



SPOTLIGHT ON: Travel Marketing Firm

Snap Pack Mailers Provide Excellent Return For Travel Marketing Firm



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—Meredith S.

The Industry

Travel marketing

The Project

Snap pack mailers

The Method

- Utilize smart mailer programs to maximize postal savings
- Drop ship for lower cost and faster delivery

The Results

Substantial ROI

Company X* has a very specific niche as a marketing firm for travel clubs. Their primary function is to book tours for travel clubs across the United States as a way for them to generate club memberships. Because their reach is widespread, direct mail is an excellent way for them to get their clients' tour offers in the hands of the right demographic, nationwide.

When they decided to expand their mailing efforts (which had previously only included hand addressed mail in low quantities) to include mass mailings, they went in search of options and discovered Allegiant Marketing Group.

After listening to Company X's goals and objectives, Allegiant suggested using snap pack mailers as the best way to reach their target audience. Now they are using Allegiant Marketing Group to print and

mail 50,000 to 70,000 snap packs per week on behalf of their clients—an effort that has been extremely successful.

The Project

Allegiant Marketing Group lays out, prints and mails a collective total of anywhere between 50,000 to 70,000 snap packs each week for multiple Company X clients.

In a typical week there will be 5–7 different mail drop locations, each receiving 10,000 pieces on average.

The goal of the mailers is always the same—to drive the consumer to pick up the phone and give them a call to schedule a tour. The incentive to do so varies—usually in the form of a travel-related complimentary gift—but the delivery mechanism remains the same.

[continued]

The Method

Each week, Company X sends AMG their data, which AMG then imports into postal software and smart mailer programs to maximize postage savings and calculate the exact postage amount for each location. While all this is going on, the design team is at work laying out each client's mail piece with details specific to each individual location. When lists and design are approved, print and mail production are scheduled. Once printed, AMG direct ships the mail to qualifying post offices for each location nationwide, saving them money in postage and speeding delivery time.

The Results

While specific figures cannot be released, Meredith S., Controller for Company X, says that the rate of return is excellent.

The AMG Difference

In a nutshell, the service.

"We had never done snap packs before working with AMG so I cannot comment on whether or not the response is better, but I can tell you that our salesperson is awesome. He is very receptive to anything. Everybody there is very good and very responsive to any needs that we have," said Meredith.

"We are dealing with them on a daily to every other day basis... From a service perspective they are very, very good. I would definitely say that they are one of the very best," she added.



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