



Marketing Madness set for May 20!

Gird Your Loins!!

After a two year hiatus, ProList's popular seminar series continues with Marketing Madness 2010. This year's edition expands upon the traditional "Postal Madness" format of previous years, devoting a significant portion of the morning to the latest in email marketing and other electronic messaging media. Our co-host and technology partner Real Magnet will be presenting on this critical topic.

Fear not, postal regulation lovers, the Postal Service has dished up the rich cornucopia of confusing rules we have come to expect, and we will bring order and action items to help you in responding to these new challenges. New tabbing rules, new flats flexibility rules, new address requirements, and Intelligent Mail status will all be covered, as well as how Postal austerity plans will affect your mailings in the future. Whee!

Many of our clients are making email marketing a bigger and bigger part of their communications program. We'll be joined by Tom Pines, the President of Real Magnet, who will be covering the latest in email marketing, web integration, and other electronic media such as RSS, SMS, and other initials we can't mention here. We'll help you bring balance to your postal mail/email marketing mix.

In fact, we're running a multimedia campaign for the seminar, including direct mail, email, landing pages, and even this newsletter. We'll be sharing the techniques we used, along with the results, at the seminar. You may be awed or amused, but it will definitely be interesting.

So come on down! We'll be at the Marriott at Metro Center, coincidentally located at the Metro Center station of the Metro. For those of you above ground, the address is 775 12th Street NW, Washington, DC. The ZIP Code is 20005 if you want to send them a letter.

Breakfast starts at 8:30, the seminar starts at 9:00, and we'll get you out in time for lunch at Noon. See you there!

[Click here to register!](#)

ProList Launches New Web Site

Now with Photos in Full Color!

Next time you're surfing the web (or right after you've registered for the Marketing Madness 2010 seminar at www.may20seminar.com) pop on over to www.prolist.com and check out our shiny new web site. As we refocus our brand and expand our services to include a wide array of direct marketing services, we've upgraded our web site to reflect the full range of services we offer.

Developing and communicating a brand is an important part of any company's growth strategy, and we talked to many of our clients and advertising professionals in developing a brand that reflects our real identity. The one characteristic that kept coming up is the innovative way in which ProList approaches our clients' challenges and developed new solutions. Our new tag line was a natural:

"We never stop thinking about your direct mail."

The fact of the matter is we don't. We are always thinking of new ways to make our clients' mail easier and more effective. We are involved in so much more than mail these days, from email marketing to fulfillment to data management and more. The truth is, we never stop thinking about your direct marketing. Stop by our new site and read case studies on how we helped our clients achieve success. We have added a lot of handy suggestions under the banner "Here's a Thought" as well. Surf on in! And check back in as we add additional educational resources in the coming months.

To learn more about ProList on our website visit: <http://www.prolist.com>

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