

Launch a Direct Mail Campaign with Publisher

Session Length: 2 hours

Direct mail campaigns are a great way to attract new customers or ask your best customers for more business. When you plan your current marketing campaign, answer the following questions:

- Which customers are you targeting?
- What is the exact marketing outcome that you want?
- What is your marketing message?

After you clearly establish the answers to those questions, you are ready to use Microsoft Publisher 2010 to develop your content and create your direct mail publications.

Overview

What do you want to do?

- Develop the content
- Choose the right publication type for your campaign
- Choose a publication design, for example:
 - Postcards
 - Flyers
 - Greeting cards and stationary
 - Brochures
 - Publication package
- Prepare to mail your publication and track the responses

E-mail Merge

Use e-mail merge when you want to send a large number of messages that are mostly identical but each of which also includes some unique information. For example, you can use e-mail merge to create individually customized e-mail messages that contain personalized notes, or varying content targeted at separate customer segments. You can also use e-mail merge to create a product announcement to send to your top 100 customers, in which most or all of the text of the publication is the same, but the e-mail address is different for each customer.

- Create or connect to the recipient list
- Use an existing list
- Select recipients from Outlook contacts
- Type a new list
- Select Recipients
- Prepare your publication
- Create the merged publication
- Cancel a merge

