

Marketing List Order Form

*Labels are produced only upon receipt of this completed form
ALONG WITH A COPY OF THE PROPOSED MAILER.
 Mailer content is subject to pre-approval by the Chamber.*

Contact name _____ Phone _____

Business name _____

Mailing address _____

City _____ State _____ Zip _____

E-mail address _____

- Master Set - \$150**
- Includes all main contacts, partners and other officers within member firms
 - Approximately 2,700 names with addresses
- Key Contact Set - \$125**
- One contact per member firm
 - Approximately 1,900 names with addresses
- Custom Set - \$75 minimum (\$.08 per label)**
- Business classifications (up to five categories) _____
 - Zip code(s) _____
 - Employee count _____

- Format**
- Labels on Laser Sheets
 - Electronic service using *only* approved Chamber-member mailing houses (no exceptions – info below required)
 Mailing House _____
 Contact e-mail _____
 - Names and phone numbers (hard copy or electronic)

- Order**
- Alpha
 - Zip Code

P.O. # _____

Date Needed _____ (minimum 48 hours notice)

Please indicate the desired **delivery** method

- Mail delivery (add \$5 for postage and handling)
- Will pick up (firms will be called at the above number when labels are ready)

*I understand that Chamber of Commerce of Fargo Moorhead membership labels are provided for a **one-time** use and agree that they **will not be copied** for any reason or future use. Labels may be used only by the purchasing organization and are not transferable to other individuals or businesses. **Labels may not be used for requests for donations, fund-raising activities or political campaigns.***

Signature _____ Date _____

Return this form **and** the proposed mailer by mail, e-mail or fax
 (as listed on the letterhead).

Direct Mail Best Practices

10 Best Practices of Direct Mail Marketing from our U.S. Postal Service

1. **It's all about the list!** Purchase a Chamber mailing list and put yourself a step ahead. You'll have covered the most important part of the process which is using a targeted, clean list of prospects. Depending on the list you choose, we can provide you with various demographical statistics about your audience.
2. **Set a goal.** It's the easiest way to determine if results of your mailing meet your goal.
3. Consider ways to **personalize the message** you are sending.
 - a. Leverage the fact that you and your audience are part of the Chamber organization by using the Chamber logo to make a connection or including a 'greetings fellow Chamber member' message
 - b. Variable data printing is an affordable way to customize each piece.
4. Make sure your **strongest benefit/offer is on the cover or in the headline** to ensure the highest possible open/read rate. Consider the idea that you have three seconds to make an impression. Is your piece powerful and engaging enough? Stand out from the pile. Be creative!
5. **K.I.S.S.** = Keep It Simple Stupid. Studies prove short words and simple language are far more effective.
6. Don't assume you've got it right. **Test it.** Test it. Test it. Start with a small segment and gauge results. Fix it and gauge again.
7. **Re-mail.** Follow up in three to five days... "In case you missed our offer..." Just like any form of advertising, the key is in the redundancy and repeated exposure.
8. Make your mailing part of an **overall campaign.** Promote your message across print/digital/online channels.
9. Consider a mailing to **say "thank you"** to your current customers. Nurturing a relationship isn't all about selling.
10. **ROI** takes into account campaign cost > response rate > conversion ratio > AND profit per sale.

DON'T STOP AT RESPONSE RATE! Estimate your return on investment using the USPS's online ROI Estimator at www.usps.com.