KANSAS CITY DIRECT MARKETING ASSOCIATION

inside DIRECT

BE EFFECTIVE. BE DIRECT.

KCDMA

Oct 2008

In This Issue:

Rising Star October Luncheon Reminder
Save the Dates: DMDays 2009
Enhanced Listings - Last Chance
LinkedIn: Members join our Group!
The KCDMA Community Service Project: **reStart**ing the lives of Kansas City's homeless
The Time For Cross Channel Measurement Is Now

Don't forget to show off your *Rising Stars* at the October Luncheon!

On the Path to Greatness

Special presentation and Q&A session with Jenny Super, VP of Marketing at ARAMARK Galls

Rising Star October Luncheon | October 21, 2008
$20 Rising Star Special Rate! | $35 Member | $45 Nonmember

Kansas City Marriott Downtown
200 West 12th Street, Kansas City, MO 64105
11:15 - 11:30 a.m. Registration | 11:45 a.m. - 1:30 p.m. Lunch and Program

Bright young professionals are the lifeblood of direct ... they're the ones with one to two years experience who exhibit the drive and new ideas to keep our industry thriving. So we want to honor them with a special day to introduce them to KCDMA and celebrate their potential!

At the KCDMA Rising Star monthly luncheon, Jenny will describe her early experiences in Kansas City and beyond, detail her current marketing role and explain her methods for success in direct. The meeting will conclude with an extended Q&A session to give both young and seasoned professionals a chance to ask questions about direct marketing and receive sound advice on creating and maintaining a successful career path.

Space is limited, reserve your space now!

More info...

Register Today! Or call 816.561.5323 to reserve your seat.
Registration closes Friday, Oct. 17th at 5pm.

Back to top

Save The Dates - Direct Marketing Days 2009

After listening to your feedback, the Direct Marketing Days committee has spoken: this year the DM Advanced "day" will actually be two days! Day #1 in February will be a morning session and Day #2 in March will be afternoon. We already have some fantastic speakers lined up for both sessions in the series and want to be sure you save the dates:

DM Basics w/Pat Friesen - January 27, 2009
DM Days - The Series, Day #1 - February 24, 2009
DM Days - The Series, Day #2 - March 24, 2009

More info on Direct Marketing Days 2009 to come! Stay tuned...

Back to top

Enhanced Listings + Roster Ads Special: DEADLINE EXTENDED

Get your company noticed with TWICE the exposure!

Reserve your listings for the NEW Downloadable Roster and the Enhanced Directory by **October 31** and save up to $150!

The Downloadable Roster is coming this fall. KCDMA members will find listings by category, company and individual all neatly arranged in an easy-to-read, easy-to-print downloadable format. Available soon to the entire membership, you know they'll be checking it out all year.

Plus ... get noticed on the KCDMA website with an Enhanced Directory listing! Attract clients with more in-depth information and a photo and/or logo to define your company. It's a great way to drive more traffic to your business - quickly and easily.

BUY BOTH AND SAVE! This month is your LAST CHANCE to be included!

Contact Curtis Hall at 913-599-0088 x 7 or curtis@kcam-inc.com to enhance your current listing.

Back to top

KCDMA on LinkedIn - Members can join our group!

KCDMA is now on **LinkedIn** - and thanks the expert social media advice of Valerie Jennings at last month's luncheon, we're prime for making connections!

KCDMA Members can become members of our LinkedIn Group now by visiting our profile. It's just one more perk of being a member and another great networking opportunity.

If you're not a member, but would like to become one, email Louie Smith at louie.smith@bcbsks.com and be automatically preapproved to be on the "LinkedIn-side."

Not LinkedIn yet? Start your profile now.

Back to top

The KCDMA Community Service Project:
reStart ing the lives of KC's homeless

After careful consideration of thirteen great applicants, the KCDMA Board of Directors has selected **reStart** for our 2008 - 2010 Community Service Project!

reStart has many programs and facilities to help Kansas City's homeless children, adults and families get back on their feet and get a roof over their heads. The organization's greatest marketing need is to understand their donor base, through an analytical description of their contributors.

The Community Service Board will help facilitate our assistance to **reStart**, but it's *YOU* - KCDMA members - that make the difference. Please consider how you or your company may be able to help **reStart** continue to help the needy of our community.

Contact SallyAnn Gray at sallyann@ruf.com to volunteer.

Back to Top

The Time For Cross Channel Measurement Is Now

From 1-to-1 Weekly (1-to-1 Media's weekly e-newsletter)

As consumers increasingly migrate across channels when researching and purchasing products, e-commerce professionals are faced with the challenge of quantifying that cross-channel behavior and frequently are failing to take full advantage of data on that behavior.

That's one of the key findings of Forrester Research's recent study, *Four Essential Metrics for Cross-Channel Measurement*. Forrester principal analyst and report author Sucharita Mulpuru said, "A lot of companies have CRM information on their customers from various sources, but their e-business teams don't take into account sales driven by other channels ...or they don't always analyze that information on a regular basis to create a universal customer profile, and then act on that profile."

The need to do so is becoming of critical importance, she added. She cited the report's projection that, by 2012, approximately one of every three U.S. retail dollars will either be transacted online or influenced by the Web.

Read the full article, including the four recommended metrics of cross channel measurement.

Back to top

638 W. 39th Street | P.O. Box 419264 | Kansas City, MO 64141 | www.kcdma.org

2008 © Kansas City Direct Marketing Association. All rights reserved.

This email sent courtesy of emfluence

To edit your email preferences click here.