

# Allegro Gets Traction with Direct Marketing Blog

CHICAGO, Ill., Sept. 2 (SEND2PRESS NEWSWIRE) – Allegro Communications, Inc., a direct marketing firm and developer of FreshDM, recently announced the launch of an information-rich blog called Allegro Marketing Discussions. Allegro's blog is designed to help direct marketing and media professionals find expert answers to today's important marketing questions. The blog covers traditional topics, such as when to use a teaser on direct mail package and what motivates customers, as well as contemporary issues, including on-demand marketing and current email best practices.



Check out Allegro's blog at [www.allegrolink.com/blog](http://www.allegrolink.com/blog) (redirects to: [allegrodiscussions.blogspot.com](http://allegrodiscussions.blogspot.com)).

The Marketing Discussions blog is an evolution of Allegro's popular printed discussion papers. In this new digital format, Allegro experts can interact with customers, prospects, and other marketers. Many of Allegro's clients are leveraging CRM solutions and software-as-a-service platforms, such as Salesforce.com, as a key method of gaining competitive advantage. Marketers like Allegro gain insight from every customer interaction and use online tools to create and build long-term, one-to-one relationships.

According to Ada Vaughan, Executive Vice President of Allegro Communications, "Allegro's blog gives us the opportunity to share expertise and knowledge with a larger audience. We are excited to provide a searchable archive of valuable tips and direct marketing resources, in order to engage readers and continue to build our credibility in the marketing industry."

Allegro Communications, Inc. is a direct marketing firm based in Chicago, Illinois with 18 years of experience helping its clients create strategic, results-driven direct marketing communications. For more information, visit Allegro's website at [www.allegrolink.com](http://www.allegrolink.com).

FreshDM, a web-based application developed by Allegro, allows a company's marketing managers or sales team to quickly and easily create custom, variable print and direct mail. To learn more about FreshDM, go to [www.freshdm.com](http://www.freshdm.com).

FreshDM also works on a subscription basis to help Salesforce.com customers empower their users to design and send custom printed marketing materials.

Find out more by searching on FreshDM on the Salesforce.com AppExchange at [www.appexchange.com](http://www.appexchange.com).

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