

Check it out ...

Start creating a buzz about your business. One quick and easy way is with an e-letter. This inexpensive tool can help preview a sale, introduce new products, send coupons, or just let people know what is happening with your business. Midland Meadows uses their e-letter to let families of their senior residents know what is going on in the lives of their loved ones. Palm Key Resort creates interest by previewing coming events. Morehead Marketing can help you with every step of your e-letter. From designing and writing to managing your mailing list.



Web Zips

How does your site stack up to others in your industry? You can find out with Benchmarking. This tool lets you compare your site statistics with aggregate industry performance. You can see results on number of pages, number of page views, pages per visit, bounce rate, average time on site and new visits. This feature is a free service for any Morehead Marketing website.

Cool Pics

What better way to represent spring than with flowers? We came across these shots we had taken a few years back. The stunning colors of the Iris' caught our eye. We not only captured the purples, but vivid reds and yellows. This butterfly was one of many that stopped to feast on milkweed along Tea Creek in Pocahontas County, West Virginia. With all the nice warm weather lately, we have been getting the itch to get outside and start taking some new scenic photos for our stock library. For more cool pics, check out moreheadmarketing.com.



How “Do Not Mail” Legislation May Affect You

Remember five years ago when the federal “Do Not Call” legislation was enacted? All you had to do was register your number and no more for-profit solicitations. It was great for the consumer, but the telemarketing industry was decimated. If your businesses’ marketing initiatives were based on telemarketing, you had to immediately look at alternative, perhaps less effective marketing channels.

Now the government is considering a similar equally restrictive “Do Not Mail” law to cut down the number of unsolicited mail people receive. These new laws, being considered in almost a dozen states, would allow millions of consumers to opt out of receiving commercial mail. Completely. This has the potential of seriously hampering many businesses’ ability to sell their products and services. Other sources have predicted a major impact on the U.S. postal service, half their business is advertising, affecting American commerce to the tune of \$900 billion a year, and a loss of 9 million jobs.”

Even as marketers, we are one of the first to claim that there is abuse in direct mail. But enacting legislation allowing one choice, to shut off all solicitation, is perhaps not the best solution. In response to pending legislative activity, the Direct Marketing Association has enacted some initiatives to help consumers have



more control over what they receive. They have recently launched a new site, dmachoice.org. It allows you to opt into or out of mail based on company, brand or entire categories. This is perhaps a good start on allowing consumers more control without government intervention.