

With stamp prices on the rise, what's in your marketing mix?

Beginning in January 2011, the price of first-class stamps is expected to increase by 2 cents to 46 cents. The rate increase also affects advertising and postage costs. In addition, the postal service is considering reducing the mail delivery frequency (eliminating Saturdays).

As traditional "snail mail" costs increase, and its opportunities to reach your customers and prospects in a timely manner decrease, how will this affect your marketing strategy? Have you examined your marketing tactics to determine if the mix is right? Now is a great time to maximize on the benefits of **email marketing over direct mail**. Here are just a few reasons:

- Email campaigns can reach your intended recipients anywhere, at any time. With the click of a button, your messages are delivered instantly, even internationally.
- Email has a greater return on investment. Stamps, envelopes, printing services, etc. need not apply!
- Email produces immediate results. You know exactly who opened and clicked on it and when. This provides a great opportunity to conduct a follow-up sales call or other targeted communication!
- Email saves trees and the environment. No paper and no transportation required!
- Email makes it easier to solicit feedback and interaction from your recipients. You can ask product- or service-related questions and it's easy for people to respond.

OnMark Solutions can help you determine if your marketing mix is operating at its best. Call us today!