

Web Zips

Ever get tired of having to scroll around to see the whole page of a website? If most website pages are larger than your desktop, try increasing your monitor's resolution.

Below is what we see with resolution set to 800 x 600.



Below is what we see when we change to 1680 x 1050.



For Mac users, you can adjust your resolution under System Preferences/Displays. PC users can get detailed instructions at: www.microsoft.com/windowsxp/using/setup/personalize/resolution.msp

As monitors increase in size, more options exist to create larger web pages that will fit on the desktop. We now build most of our websites at 1024 x 768 resolution which accounts for 92% of viewers.

Note: Flat-panel monitors have optimal resolutions. Windows default resolution is often much lower than the monitor prefers which makes text and photos appear blurry.

Cool Pics

Like everyone else, we hate to get our picture taken, but decided it was time to bite the bullet and update our website photo. If you need a corporate portrait or model photography (preferably with models other than us), be sure to give us a call. For more cool pics, check out moreheadmarketing.com.



Direct Mail One... Two... Three...

One. . . two. . . three. . . That's the time the average person invests in deciding to open your mail or toss it out. You can develop a beautiful, creative and expensive piece, but if it is hidden inside a plain old envelope, chances are, it won't pass the test and end up in the trash, unseen. How can you improve your chances of being seen?

- **Postcards:** This is an inexpensive way to get noticed. One side can be used exclusively for your creative message. If you have a two-part message, try a folded postcard with a tab seal like the one pictured below.
- **Sneak Peeks:** A clear envelope allows prospects a sneak peak at the contents. Don't just use the envelope to hold your standard brochure. Be sure the piece is designed to communicate your offer. Other options in this category include translucent vellum, picture window and double windows. All can be very effective *if* the interior piece is designed properly.
- **Teaser Messages:** Design an envelope with a teaser to increase interest. "Hurry, Offer Expires 11-15-08!" "CD Enclosed!"

These are just some of the ways you can increase the performance of your direct mail. The July issue of **Deliver Magazine** states, "Recent numbers show that every dollar spent on direct mail generates \$16 in revenue – three times higher than the return for general advertising." So now might be the time to give your direct mail campaign a fresh new look.

Stay Out Of The Trash

- Decide who your target audience is and speak directly to them.
- Locate the right mailing list.
- Use color and creativity to capture their attention.
- Don't forget the envelope – make them want to open the piece.
- Coordinate with other advertising media for improved impact.

