



## Put Your Business on the Map

*While everyone knows that direct mail is an effective marketing tool to reach a targeted audience, here is an example of a business that used direct mail to truly put themselves on the map.*

McNellie's, a restaurant chain in Tulsa, Oklahoma, had a popular downtown location that was bustling with customers on a regular basis. They decided to capitalize on their success by opening a second location.

Despite their efforts, they struggled to generate business at the new site. They felt confident that people visiting their new location would have an experience that rivaled the ones they'd had at the flagship restaurant. They knew that loyal, repeat customers took time—and the first step to creating a firm customer base involved getting patrons through the front doors.

In an effort to boost sales, McNellie's launched a direct-mail campaign that featured a personalized map directing recipients from their home to the restaurant. To entice recipients to act quickly, they added a \$10 coupon with

an expiration code. Of the 2,500 people within the area of the restaurant that received the direct mailer, nearly 600 redeemed the coupon, boasting a very successful 24 percent direct-mail response rate.

Creating a direct-mail campaign is an easy and cost-effective way to maximize your marketing efforts. Direct mail is not only highly targeted and personalized, it can also make your business appear more trustworthy than a suspicious email they are unlikely to open.

Whether your company is looking to increase customer traffic, advertise about an upcoming event, or introduce a new product or service, direct mail is for you. For ideas or examples of the perfect direct-mail piece to help increase sales, stop by or give us a call today. Our creative team has the ideas and skills to make it happen.



### POSTCARDS:

Make a Big Impact with a Little Card!



Contact our customer service representatives for more information.

Call 407 644 5366

# Cache River State Natural Area

*While swamps may be one of the last things you'd expect to find in Illinois, that is exactly what you'll find in the southern tip of the state.*

The Cache River State Natural Area sprawls across nearly 15,000 acres and is America's northernmost cypress/tupelo swamp.

While a canoe or kayak might be the best way to explore the wetlands (many guided tours are available), there are also multiple access points with 10 hiking trails (more than 18 miles) and a

465-foot floating boardwalk that zigzags deep into the cypress swamp. These trails lead you to some of the most breathtaking views of the wetlands—without even getting your feet wet.

Some of the most spectacular features of this swamp are the massive cypress trees whose flared bases, called buttresses, exceed 40 feet in



 Travel

circumference. Many of these trees are more than 1,000 years old, including one that has earned the title of state champion bald cypress because of its

huge trunk girth, towering height, and heavily branched upper canopy.

Beneath the surface of the water, its circumference doubles in size. Surrounding the giant trees are gnarled cypress knees poking through bright green

carpets of duckweed, showing the trees' vast root systems.

The Lower Cache River Swamp was named a National Natural Landmark in 1980. In 1994, it received designation as a "Wetland of International Importance," which put the entire swamp in the same ecological league as Okefenokee and the Everglades.



## Postcards

From one business owner to another, we understand how important it is to maintain front-of-mind awareness and keep in touch with prospects and customers year round. Postcards are easy to handle and inexpensive to mail, and they are an economical and efficient way to attract new customers, announce sales events, and offer service reminders. Next time you're looking for a creative way to communicate big business ideas, give the power of postcards a try.



 Wellness

## Tips to Improve Circulation

*Poor circulation can wreak havoc on your body in many different ways. Here are a few ways to improve your circulation:*

- » Practice dry-skin brushing to improve blood circulation to the skin.
- » Eat superfoods such as spinach, avocado, goji berries, ginkgo biloba, chia seeds, and coconut oil.
- » Drink plenty of water to hydrate your body, and limit your consumption of alcohol and caffeine.
- » Don't sit or stand in one position for too long. Change position or move your body every 30 minutes.
- » Consider compression socks, which are specially designed to apply pressure to your lower legs, helping to maintain blood flow and reduce discomfort and swelling.
- » Spices such as cayenne pepper can improve circulation, and dark chocolate has flavanols that can stimulate the lining in the arteries.





# Creative Postcard Uses

Here are a few creative postcard ideas to consider for your next marketing campaign:

- » Extend the life of your postcard mailing with a tear-away coupon, reply card, information request form, or business card.
- » Save on postage and envelope costs by designing your newsletter, brochure, or catalog as an oversized postcard.
- » Express your gratitude in a personal way by sending a postcard with a handwritten thank-you note.
- » Create a "we've missed you" postcard campaign to help reactivate old customers and boost sales.
- » Use postcards as a trade-show pre-mailer, with a convenient tear-away portion for attendees to drop at your booth for a chance to win door prizes or other giveaways.
- » Consider adding a magnet to the back of "save the date" postcards to increase their staying power.
- » Create a fold-over postcard coupon, using half as an advertisement and half as a coupon. If designing a tear-away area, ensure it is perforated for easy removal.
- » Create a monthly "product spotlight" postcard campaign that highlights various products or services you offer, and includes a coupon discount.
- » Design the full postcard as a coupon, so when it is redeemed you can easily track redemption by using the customer information on the back.



## TRIVIA

1. What is the largest ocean fish?
2. What does "M&M" stand for?
3. Who was the first U.S. president to declare war?
4. What percentage of the world's population is left-handed?

1) The whale shark 2) Mars & Murre, the last names of the candy's founders 3) James Madison 4) 10%

## TOP TEN Halloween Candies

1. Kit Kat
2. Reese's Peanut Butter Cups
3. Smarties
4. Starburst
5. Nerds
6. Twix
7. Sour Patch Kids
8. Whoppers
9. Skittles
10. Tootsie Rolls

Source: [KidzWorld.com](http://KidzWorld.com)

# Gutenberg's Army©



## Giraffe Bread

Three-year-old Lily Robinson was visiting Sainsbury's Supermarket with her dad when she became confused about a product called Tiger Bread.

She commented how the bread should be called Giraffe Bread because it looked like a giraffe. With help from her parents, she wrote a letter to Sainsbury's customer-service team regarding her suggestion. A customer-support manager wrote back to Lily and told her that renaming the bread was a brilliant suggestion. Lily's mom posted the response on social media, which quickly went viral. Not only did Sainsbury's change the bread's name, they put signs around their stores giving credit to Lily.

# CAN YOU GUESS THE YEAR?



- » Apple CEO Steve Jobs announces the creation of the iPhone.
- » The I-35W Mississippi River Bridge in Minneapolis, Minn. collapses during the evening rush hour with cars dropping 50 feet into the river, killing 13 people.
- » *The Big Bang Theory* debuts.
- » Bob Barker hosts *The Price Is Right* for the last time; Drew Carey takes over.
- » Six miners and three rescue workers are killed in a collapsed mine in Utah.
- » Smoking is banned from the United Kingdom's public places.
- » *American Idol* crowns Jordin Sparks as its latest singing sensation.
- » *Harry Potter and the Deathly Hallows*, the final book in the best-selling *Harry Potter* series, is released.
- » Barry Bonds of the San Francisco Giants breaks baseball great Hank Aaron's record when Bonds hits his 756th home run.
- » Greensburg, Kan. is almost destroyed by a 1.7-mile-wide EF-5 tornado.

The year was 2007.



## Time to Reorder

Reorder reminders not only offer a valuable service for customers, but they are also an excellent way to boost revenue. Whether you send a postcard based on the customer's last purchase date, create a discount coupon statement stuffer you add into monthly invoices, or simply insert reorder forms into the last box of a customer's shipment, reorder messages help customers avoid the stress of last-minute ordering, and can also prevent rush charges. Your customers will appreciate the reminder!



## Vegan Chocolate Banana Muffins

- 1 1/4 cups flour
- 1 cup oatmeal
- 1/2 cup brown sugar, firmly packed
- 1/3 cup cocoa
- 1 Tbsp. baking powder
- 1/4 tsp. baking soda
- 2-3 ripe bananas, mashed
- 1/2 cup soy milk
- 1/3 cup vegan margarine, melted
- 1 tsp. vanilla

In a large bowl, combine flour, oatmeal, brown sugar, cocoa, baking powder, and baking soda. In a separate bowl, whisk together the bananas, soy milk, vegan margarine, and vanilla. Mix with the dry ingredients and stir just enough to combine. Fill greased muffin pan about 2/3 full with batter. Bake approximately 20-25 minutes at 400 degrees.

Sia Kate Isobelle Furler, known simply as **Sia**, was born December 18, 1975 in Adelaide, Australia. She was raised in a musically talented family and moved to England to pursue a career in music in her early 20s. In addition to singing, she has written songs for Christina Aguilera, Katy Perry, Adele, Madonna, Britney Spears, Beyoncé, and Rihanna, including the worldwide number-one smash hit "Diamonds." As she rose to pop fame performing her own music, she began wearing a wig that hides her face so she could live in the spotlight anonymously.

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