

## **Turnkey Web Tool Makes Direct Mail Easy for Small Business**

November 1, 2011  
Pompano Beach, FL

*DirectMail2Go.com launched in July as a test in two U.S. cities, Austin, TX and Raleigh, NC. The do-it-yourself tool makes it easy for small- to mid-sized businesses to create, personalize and send direct mail campaigns. The site was developed by Progressive Impressions International (Pii), a Taylor company. DirectMail2Go is a direct mail alliance partner of the United States Postal Service®.*

Small businesses are always trying to attract new customers and keep the ones they have. However, they often struggle to find the time, resources and expertise to get it all done – and done right. That's one of the reasons DirectMail2Go.com was developed. "We wanted to create an online ordering site with a simple user interface that provides small businesses with all the tools they need to send direct mail," explains Ron Drenning, Managing Director of DirectMail2Go. "While there are other sites for ordering print products, none provide the level of marketing strategy and customization options that we have."

The technology solution is a platform where users can select products, personalize them with company information, and also customize the material by editing copy and selecting or uploading graphic images. "One distinction of DirectMail2Go is that our products have copy that was specifically written for marketing goals, such as acquisition, retention and win-back. And the products are intended for use by businesses in select industries," says Drenning. "With DirectMail2Go, small businesses have one-stop shopping and 24/7 anytime access. The site is easy to use, yet also provides customer service support including Live Chat as well."

The turnkey site gives users several ways to prepare lists for a mailing. Templates are provided that allow customer lists to be uploaded and saved as part of the user account. Or, for prospecting purposes, the user can purchase a mailing list, selecting criteria to target specific consumers. The rental of business lists will be added soon.

The DirectMail2Go website does everything for the user. All mailing permits, printing, sorting and fulfillment are managed on behalf the person placing the order. Status can be checked right online from the user's account. Best of all, new products and additional industries will be added in the near future. Log on to DirectMail2Go and start growing your business today.

To learn more about DirectMail2Go, contact Ron Drenning, Managing Director, at 800.883.1156 or [ron.drenning@DirectMail2Go.com](mailto:ron.drenning@DirectMail2Go.com)

### About Pii:

Since 1993, Progressive Impressions International (Pii) has been providing direct marketing with personalization for leading companies in Insurance, Financial Services and Health Care. We are one of the country's largest full-service direct marketing solutions providers. Pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels – such as direct mail, e-mail and more – and made available to distributed sales forces via an easy-to-use, Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for Pii. In addition, we are able to offer a full range of commercial and specialty printing services.

About the U.S. Postal Service:

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*, the Postal Service has annual revenue of more than \$67 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 29th in the 2010 Fortune 500. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency six consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute.