 W 133rd, Overland Park, KS 66209 [map it](#)

Tuesday, August 4th, 2009

7:00 A.M. Registration & Breakfast | 8:00 A.M. Shot Gun Start

[Register Now](#)

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Join in on LinkedIn - Member Benefit

KCDMA Members are invited to join in on the KCDMA Group discussion board on LinkedIn. Here are a few of the topics we're discussing now:

Announcement from KCDMA (posted 5/19/09 by Angela Ridpath)

The USPS has demonstrated their willingness to be proactive and to take advantage of flexible pricing through the recently proposed "Summer Sale". This sale will provide postal rebates of as much as 30% for many mailers...[\(more\)](#)

Environmentally-Friendly Direct Marketing: What's the Cost?

A continuation of our discussion at today's Go Green Luncheon: how do marketers positively affect the environment without going broke or losing control of ROI? Post feedback here! [\(see comments\)](#)

To become a KCDMA member, visit www.kcdma.org and click JOIN or contact Stephanie Ayers at steph.ayers@gmail.com. Members, join the Group at www.Linkedin.com.

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Measuring Your Marketing

Denise Crittendon interviews Steve Cuno of Response Agency, Inc.

Got a feeling about your new campaign? Ignore it...

If I mail to 100,000 people and if 1,000 buy, I know exactly what I gained from my effort. I can do the math and find out how much I spent and how much I made. Now, contrast that to a TV commercial like the new one for a popular soft drink that tells the world something about its particular "side" of life. I challenge you to tell me how many people got out of their chairs and bought that soft drink as a result of that campaign. But in direct mail it can be measured: I mailed this many. This many people replied. But that's just scratching the surface. Let's take it to the next level. Let's say there were 100,000 mailings, and I want to know if people prefer the product in red or green. I can split the mailing and have every other in red and every other in green. All I have to do is count replies. The market will show me which color they are more likely to buy.

[Read the interview...](#)

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