



Is Direct Mail Back? Projections Show It Is!

By Rieva Lesonsky, SBA Blogger

With email marketing, social media marketing, and online marketing grabbing most of the attention in recent years, you might think direct mail marketing is an outdated concept. Think again: Direct mail is enjoying something of a renaissance in both the B2B and B2C worlds, thanks in part to (surprise!) young consumers. Here's what you need to know to make direct mail work for you.

B2B—Business-to-Business

B2B marketers are planning to incorporate more direct mail into their marketing efforts in the coming year, says a study by Demand Gen Report. Currently, fifteen percent of study respondents are using direct mail, and that number is projected to grow. One marketer told Demand Gen that her company's direct mail efforts enjoy a ten to fifteen percent conversion rate. Overall, the study found, direct mail is a successful conversion driver—in fact, twenty-one percent of marketers say it's their most effective conversion tactic.

B2B marketers find direct mail an effective way to stand out from the pack because today's buyers are so swamped with email they can barely clear their inboxes. But you can't use yesterday's direct mail tactics and hope to succeed. To make direct mail work for B2B:

- Use direct mail later in the sales funnel. Direct mail works best as a nurturing tactic, rather than as a lead generation tool. Use digital methods to drive leads, and then follow up on those leads with direct mail.
- Tailor the direct mail piece to the prospect's interests, needs, and stage in the sales journey. You can get this information from how they have engaged with your business online, such as what content they've viewed or downloaded from your website, how they interact with you on social media, and what sites referred them to your website.
- Develop a mix-and-match packet of direct mail pieces that can be combined to suit the needs of different types of prospects at different stages in the game. This will help keep your costs manageable while providing flexibility.



B2C—Business-to-Customer

In the B2C environment, direct mail is finding success with a surprising target market: consumers aged nine to twenty-one. For this age group, physical mail from companies isn't annoying junk

Small Business Exchange • Voice of Small, Emerging, Diversity-Owned Businesses Since 1984

[Click to read more](#)

Sub-Bid Requests

SBE OUTREACH SERVICES

With over 1.6 million businesses in our active database—the country's largest non-public diversity database—SBE sets the professional standard for diversity outreach across the nation. For three decades, we have served small businesses, prime contractors, and agencies—with proven results.

Advertisements

Placed in various Small Business Exchange Northeast digital publications each month, and at www.sbenortheast.com

Fax, Email, and Postal Solicitations

Targeted mailings sent to businesses chosen according to your criteria

Live Call Center Follow-Up

Telephone follow-up calls using a script of five questions that you define

Computer Generated Reports

Complete documentation that will fit right into your proposal, along with a list of interested firms to contact

Special Services

Custom design and development of services that you need for particular situations such as small business marketing, diversity goal completion, and agency capacity building

Call for more information: 800-800-8534



Serving CT, ME, MA, NH, NJ, NY, RI, VT, or any other states that you need to reach



SBE's **targeted distribution** reaches DBE, SBE, DVBE, MBE, WBE, LBE, and OBE firms that match the trades and goods you need.

www.sbenortheast.com
800-800-8534

LAGUARDIA GATEWAY PARTNERS INVITES YOU TO ITS MWBE AND LOCAL BUSINESSES OUTREACH EVENT

TUESDAY, JUNE 14, 2016

9:00AM – 12:00PM

- Opening Remarks
- About the Project and Opportunities
- Areas of Work
- Light refreshments will be served

MEET THE TEAM AND LEARN ABOUT SUBCONTRACTING OPPORTUNITIES WITH THE LAGUARDIA CENTRAL TERMINAL REDEVELOPMENT PROJECT AND THE TERMINAL'S ONGOING OPERATIONS. OPPORTUNITIES ARE AVAILABLE IN CONSTRUCTION, OPERATIONS AND CONCESSIONS.

VAUGHN COLLEGE IN THE HANGAR

8601 23RD AVENUE
EAST ELMHURST, NY 11369

RSVP ONLINE. VISIT WWW.REGIONAL-ALLIANCE.ORG AND CLICK THE LAGUARDIA GATEWAY PARTNERS MWBE OUTREACH EVENT LINK. LIMIT TWO ATTENDEES PER COMPANY.

ENTER THE MAIN LOBBY PARKING LOT FROM 90TH STREET. IF THE LOT IS FULL, PARK AROUND THE PERIMETER. STREET PARKING IS ALSO AVAILABLE. PARKING IS LIMITED.

LAGUARDIAGATEWAYPARTNERS.COM

SKANSKA

SKANSKA USA CIVIL

IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED DBE SUBCONTRACTORS/VENDORS

Design and Construction of Clifton Shop in Staten Island, New York
MTA New York City Transit Contract No. C-82004
Bid Date: June 22, 2016

Description of project:
This project consists of the design and construction of a new rail car maintenance shop, approximately 93,300 square feet, to replace the existing multiple building facilities currently in use. The existing buildings comprising the current maintenance shop located at 845 Bay Street are to be demolished in phases under this contract so that maintenance activities can continue throughout the period of construction. The new Clifton Shop facility shall include four maintenance tracks with overhead cranes, wheel truing machine, DC power stringer system, and other maintenance-related equipment. It shall also include auxiliary spaces on the first floor for utility rooms, machine shop, and a carpenter shop; offices on the partial mezzanine floor; administrative offices, area locker rooms, and other support areas on the second floor; a supply room, storage area, and related offices on the partial third floor; and HVAC equipment on the roof.

Subcontracting opportunities include, but are not limited to: Demolition, Utilities, Sidewalk, Fencing, Trackwork, Metals, Masonry, Drywall, Acoustical Ceilings, Doors, Roofing, Paint, Signs, Tile, Shop Equipment, Elevators, HVAC, Plumbing, Fire Protection, Electrical Work, Trailers, Photographs, etc.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Omanoff@skanska.com