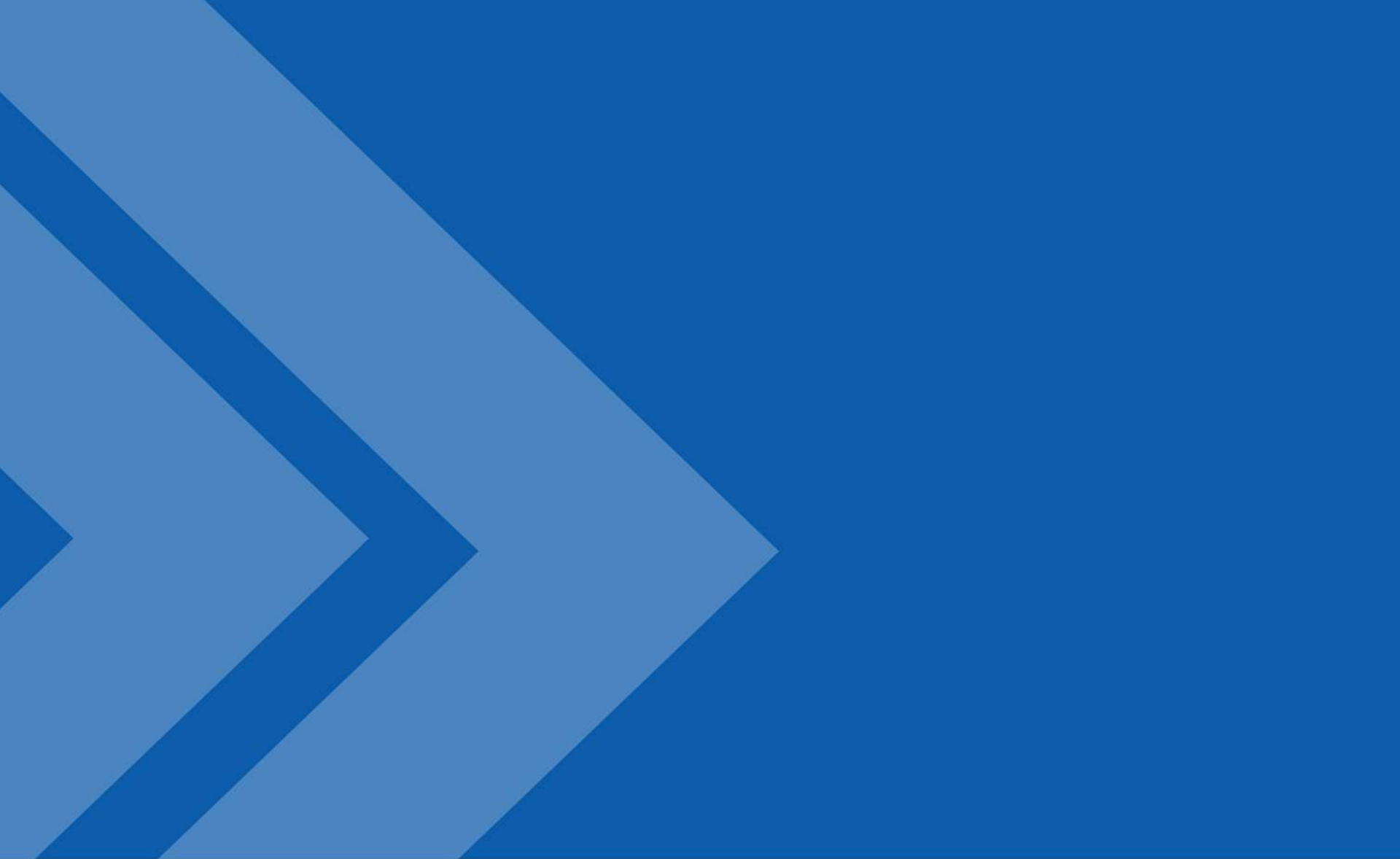


We will Begin
in a Moment

Join the Conversation on Twitter
#DMAwebcast





How Businesses Can Deliver Powerful Multichannel Communications



Sponsored by:



Deliver more powerful, multi-channel communications

Presented by:



Debra Thompson

Vice President
Marketing, North America



Justin Amendola

Vice President
SMB Online Strategy



Jane Applegate

Author/Small Business Consultant
The Applegate Group



The world of customer relationships is evolving from individual to multi-channel

DATA

Behavioral
Attitudinal
GeoLocation

Contextual

Feedback
Psychographic

Response

Transactional

Demographic
Address

Address



Direct
mail

Door
drop
Inserts

Telephone

IVR

ATM

Facsimile

Email

Mobile
Online
Social
Media



CHANNELS

Transactional
Documents

Telemarketing

Direct Marketing

Fax Marketing

Email SMS

FaceBook

Unsolicited commercial mail

1954

1960

1967

1980s

1992/4

2004

2011

Multi-channel is desired but challenging

- **While a recent survey conducted by Angus Reid suggests...**

- 77% of businesses say their ideal marketing mix is a combination of physical and digital communications
- 72% would do more of it if they had the right tools

- **Many SMBs are challenged with implementing a multi-channel strategy...**

- 51% indicate mobile marketing as the most difficult channel to execute
- 39% find social media marketing too complicated to execute
- 25% find email marketing too complicated to execute
- 37% do not use QR codes because they are too complex to execute

Opportunities

Grow Your Business



Customer Loyalty



More Options Than Ever Before

- In a rush to capitalize on these technology trends, vendors have inundated small businesses with choices:



Email



Social Media



Direct Mail



Transactional Mail



Mobile



QR Codes

The Bar Has Been Raised...

- In the digital era, everyone does business with great marketers that provide:
 - Consistent branding
 - Multi-channel contact
 - Personalized offers



...But Information And Online Tools Help Level The Playing Field

Informational Resources

pbSmart™ Essentials



(click on my head)



Online Tools

pbSmart™ Codes

pbSmart™ Connections

pbSmartMarketer™

pbSmartPostage™



And many others

Cloud-based Tools Offer Simple, Integrated Customer Communications Options

Low Cost

- Usage-based pricing
- No time commitments
- Off-site tech support

Minimal Disruption

- Simple features and UIs
- No on-site installs
- Easy data migration
- Value-added training and information

Few SMB vendors currently offer a bundle to meet these requirements and enable multi-channel, integrated communications

Quick Response [QR] Code Marketing



- Create unique, branded QR codes
- Mobile page with call to action
 - Information page(s)
 - Coupon
 - Email Capture
 - Access to social media and video sharing sites
 - Event Registration
- Print QR code on printed materials
- Generate reports on scans – track and report activity



pbSmart™ Codes

Email Marketing – Personalize and Engage

- Deepen Relationships with customers
 - Newsletter
 - Promotions
 - Announcements
- Segmentation of e-mail list
- Social media integration
- Webpage sign up
 - Acquire new customers
 - Engage and serve existing customers

PitneyBowes | pbSmart™ Connections

Monday, September 12, 2011
Welcome, Jeff Pratt, Log Off

Home | Emails | Contacts | Images | Social Media | Reporting | Settings | Support

My Emails | Create | Workflows | Welcome Emails

Choose a Template for Open House October 1

Filter through template options by choosing a category

Select Category To Browse

- All Categories
- Social Media (70)
- Association (6)
- Education (7)
- Events & Invitations (20)
- General Cards (1)
- Holidays (24)
- Promotions (10)
- Real Estate (1)
- Commercial (1)
- Condos (1)
- Just Listed (1)
- Newsletter (1)
- Open House (1)
- Religious (0)
- Restaurant (1)
- Retail (1)
- Seasonal (1)
- Newsletters (1)

Templates

- Commercial Real Estate
- Condominiums
- Just Listed
- Newsletter
- Open House

Use my own HTML



pbSmart™ Connections

Direct Mail Marketing – from your desktop

- Variety of Templates:
 - Industries
 - Occasions
- Print and mail services
- Prospect Finding Service:
 - Prospect mailing lists
- Include social media
- Campaign Tracking and measurement
 - PURLs
 - QR codes

The screenshot shows the pbSmartMarketer website interface. At the top, there is a navigation bar with the Pitney Bowes logo and the pbSmartMarketer logo, followed by menu items: Home, Get Started Now, Product Catalog, Features, Resource Center, and Pricing. Below the navigation bar is a main banner area. On the left, there is a photo of a woman in a green apron standing behind a counter with flowers. To the right of the photo is a red box with the text: "Direct mail marketing is a vital tool in growing your business. Find customers and build relationships with customizable direct mail campaigns." and a "Learn More" button. Further right is a "Sign up" section with a red background and white text: "Sign up to get started on your next business-boosting campaign." and a "Register Now" button. Below the sign up section is an "Already Registered?" section with input fields for "EMAIL ADDRESS:", "PASSWORD:", and "Forgot password?" and a "Sign in" button. At the bottom, there are three columns of content. The first column is titled "Find New Customers" and "FIND" with a house icon, containing the text: "Get better results by using the most up-to-date mailing lists. Our Prospect Finding Service helps you effectively target your best prospects." and a "Learn More" link. The second column is titled "Inspire Customer Loyalty" and "INSPIRE" with a cash register icon, containing the text: "Build a strong business by cultivating strong customer relationships." and a "Learn More" link. The third column is titled "Take Action Now" and "ACT" with a checkmark icon, containing the text: "Create a mailing in no time and start connecting with your customers." and a "Get started" link.

pbSmartMarketer™

Online Postage – just click and print

- No more trips to the post office
- Print postage any time day or night
 - Individual Stamps
 - Sheets of Stamps
 - Shipping Labels
- Access postage from any internet connection
- Import Address Books
- Discounts on Priority Mail® and Express Mail® from USPS

The screenshot shows the Pitney Bowes pbSmartPostage website. The header includes the Pitney Bowes logo and the pbSmartPostage™ name, along with a search bar and navigation links for Home, About Online Postage, Features, Plans & Pricing, and Learning Center. The main content area features a large banner with the text: "Welcome to pbSmartPostage™. Get stamps and postage at any time day or night. Print individual stamps or sheets – or weigh your letter, and print the exact postage you need. Exactly when you need it. pbSmartPostage – anytime, anywhere mailing and shipping." Below the banner are three columns: MAILING (An approved licensed vendor UNITED STATES POSTAL SERVICE® PC Postage), SHIPPING (Online Postage for Shipping pbSmartPostage™), and SIGN IN (pbSmartPostage™). The MAILING section lists benefits like 24/7 online postage, discounted rates, and USPS certification. The SHIPPING section describes a convenient way to buy postage online. The SIGN IN section provides contact information and a sign-in button.

pbSmartPostage™

Case Study:

2011 Small Business Makeovers

- PB contest provided internal and outside experts a chance to work one-on-one with business owners
- Enabled personal connection around customer communications needs of small businesses
- A team of recognized experts selected 5 grand prize winners
- Social media voting was part of the mix
- One winner was Tamara Doehring, founder: The English Teacher's Friend

How One Small Business Uses Multi-channel Communications

The screenshot shows the homepage of 'the English Teacher's FRIEND'. At the top, there is a navigation bar with contact information: 'A Site and Service Dedicated to Secondary English Teachers', '2761 Shilpine Road, Melbourne, FL 32904-8773', '305-487-7133', and '3253'. There are social media icons for Facebook, Twitter, and YouTube. A 'Sign up for Our Email Newsletter' form is present, featuring a 'Go' button and a 'Powered by EP Subscribers' logo. The main header image shows an open book with a red apple on top, with the text 'the English Teacher's FRIEND' and 'IT'S ABOUT YOUR TIME!'. Below the header is a 'Welcome' section with three columns of text. The left column offers 'Hundreds, if not thousands, of websites out there offer excellent teaching materials for middle and high school English teachers. This site picks through the best of what's out there and focuses tons of resources and lessons, all FREE.' The middle column states, 'In addition, every week The Monday Morning Connection Newsletter delivers an engaging and time-saving lesson for middle and high school English classes. To start receiving this FREE NEWSLETTER sign up in the box to the left.' The right column features a testimonial from 'Lyn Colborn' who says, 'I just wanted to let you know how great your website is! I use this all throughout the school year, but I love checking it during the summer months so I can really spend time going over all the wonderful links and ideas you have on your site and in your newsletter. It has helped me so much to become a better teacher!' Below the testimonial is a 'Thank you!' note and the name 'Lyn Colborn'. A second testimonial from 'Danya C., TX' says, 'I love your site! I can honestly say that sometimes I change my plans just to fit what you send on Monday mornings. I'm always looking for assessment ideas, and I get so many from you!' Below this is the name 'Danya C., TX'. At the bottom, there is a 'Visit Our Online Store for FUN Products and Educational Materials' section with a list of items: 'classroom scavenger hunts...modern research models... writing prompts...Powerpoint cds...posters... funny teacher t-shirts...mousepads...tote bags...and more...'. A small image of a pink t-shirt is shown to the right of the list. A 'Donate' button with logos for PayPal, Visa, and MasterCard is located in the bottom left corner. A sidebar on the left contains a menu with items like 'Home', 'Premium Membership', 'Products', 'Book Reviews and Lists', 'Lessons', 'Workshops', 'Sample Curriculum', 'Common Core', 'The English Teacher's Friend CORE Initiatives', 'Practices and Pedagogies', 'Friends and Sponsors', 'About Us', and 'Contact Us'.

- **The English Teacher's Friend**
www.englishteachersfriend.com
 - Tamara Doehring – “solopreneur,”
Based in Melbourne, FL
 - She helps high school English teachers plan lessons to improve the quality of education
 - She offers free and premium content, in addition to consulting with school districts
 - TEFT web site promotes email newsletter registration with links to her Facebook page and Twitter feed

TEFT: Weekly Email Newsletter

the English Teacher's FRIEND

10/24/11

Join Our Mailing List! Find us on Facebook!

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- [Discover Education Web 2.0.11](#)
- [MyVocabulary.com](#)
- [ETF Delicious Page](#)
- [Future Writing Lab](#)
- [Quiet Study Site](#)
- [ReDesk](#)
- [English Companion](#)
- [Media Literacy Cleanhouses](#)
- [NPR This I Believe Essays](#)
- [Writing Fix](#)
- [Teacher Tube](#)
- [UpWordsPoetry](#)

Paradigm Shifts in Favor of Independent Reading and YA

Good Morning,

First, let me say that I realize this is sent on Sunday instead of Monday, but I wanted to make sure it went out in time since I will be on the road and in schools for most of the early part of the week and will have limited access to e-mail.

Today's newsletter includes a blend of previous released material and some new stuff related to independent reading and YA literature.

I'd like to offer a rationale for **providing** (instead of teaching) YA literature for independent reading. In fact, unless you are teaching an AP Literature or similar literature class, I say **stop teaching the whole class novel**. This is a hard sell sometimes. As English teachers most of us are readers—we love to read—and we have come to define our roles in many ways as interpreters, or guides to interpretation, of literature for our students.

This mode of thinking is really no longer conducive to our current classrooms and today's students. But it comes as a real paradigm shift for many people.

Let me offer some reasons why I might be free to change the way you think about whole class novels and the teaching of literature...

1. The range of student levels. This is perhaps the most important reason. Think about the students in your classrooms today and their range of not only comprehension levels, but interest needs, maturity, and life beyond the school walls. To meet the levels, needs, and situations for all our students is not an easy task for any assignment, but when working with a whole class novel, we stand a good chance to lose students over a longer period of time.
2. Many students don't like reading because they are never given choice. If we really want to hook our students we need to provide them some choice to match their interests.
3. Assessment. Since NCLB our focus on reading had turned into a diversion of reading—skills and strategies are employed for every thing they read. But in the real world, we read fiction for pleasure. We read nonfiction to learn. Why don't we offer the same opportunities for our students? We have turned reading into such a science that we have taken away the art of it. With our focus on data collection, we lose the opportunities to model for our students that

- Tamara sends a weekly email to 3,000+ U.S. secondary school English teachers
- TEFT email content mirrors content on her site
- She uses a journal-like approach for the newsletter
- Newsletter design incorporates site logo and general look/feel
- Feedback on her newsletter has been positive
- Subscriptions are increasing and her client base is growing

Sponsor Events: To Bridge Print & Digital

Direct Mail Piece



CALL FOR SUBMISSIONS

October 17, 2011

Dear Educator,

Teens across the country are preparing their work as the Alliance for Young Artists & Writers launches the 89th Anniversary of The Scholastic Art & Writing Awards. This program celebrates, motivates, and recognizes young artists and writers.

Although the writing awards have been around for 89 years, this is an inaugural year for the Central Florida Writing Region. For the first time, students in 35 Central Florida districts will be able to compete locally for this national competition. This means more awards, recognition, and scholarships for Florida students. Top writers will also have their work published in a Central Florida Regional Journal and be recognized at a ceremony in early February. The top winners will then be eligible for national prizes and recognition as well. Every June, winners are recognized in an elaborate week of events in New York City. It is this organization's goal to assist our local winners to attend that event.

As a former high school English and writing teacher, I always encouraged my students to enter this prestigious contest. When I left the classroom and started the site and service, The English Teacher's Friend, I worked with teachers across the state and encouraged them to provide this opportunity to their students as well.

Now that The English Teacher's Friend is an official affiliate with the Alliance, I am thrilled to support this contest and student writing in this new capacity. To offer even more support I will be providing workshops around the state and will start a website in early December for students who wish to receive additional feedback on their work before the January 6th deadline.

Please visit www.EnglishTeachersFriend.com (or scan the QR code below with your smart phone) and sign up to receive email newsletters in regard to this and many more opportunities. This newsletter is delivered every Monday free of charge and provides a lesson or collection of lessons for secondary English teachers. Read the enclosed brochure for more about what The English Teacher's Friend can do for you.

For more information about the writing contest and how to register, visit www.aktan@writilms.org and tell your students today.

Feel free to contact me with any questions or concerns.

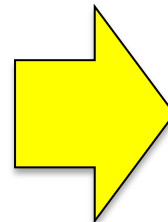
Tamara Doehring
The English Teacher's Friend

Writing Categories:
Dramatic Script
Flash Fiction
(Formerly Short Short Story)
Humor
Journalism
Personal Essay / Memoir
Persuasive Writing
Poetry
Science Fiction / Fantasy
Short Story
Writing Portfolio
(For Graduating Seniors)
Novel Writing

35 Counties in Central Florida Writing Region:
Brevard, Charlotte, Citrus, Clay, Collier, DeSoto, Duval, Flagler, Glades, Hardee, Hendry, Hernando, Highlands, Hillsborough, Indian River, Lake, Lee, Levy, Manatee, Marion, Martin, Nassau, Okeechobee, Orange, Osceola, Pasco, Pinellas, Polk, Putnam, Sarasota, Seminole, St. Johns, St. Lucie, Sumter, Volusia

www.EnglishTeachersFriend.com 2781 Michigan Street Melbourne Florida 32904 1-877-866-3435 Tamara@EnglishTeachersFriend.com

- Direct mail letter designed and printed via pbSmartMarketer
- QR code marketing program managed with pbSmart Codes



**Thank you for visiting
The English Teacher's
Friend**

Enter your email address to start receiving a free weekly newsletter with relevant and engaging lessons for secondary English teachers.

Enter email

Mobile Web Page

Social Media



- TEFT.com website links to company's Facebook 'fan' page as an inbound marketing vehicle
- Integrated design presents a cohesive 'story' about Tamara and her company
- Facebook page encourages interactivity with her clients

Other Marketing Opportunities for Small Companies

- Create a Groupon-like Promotion: Do it yourself at a reduced cost
- Launch a Customer Loyalty Program: Turn your customers into ‘ambassadors’
- Leverage a consistent brand identity to appear to be a bigger business
- Customize offers with links to specific landing pages—not just to the home page

QUESTIONS?

**Leverage multi-channel
communications
to grow your business**

**To find out more about pbSmart™ Essentials
and pbSmart™ products –
Go to: www.pb.com/small-business**



THANK YOU!