



Direct Marketing

Delivering your ideas the way they were intended

Direct Marketing

Businesses of today are engaged in an increasingly competitive market, forcing them to stay ever much closer in touch with their clients' needs. Sound direct marketing strategies have been tried and tested. The industry continually enjoys steady growth each year. Where once, direct marketing took a "stab in the dark" approach to communicating with target markets,

organisations have since developed finely tuned DMCs yielding greater response rates.

We would like you to consider us a member of your direct marketing team. Using our expertise and practical know how, we can manage, process and distribute your campaign on time and on budget.

ADDRESS BLOCK FORMATTING

We adhere to the most stringent of Australia Post guidelines to ensure you are eligible for the most competitive postage rates available.

BARCODING

We cater for a variety of different barcoding/encoding systems such as OMR and DPID encoding.

DOCUMENT PERSONALISATION

Variable field personalisation ensures your documents are highly personalised to increase relevancy and effectiveness.

VARIOUS PERSONALISED ELEMENTS

The ability for the recipients to receive highly personalised elements such as: text, images, colours, graphs and messages.

Print Management

Melbourne Mail Management provides a complete range of print management services that enable quick, accurate turnaround of

materials. Our experience in the print industry enables us to provide our clients finely printed and cost effective materials.

ODD SHAPES

We cater for campaigns requiring the processing of irregular shapes and sizes.

RETURNED MAIL MANAGEMENT

The ability to batch and reconcile returned mail according to client specifications.

MATCH MAILING

We offer the ability to collate and match personalised inserts for the intended recipients.

ASSEMBLY

We cater for challenging campaigns that have folders or components that require assembly or handling.

