

Direct Marketing Options

Direct marketing and communication projects vary, and with each project you have a range of choices*. The following shows the options you can select from at Highland Marketing.

SERVING YOU AT WHATEVER LEVELS YOU WISH:

- **Direct Mail** – Addressed Admail, Publications Mail, Lettermail, Unaddressed Admail
- **Postcards/Self-Mailers** – Machineable, Non-Machineable, Canadian, US and International
- **Single or Multiple Insertions** - Machineable, Non-Machineable, Canadian, US and International
- **Complimentary Mailing Analysis** – Right Canada Post product and compliant packaging
- **Email (CASL Compliant)** – Management, creative and deployment
- **Cleansing Data** – Right Data/Right Field, De-Duping, Address Accuracy
- **Certifying Data for Variable Data Projects** – Vetting data to avoid embarrassing substitutions and wraps
- **Variable Data and Variable Imaging** – Direct mail and email
- **Integrated Microsites** – Tailored to specific direct marketing campaigns
- **Contests** – Set up and administration
- **pURLs** – Personalized websites, usually targeted and featuring insightful customer connections
- **Website Development** - including design, content creative, Analytics, AdWords, SEO and blogs
- **Mapping and Extending Data** – Addition of strategic data fields to data files (e.g. Corn Heat Unit data)
- **Strategic Targeting** – Segmenting data by specific streams for targeted communications
- **Strategic Messages** – Varying messages directly within content, tailored by targeted segments
- **Generic Personalization** – Varying content by segment with unaddressed pieces
- **Digital Print** – Coordination of all variable data components, as required
- **Offset Print** – Proofing, quality control and distribution
- **Sampling** – Fulfillment of consumer requests for samples
- **Physical Design** – Canada Post compliant, including presentation boxes, die lines and envelopes
- **Graphic Design** – Print, email and web
- **Die Cuts** – Design and printing
- **Tip Ins** – Standalone messages (cards or inserts) affixed inside of piece, targeted or generic
- **Foldover Cards** – Specialty pieces folded over and tipped on to the cover of magazines or catalogues
- **RPNs** – Special notes, similar to Post-It notes, affixed to the outside of mailing pieces
- **Customized Indicia** – A great way to reinforce your brand and company image
- **Poly** – Insertion of mailing pieces into clear poly, ensuring visibility of contents
- **Personalized Magazine Advertising** – Personalized inserts in magazines
- **Project Management** – Design, implementation, testing and delivery of direct marketing programs

HIGHLAND MARKETING - INTELLIGENT DIRECT MARKETING SERVICES

We believe that “**Intelligent Direct Marketing Services**” combines the practical elements of using the right mix of direct marketing services and Canada Post products together with options that serve to heighten engagement and improve overall ROI (Return on Intelligence).

AGENCIES, CLIENTS AND TEAM COLLABORATION

We work well with all agencies, sharing our experience, knowledge and skills as required.

*This sheet is a simple way to ensure that all customers are aware of our complete range of services.