



Dear ,

Welcome to the Marketing Minute, our email newsletter. Our firm, LevinsonBlock LLC, helps entrepreneurial companies and non-profits grow through effective branding and marketing. If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)

TEST DRIVE LEVINSON BLOCK!

Get to know us. We will perform an informal communications audit at your organization -- at no charge. This offer is for non profits in Brooklyn or Manhattan. But if you are outside the area, contact us anyway -- we can probably work something out. *Offer expires Friday, August 29*



Direct marketing: the top 3 tips

We recently attended the Direct Marketing Association Non profit Conference. There was a ton of useful information presented over 2 days. Here are the most compelling points:

- **Talking to your audience through multiple channels** is now the norm for direct marketing. Indeed, even if you don't do direct marketing, your communications should utilize a variety of channels to reach your audience. Consider email, print, your website, special events, advertising, social networking, or telemarketing.
- **Email requires a different writing style** from print. Email messages are more direct, briefer, blunter. If you are requesting a donation, the request should appear within the first 5 lines of copy, then repeated two more times. Typically, for every direct mail donor appeal send 3 coordinated email appeals. Testing message effectiveness is easy and cheap with email.
- **Have Facebook fans for your organization, or an group of email activists?** Find something for them to do before asking them to donate! Tests show that this group donates more after being asked to take an action (such as signing an online petition), in comparison to a straightforward request to donate. You can also be imaginative with email. One organization asked its email list to vote on a photo for

the cover of their yearly calendar. The response was huge, and donations were large as well, even though the donation appeal was "soft" (deemphasized).

FACT OF THE MONTH

In 1925, the 1st motel -- the "Motel Inn" -- opened in San Luis Obispo, California.

LevinsonBlock News

We have been selected to create the branding, website, and communications for JobsFirst NYC, a new organization that works behind the scenes to improve services that better the economic lives of out-of-school and out-of-work young adults. We are currently wrapping up the brand strategy phase, and are about to start logo designs.

For more information about website or print design, key messaging or branding, call or email me:

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Fact of the Month courtesy Paul Michael Neuman; www.froggypumpkin.com

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