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**Allen Barschaw**

*3D Modeler*

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PAST ISSUES

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### Food For Thought

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

Peter F. Drucker  
*Social Ecologist*

visit Mark's profile at



**Mark Palazzo**  
*Publisher of*  
"Will Work For Food"  
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YourCreativeMark.com

## Will Work For Food

### This Week's Featured 15 Second Commercial

Allen Barschaw is an up-and-coming 3D Modeler who has wealth of knowledge not just in modeling, but in the 3D realm in general.

Allen's talent extends into 2D animation, renderings, and multimedia. His positive attitude is contagious which makes him a pleasure to work with. Allen professionalism would help him fit in well with any team.

Allen would be a great addition to any 3D based production company looking for an employee who is both confident and eager to always learn more.

To get in touch with Allen about a job opportunity, please email him at [matrex\\_0@comcast.net](mailto:matrex_0@comcast.net).

### Survey Results Are In

First, I would like to thank all of you that participated in my survey last week. This was a helpful exercise that measured the effectiveness of my marketing efforts to date. Here are some of the results of the survey:

- 37% of you found that the "Company Picnics - More Than Just a Social Gathering" issue was most helpful and/or inspiring. I hope that will lead to some fun company events this summer.
- Pdf files of past newsletters:  
I will post these within the next couple of weeks.
- 32% of you would love to have "Invisibility" for your superpower, with "Superhuman Intelligence" coming in second at 23.



In no particular order, future topics for my newsletter will include, but are not limited to:

- Tips & tricks on website development
- Search engine optimization: Ideas for better web site exposure without spending an arm and a leg
- Low-cost marketing tips: Stretching your marketing dollars
- Visual marketing on social networking sites
- Fostering creativity in the workplace
- How to create, develop and protect your personal brand

I strive to produce interesting and relevant information to my audience, so please keep those suggestions coming in.

Continues 

## Direct Mail 101

One of the keys to direct mail is to target it toward people who are truly interested in the subject matter. Give them something that directly applies to them.

When preparing direct mail campaigns, think about your customers and what they want to receive. Respect privacy preferences by offering an opt-in strategies, Show your knowledge of their unique need by offering relevant information. The average readers attention span for e-mail is just a few seconds so keep your mailing piece simple and straightforward. Don't let your message get lost in the clutter. If they can't get the primary point in 15 seconds or less, your communication may end up in the junk file. Continue this trend and users will add you to their blocked senders list.

It is no longer effective to send all of your customers the same mail piece - the results are not the same. Know your customers, research their preferences, understand their buying habits and most importantly, give them what they want!

Target marketing with variable data technology is a great solution. Let me explain why.

### What Is Variable Data Printing?

Variable Data Printing is a type of on-demand printing. The information, such as text, graphics and images can be changed from one printing piece to the next, in one press run. This comes from information supplied by database files, such as CSV or Excel files, Access, even SQL Databases. Much like a web page assembles itself by pulling content from source locations, variable printing extracts its "recipe" in a similar way.

Variable data printing can be used for personalized mailing pieces with targeted and specific information. By using this method, it can increase your return rate by as much as 50% versus other mail pieces.

There are several variable printing options, listed below:

**Introductory Attributes:** Changing the salutation, name, and/or address on each copy. The overall content and the images are static, all pieces look the same with exception of the name and the address.

**Content Specialization:** Changing the images, and/or text based on a group of addresses. The groups can be defined as demographics or other attributes, perhaps by a previously expressed interest. For example, for investors, the segments can be by age or long-term goals. For car owners, the segments can be by the models of the cars they own, or geography. Customized content is then delivered to the addressees that meet the criteria or particular segment.

Remember, the idea is to build highly relevant and custom-tailored content to an individual. The document can be varied in layout, images, as well as text on each individual printing piece.

And, don't forget, using a qualified and creative graphic designer will help you create the perfect direct mail piece for your audience! The investment you make here will further increase your return-on-investment.

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