

QUESTIONS & ANSWERS ABOUT MIA CUSTOM DIRECT MAIL PROGRAM FOR FABRICATORS

Why is this program a better alternative to doing my own direct mail campaign?

If you use direct mail on a regular basis, then you know the costs to create, print and mail, plus the hassle of having to coordinate everything yourself. This program gives you the opportunity to send a high quality, attention-getting piece at a substantially lower cost with very little work on your part. If you've never done direct mail before, this is a great way to get up and running quickly without having to sweat all the details.

Is direct mail an effective way to promote my company and attract new business?

Direct mail continues to be one of the most effective and measurable ways to stimulate potential customers to make buying decisions. It also gives you complete control over who sees your message. You can choose your target market based on type of person, geographical area, size of home or hundreds of other values. For smaller fabricators or those located in major metropolitan areas, targeted direct mail is often the most cost efficient and effective marketing option.

Who decides where my mailing goes?

You do. If you already have a list of customers and prospects, just send it to us and we'll do all the processing. If you have an idea of who you'd like to target we can acquire the names and addresses for you. If you're not sure who to target, we can do a complete analysis of your market and your customer list to determine the target market that's exactly right for you.

How much space do I get for my business?

The oversized tab is folded into four pages. We will customize half for your company, including both outside mailing panels and a full page inside.

What can I put on my pages?

Just about anything you want: photos, special offers, background information about your company or anything else you'd use to promote your business. Just send us your materials and we'll lay them out.

Can I layout my own pages?

Yes, provided they meet the specifications for size, quality and file type. We will send you a complete spec sheet after you sign up.

Will I be able to approve the final layout of my pages?

Absolutely. We will send you electronic proofs of all pages before going to press.

If I have a larger mailing list, can I send out more than 5,000 pieces?

Yes. You can purchase as many additional copies as you'd like at 62 cents each. We'll also give you 50 extra copies for handouts directly to your customers (additional non-mail copies can be purchased for 38 cents each, plus shipping).

I have a customer list, but how can you help me find new prospects to contact?

We can analyze your current customer list using a demographic tool called Lifestyle Segmentation to see which types of people are most likely to do business with you. This information is then used to find other people in your market area who fit the same profile and create a target mailing list tailored for your business. You'll see everything from which people are homeowners (and the value of those homes), to pinpointing neighborhoods with the best prospects for remodeling.

This research report is customized for your business and comes with maps, charts and a targeted list of 5,000 prospects that match the profile of your best customers

For more information on how Lifestyle Segmentation research works, go to the MIA homepage, www.marble-institute.com/directmail and click on the "About Lifestyle Segmentation" link.