



Personalized Mail Wows Readers

Use variable data printing to improve your direct mail efforts.

Dallas, TX, October 07, 2009 --(PR.com)-- Personalized Mail Wows Readers, Grabs Attention

Individual ad pieces now possible with Fish Direct's new technology

We all want to have people know and remember our name. But what about in direct mail? Imagine how effective a marketing campaign could be if every piece of mail was personalized with a customer's name and company in the ad itself. People are more likely to read mail addressed to them personally, and a targeted marketing message is a compelling marketing message.

Welcome to the world of Variable Data Printing (VDP), one of the most affordable and effective marketing tools available. Fish Direct Mail's new digital technology allows you to customize your direct mail so that you can address each of your customers by name and make them feel recognized.

Personalized printing can be as simple as using the recipient's name or as complex as a coupon based on purchase history. Clients can alter text or graphics to reflect the reader's interests using your existing database without slowing the printing process. It's perfect for [church mailings](#), nonprofits, realtors, dentists and other businesses looking to increase the attention on their organization.

Why VDP?

- Connect with your audience
- Improve your chances of a direct response
- Eliminate waste and reduce your production costs
- Increase your return on direct mail marketing investments

Fish Direct Mail is on the forefront of digital printing technology and our account representatives know the benefits of this one-to-one marketing strategy.

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If you would like more information about Variable Data Printing or to schedule an interview, please contact Rob Shearer at 866-659-8393, ext. 212, or e-mail him at rob@fishdirectmail.com.



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