



# DIRECT from MELLADY

News | Views | Information from MELLADY DIRECT MARKETING

Vol. 1 Issue 1 • Spring 2016

Delivering Excellence Since 1986



## Services include

- Direct Mail
- List Acquisition & Processing
- Printing
- Graphic Design
- Advertising
- Social Media

“As a client, you are in very good hands when you choose to do business with Mellady Direct.”

– Shawn Fonder,  
Lundgren Management

[www.MelladyDirect.com](http://www.MelladyDirect.com)

800.382.2886

Facebook.com  
/MelladyDirectMarketing

28258 Avenue Stanford  
Valencia CA 91355

## President’s Corner



This has already started off to be a thrilling year for Mellady Direct Marketing! Continual advances we are making in traditional and digital marketing has the Mellady Direct team very excited about what’s ahead for you, our valued clients and friends!

First up? Mellady Direct kicks off 2016 with the celebration of its 30th year of providing superior printing and direct-mail marketing services to companies across the United States. Watch your inbox and mailbox for more information about our **30th Anniversary Open House** at our new, state-of-the-art facility in the Valencia Industrial

Center. We hope to see you there!

Recently, I was humbled to receive the Van Nuys Postal Customer Council’s **2015 Most Valued Professional award**. This amazing honor was awarded for working closely with the U.S. Postal Service to streamline the mailing process on behalf of all customers.

Next, this new quarterly publication, *Direct From Mellady*, will serve up cutting-edge marketing programs, tips and ideas to juice up your efforts to increase sales as well as provide a better understanding of terminology and new marketing methods. We will never stray from our cornerstone of printing and direct-mail marketing, but **did you know that we offer a host of additional marketing services?**

Our services include traditional marketing and public relations, and everything from vertically integrated, long-term marketing and PR campaigns to short-term promotions, ghostwriting, memorable events and product launches.

We also set up and manage social media marketing, digital advertising and remarketing campaigns (see article in this issue), plus print and electronic design services.

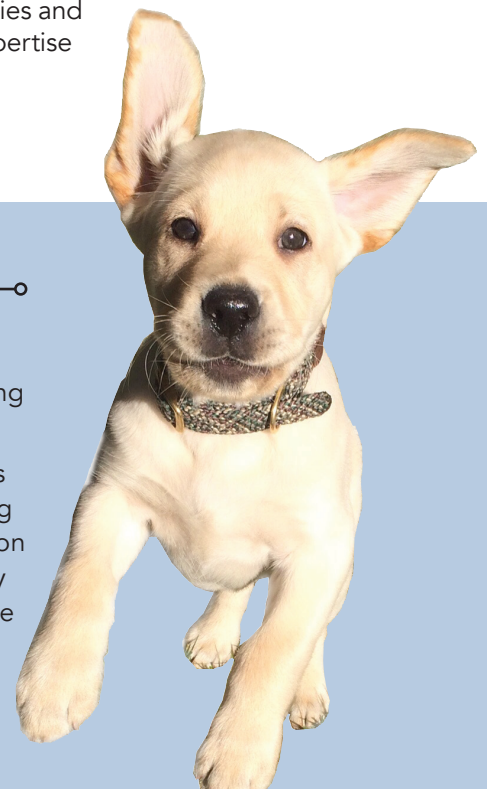
The coming year will bring many more exciting capabilities and opportunities for us all! I look forward to sharing our expertise with you, and if you need any assistance with upcoming programs and events, do not hesitate to contact me!

– Jill ([jill@melladydirect.com](mailto:jill@melladydirect.com))

## SPOTLIGHT ON MILLER

Every team needs a mascot and the Mellady Direct team has MILLER! He’s our 13-week-old resident Yellow Lab that never stops making us laugh or making us marvel at the rate that he grows – daily!

His “mom” is Stephanie Mellady, Director of Business Development, and Miller can usually be found playing or sacked out in her office, sometimes with his head on his latest favorite toy. Come by for a puppy break any time. Our not-little-for-long Miller will greet you at the door with his irresistible happy face!



# Online Marketing: Streamline Your Strategy

**Adwords. PPC. SEO. Click through. Bounce rate.**

If you're anything like most business professionals, you just want to sell your goods and services, not worry about what words will make someone visit your website or make the phone ring today. That's where Mellady Direct's streamlined strategies can come to your rescue.

With our time-saving service, the Mellady Direct team develops and implements online marketing strategy: content, keywords and search terms, to name a few. Each Monday, your assigned Online Marketing Manager literally takes 20 minutes analyzing your website reports and data to better understand and continuously improve the terms that successfully send new visitors to your website.

It might take a little time to find your stride, but if you invest in social media marketing you will find that it pays to be social.



**T**hink about the last time you took a road trip to somewhere unfamiliar. Did you just hop in the car, get out on the open road, and figure out where you were going as you drove, hoping you'd eventually arrive at your intended destination? Probably not.

Sadly, however, that's exactly how too many businesses approach their marketing. They know where they want to go, but their approach is to draw the map as they go, instead of having a clear vision and direction from the beginning.

## **A Defined Plan Helps Reach Your Target Audience**

A vital part of developing a good marketing plan is to define your target audience. Do you want to reach high-income moms ages 25-44? Auto repair shops specializing in European cars? Homeowners looking for a quality neighborhood tax accountant? The list could

go on and on. Instead of a scattered approach, your business can benefit from identifying your ideal target market and tailoring your marketing and advertising accordingly. That way, when it comes time to develop and launch a direct mail campaign or design a series of magazine ads, you'll be focused on your core customer.

## **Without a Plan, You're Bound to Overspend**

It's good to view a marketing campaign as an investment in your business, and even better to consider marketing a part of your regular business expenses. That way, you are including it in the budget.

Before kicking off any marketing campaign, establish what kind of budget you can afford for marketing and determine where you want to spend those dollars so you're not just throwing money at every opportunity presented. Now, that's not to say that you don't need to occasionally adjust your spending, or perhaps take advantage of something that pops up, but set guidelines for your spending so you don't have any unhappy surprises.

## **Wearing Multiple Hats Will Wear You Out**

This is probably most frequently found among small businesses, where owners can tend to take on the responsibilities of everything from customer service representative and bookkeeper to marketing team and grounds crew. By outsourcing some responsibilities, you'll find that you can keep your vision clear and focus on doing what you're best at in your business.

You don't need to go it alone. By engaging with a trusted marketing professional, you gain the benefits of outsider input and broad experience, while taking the day-to-day work off of your plate.

We're not that far into 2016. If you are trying to take your business to new heights this year, let a trusted marketing professional help drive you there.



## News Alert! Postal Rates to Drop April 10

**W**e've got great news for our direct mail customers: Starting April 10, postal rates will be rolled back, delivering an average reduction of 4.3 percent to business mailers.

The rate rollbacks are the result of the removal of an "exigent surcharge" that was established to help the U.S. Postal Service improve its financial standing. While it's probable that rates will again be increased in the future, our mailing customers will see significant cost savings thanks to the April 10 rollback.

For individual mail customers, the rollback means the cost to mail a first-class, one-ounce letter will drop from 49 cents to 47 cents — and it's the first time the cost to mail a letter has dropped in nearly a century. Additional ounces on letters will drop from 22 cents to 21 cents, and international letters will drop from \$1.20 to \$1.15.

The cost to mail a single postcard will drop from 35 cents to 34 cents.

For bulk business and nonprofit mailers, the cost savings on a specific mailing project will depend on the type of mail piece and its weight. But the upshot is, business and nonprofit mailers can expect an average postage reduction of 4.3 percent.

"We think nonprofits will mail more," Stephen Kearney, executive director of the Alliance for Nonprofit Mailers, told *The NonProfit Times*.

If you are a high-volume mailer, this is a great time to take advantage of the savings offered by lower postage rates by increasing the scope or frequency of your mailing projects.

This all adds up to a tremendous opportunity for our direct mail customers to connect with their audiences, deliver their messages and save money doing so.

Contact Mellady Direct Marketing today to start your next direct mail project, and enjoy the new, lower postage rates!

## Direct Mail Really Works

With constant advances in technology and online marketing, it may be tempting to think of direct mail as a thing of the past. However, that couldn't be further from the truth.

Here at Mellady Direct Marketing, we continue to see clients have great success with well-executed direct mail campaigns.

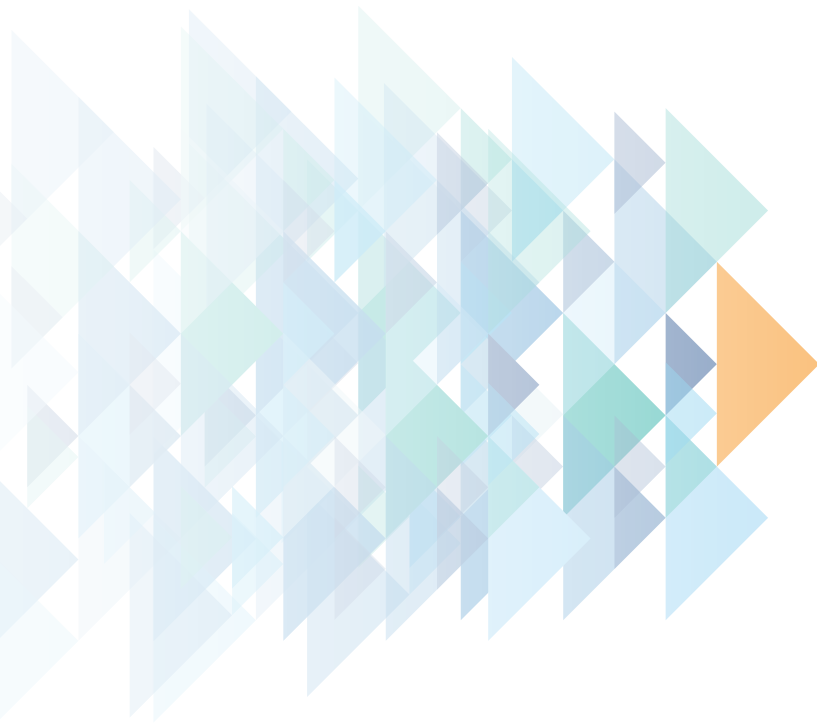
Here's an example: Recently we designed, printed and mailed a 12,000-piece campaign for a client's wealth management seminars. Within days, they saw such a great response that they needed to add two additional days to the seminar schedule!



R.O.I.

When a well-designed mail piece that has a strong call to action is coupled with a quality mailing list and timely execution, the results can be very positive.

Research continues to show that direct mail is witnessing resurgence in results, especially among Baby Boomers, Millennials and women. If you're ready to invigorate your marketing with a well-executed direct mail campaign, call us today at **(661) 298-9190** and learn how we can put 30 years of experience to work for you.




*In 2016, Mellady Direct Marketing celebrates 30 years of delivering excellence in the mailing industry.*

You don't get much more "family owned and operated" than this: We started our mailing business in our Santa Clarita garage. We eventually moved to a space in the Centre Pointe Business Park, and in 2015 we tripled our space and moved into the Valencia Industrial Center.

As much as we have grown, one thing has never changed: We are devoted to the success and satisfaction of our clients, and we are proud to provide excellent services to clients here in Santa Clarita Valley, throughout California and across the nation.

Thank you for making this an exciting 30 years, and here's to the future!

*The Mellady Family  
Jim, Jill, Stephanie, and Brendan*

## Jill Mellady Honored at 2016 Silver Spur Award Dinner

Mellady Direct President Jill Mellady was honored by College of the Canyons Foundation on March 19, when she was presented with the organization's annual Silver Spur Award that honors those who have made significant contributions to the Santa Clarita Valley community. The awards banquet was held at the Sheraton Universal in Universal City, with approximately 250 people attending.

Mellady, a member of COC's alumni hall of fame, is a member of the COC Foundation board of directors, helped lead the college's Culinary Institute capital campaign and was a member of COC's Measure M Citizens Oversight Committee. She is also very active with a number of SCV nonprofit organizations.

"I am reminded of that famous quote which points to four actions that lead to excellence: risking more, caring more, dreaming more and expecting more," COC Chancellor Dr. Dianne Van Hook said. "Jill embodies all of those."

Mellady said she never expected to receive the award.

"It has been so rewarding to work with members of nonprofit organizations and business organizations to serve the Santa Clarita Valley," she said.

