

## September 2008

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Last chance to register for the September Luncheon on Social Marketing!

### **Direct Gets Social: How to generate traffic and buzz with social media marketing with Valerie Jennings, president and CEO of Jennings Public Relations & Advertising**

**September 9, 2008 | \$30 Member | \$45 Nonmember**

**11:15 - 11:30 a.m. Registration | 11:45 a.m. - 1:00 p.m. Lunch and Program**

#### **Kansas City Downtown Public Library**

14 West 10th Street, Kansas City, MO 64105

*Catering by Fiorella's Jack Stack Barbecue*

Social media has rocked the marketing world like an earthquake. If it's not part of your strategy, you're likely to fall behind. Learn from an expert how to make social media work for you.

[More info...](#)

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

*Registration closes Friday, September 5th at 5 p.m.*

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### **2008 Golf Tournament A Success - Thanks to You!**

Congrats to our winners: Dale Hammontree, Bob Boring, Curtis Hall and Matt Duncan.

A big thank you to **Info-Data** for being our tournament sponsor. Thanks to all our other sponsors including **Corporate Express, CAM Inc., The Envelope Man Plus, IMS, Priority Envelope, Executive Printing** and **Chic A'Dees Trophy**.

Also, my thanks to the KCDMA Golf Committee consisting of Steve Hulme with Ellis Services, Erin Ronan with CAM Inc, Mike Stephenson with Priority Envelope and Elizabeth Chistensen with AFI. And of course, **Thank You** to all who participated. We raised money for KCDMA and had some fun, too!

Matt Duncan  
2008-09 Fun-Raiser Chair

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## Stand Out From The Crowd with an Enhanced Listing

With the launch of our new Enhanced Listing option in KCDMA's online roster, your roster listing can really make an impact. Attract clients with more in-depth information and a photo and/or logo to define your company. It's a great way to get your message out and drive more traffic to your business without a lot of effort.

[Check out the listing for Emfluence](#) to see what an enhanced listing could do for your company.

Contact Curtis Hall at 913-599-0088 x 7 or [curtis@kcam-inc.com](mailto:curtis@kcam-inc.com) to enhance your current listing.

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## Reserve Your Space in the New Downloadable Roster by September 12

A downloadable & printable roster format will be available this fall. KCDMA members can find listings by category, company and individual all neatly arranged in an easy-to-read, easy-to-print layout.

The entire membership will receive a link to the downloadable roster in the October e-newsletter and you know they'll be flipping through it all year. Make sure your company is one they'll remember with an ad! You create the ad; we get it noticed.

Reserve your ad space by **September 12th** by contacting Curtis Hall at 913-599-0088 Ext 7 or [Curtis@kcam-inc.com](mailto:Curtis@kcam-inc.com).

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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? Reminder: send any member prospect contact information to Louie Smith at [louie.smith@bcbsks.com](mailto:louie.smith@bcbsks.com). Share the knowledge with other Direct Marketers in Kansas City!

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## Viral PR Boosts Web Traffic

*By Valerie Jennings, September Luncheon speaker*

Viral public relations, also known as social media relations, offers companies a reliable and powerful addition to online marketing efforts. Social media incorporates the second-generation Web tools mentioned above and online platforms for people to publish, converse and share ideas. While paid search is still valuable, social media provides a market advantage that is underutilized since it's so new.

Recently, a new downtown Kansas City condo development, **the Metropolitan**, generated \$1.5 million in new online sales leads in 15 days after a viral campaign. The campaign communicated the Metropolitan's location and luxury amenities to online consumers in order to sell the Metropolitan's remaining 30 units.

[Read the full article](#), including 4 steps you can take to drive traffic to a web site and maximize sales.

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*Thank you to our sponsors for supporting KCDMA*



Country Club Bank



emfluence  
Interactive Marketing

**KING**  
marketing group  
"your complete list brokerage service"

KILLER PHOTOGRAPH



Kansas City  
**AUTOMATED  
MAIL**

## Ones & Zeros - The emfluence 2008 bash

**FOR THOSE ABOUT TO RSVP,  
WE SALUTE YOU.  
BUT IF IT'S A "NO", WE TAKE IT BACK.**

**Ones & Zeros - The emfluence 2008 bash!**

**FRIDAY, SEPTEMBER 12TH**  
CrossroadsKC at Grinders • 417 E. 18th Street  
6:00 pm until they force us to leave.

**The 80's New Wave  
Heroes - The ZEROS**  
And from London:  
DJ ANDY NEWCOMBE  
DIAL Discobox

**RSVP  
NOW**

emfluence has rounded up the coolest 80's cover band in Kansas City, the Zeros, and a killer DJ from London, Andy Newcombe, and will be locking them up inside Kansas City's most rockin' outdoor concert venue, CrossroadsKC at Grinders. Add in a couple thousand of our closest friends from the direct marketing and advertising community, some food, some beverages. . . Hmmm - it definitely sounds like a party is coming together.

[\*\*RSVP now\*\*](#)

*This free event is brought to you by emfluence interactive marketing.*

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**About KCDMA | Forward to a Friend**

638 W. 39th Street | P.O. Box 419264 | Kansas City, MO 64141 | [www.kcdma.org](http://www.kcdma.org)

