

## **NOCASOBE (North of Camden, South of Belfast) – helping you market your mid-coast business!**

Check out [www.nocasobe.com](http://www.nocasobe.com) website – it is now live! Questions? [info@nocasobe.com](mailto:info@nocasobe.com)

NOCASOBE is a volunteer effort to support the marketing needs of small businesses in our region.

## **5 Marketing Tips – Direct Mail Advertising**

Direct mail advertising is a great way to reach local/regional people if they are your potential client/customer base. If you rely on people from out of town or out of the region, see the online options to reach identified customers/guests using a database you may already have available. Direct mail advertising is a very traditional method of advertising but over the years it has evolved into a more systematic and even affordable option.

1. **Online newsletters** – if you have a database of clients/customers that include email addresses, then online e-newsletters is an easy and affordable way to reach them. There are dozens of companies offering online newsletters and they vary in requirements and costs. Two of the most affordable and sensible options for small databases (under 500 emails) are Constant Contact and Mail Chimp. If your database of emails is greater, you can still use these two options but you will pay more for your monthly fee. These systems have you “join” them, pay a monthly fee, provide templates or guidelines for creating your newsletters, set-up options such as delayed mailing or selective mailing (picking out only people from certain towns or coded in some specific way), and they will provide you with feedback showing the number of emails sent, number opened, number deleted, etc. If an email has changed you will get a report showing which emails aren’t working.  
See [www.constantcontact.com](http://www.constantcontact.com) or [www.mailchimp.com](http://www.mailchimp.com) to get started.
2. **Direct Mail using the US Postal Service** – Did you know that the local post office now offers direct mail services? You can decide which postal zip code(s) you would like your mailing to go to anywhere in the country! You can mail a brochure with self-mailer, a flier with mailer, envelop, or promotional piece. Of course they have specifications but they are reasonable and easy to follow. A packet describing this service is available from the Post Office or you can see information online at: <https://www.usps.com/business/every-door-direct-mail.htm>  
While this is not a FREE service, it is more cost effective than doing large mailings on your own or with a commercial service. Here’s what the Postal Service is saying:

### **What Every Door Direct Mail brings to your marketing efforts.**

- **Reaches consumers in their homes.** With Every Door Direct Mail service, you can saturate an entire neighborhood with your message, and your mailing gets directly into the homes and hands of consumers.
- **As much or as little space as you need\*.** Every Door Direct Mail service offers a flexible range of sizes, making it ideal for anything from a quick sales announcement to an in-depth product story.
- **Helps your messages work harder.** With Every Door Direct Mail service, you can include coupons, menus, event calendars, store maps, and more — all of which can help get customers to your door.

3. **Using a commercial direct mail service** – this can be more expensive and is best when you have a large mailing similar to what grocery chains or retailers do as inserts in local papers or directly mailed to a home. Still, if you have something unique you want to do as a marketing effort, direct mailing services can take your existing database and add the address to printed pieces, envelopes, or other bulk mail formats.
4. **Join a co-advertising** program such as a coupon book or envelope filled with individual 4 x 6” cards from various businesses. You pay a printing fee for your cards or page in the coupon book and share the mailing fee with the other advertisers.
5. **Coop-Marketing** - You can form your own co-advertising program by collaborating with other businesses and working with a local printer and a mailing service. This can work with direct mail (to people’s homes) or coop-marketing/advertising to share the cost of a page of magazine or newspaper advertising, radio announcements, or other formats.

NOCASOBE website and marketing efforts are coordinated by Dr. Jane Liedtke, a retired university professor and corporate consultant who owns Bay Leaf Cottages & Bistro in Lincolnville. With the help of interns from Illinois State University and the University of Southern Maine the data and information for the website was generated and maintained. Funds received from businesses who upgrade their listing or advertise are used to support the website basic operating costs. Any excess funds will go to the Northport Food Pantry to help families in need within the NOCASOBE region.