

New Printing and Mailing Blog Provides Direct Mail Tips and Information

WAYNE, N.J. – Jan. 7 (SEND2PRESS NEWSWIRE) – The Ballantine Corporation, a full-service direct mail production company, announces the launch of a new printing and mailing blog that contains a variety of direct mail information, tips, news, case studies, and more.



Send2Press Newswire

The printing and mailing blog (ballantine.com/blog/), launched in the summer of 2007, has grown in size and content.

“We started the blog to easily communicate with our industry peers who are Web 2.0 savvy,” Ryan Cote, Director of Marketing for The Ballantine Corporation, said. “It’s been a great tool and the majority of postings are related to direct marketing news and tips.”

A recent posting to the blog discusses a survey released by B-to-B-Magazine that indicates direct mail spending will increase in 2008 and will be used with both online and email marketing to yield an effective and integrated marketing plan.

Other topics include: how to prevent offsetting on direct mail pieces; a revived #10 direct mail voucher package; and how to tweak double postcards to increase cash orders.

In addition, bloggers can visit the site to receive updates on postal rates for 2008; the latest in integrated marketing techniques; headline direct marketing news; and more.

The printing and mailing blog also links bloggers to case studies so they may learn about what their industry peers are doing – what’s working and what’s not.

The blog’s post categories are varied. In addition to case studies and direct marketing news and tips, other categories include, but are not limited to: Ballantine news and press releases; creative tips and advice; and printing news. There is even an area for marketers who are concerned about the environment. They can post information about ways to conserve and recycle materials and discuss other concerns related to the green scene under “Going Green.”

And, for direct mail marketing professionals who would like to know how their direct mail holiday campaign stacked up to their peers, Ballantine has released their Holiday 2007 Direct Marketing Industry Report which can be

downloaded from their blog.

Founded in 1966, The Ballantine Corporation has evolved from offering print production services to also providing mailing, creative and one-to-one marketing solutions.

For more information on Ballantine, visit: www.Ballantine.com.

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