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a magazine for marketers

Talking Heads

Business pros share **SMART MARKETING SOLUTIONS**



NONPROFIT MARKETING

Slick Response

Activists' campaign addresses crisis of Gulf Coast oil spill

Time is always of the essence for marketers, but especially for nonprofit organizations responding to a crisis. The National Wildlife

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campaign to get reporters out on the waters, and started educating people with daily website updates and through media coverage. When donors received the direct mail campaign, we had documented stories and evidence why their support was so critically needed."

Along with highlighting the group's quick-response capabilities, the campaign helped the NWF generate a 2.5-percent response rate to donor mailings.



Mary Eaton

Harrison Medical Center, BREMERTON, WASH.

To encourage its physicians to use the hospital's electronic record-keeping system, Harrison's creative agency, Orbit Direct Creative Marketing (orbitdcm.com), turned to a sophisticated integrated campaign that included direct mail, e-mail and web-based information. Eaton, a marketer for the medical center, attributes the campaign's 7-percent response rate to personalized creative that included a branded jump drive containing information on the government-mandated system.



Deena Pierott

Mosaic Blueprint, VANCOUVER, WASH.

Pierott, CEO of Mosaic Blueprint (mosaicblueprint.com) saw little success with a one-dimensional online marketing strategy for her diversity consulting firm's panel series. Then she added postcards emphasizing panelists' experience with workplace diversity issues. The sessions enjoyed a noticeably higher registration rate. "The postcards gave recipients an opportunity for conversations with col-

Darlene Tenes

CasaQ, SAN JOSE, CALIF.

CasaQ owner Darlene Tenes decided last year that rather than spending money to exhibit her company's line of Hispanic-themed holiday ornaments at expensive trade shows, she would apply her budget to direct mail instead. She produced a high-quality color catalog and had it sent to a hand-selected list of 1,400 specialty retailers. Tenes was thrilled with the results: She spent half as much money to net 30 new accounts within three days. "A well-designed piece can really stand out," she says.



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Are you a small business with a smart marketing solution to share? Tell us about it at delivermagazine.com/talkingheads/. We just might feature it in a future issue.