



Dear [member_name_first],

How old media improves new marketing



Are your email communications working as well as they used to? Probably not -- inboxes are crowded, and email now competes with social media and online video for attention. Typical open rates (The percentage of email messages opened by recipients) average 20% -- although the actual open rate is higher, since some kinds of email are not tracked.

Add a channel

Should you dump your email communications program? We think email is still a strong medium, but we suggest you add another communications channel -- print. If you substitute a print newsletter for your email newsletter a few times a year, you get many benefits:

- *You broaden your audience.* You'll capture the attention of readers who have been ignoring emails.
- *Your current audience will take another look at you.* By communicating in a novel way, they won't take your messaging for granted.
- *Less competition.* Since regular mail volume is down -- 9% compared with 2009 (and it has been in decline for 2 years), there is less competition for your readers attention. And people still love getting things in the mail -- providing it

is of real value to them.

- *You can feel it.* People respond to something they can hold in their hands. Paper's strength is that it is tactile -- try touching an email. Sending your audience a paper newsletter is like shaking their hand.
- *Track it.* If you offer a response path, you can track your audience's response to print vs. email -- and adjust your planning accordingly. You can also drive traffic to your website, if you have a strong offer and a simple URL.

FACT OF THE MONTH

The "naked recreation and travel industry" has grown by 233% in the past decade

LEVINSONBLOCK NEWS

We are excited to announce our new engagement with the [Lupus Foundation of America](#). We are developing suite of marketing brochures aimed at potential donors and the other key audiences.

Workshop shows how to differentiate your brand

I'm teaming up with Mistina Picciano of Market It Write to present *Three Steps for Messaging that Matters* at the Support Center for Non Profit Management on Tuesday, November 30, 9:30am-12:30 in Manhattan. This workshop will guide you through the process of differentiating your organizational brand, messaging and marketing. The Support Center is offering 30% off. [Register here](#) (Use this code when registering: SCDEC30).

About LevinsonBlock

WHO WE ARE: LevinsonBlock is in the business of differentiating our clients. We do this through brand strategy, websites, corporate communications, direct mail, and social media integration, among other services. We've worked with healthcare organizations, such as Hospital for Special Surgery; growing businesses, such as s Opportunity Growth Fund; and organizations such as the Public Library of Science. Visit us [here](#).

WHAT WE DO: brand strategy and branding; persuasive content; print (such as annual reports, event promotion, periodicals); and usability-focused websites. If you have marketing questions or a topic you would like us to address in a future issue, [email us here!](#)

Thanks for reading!

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