



July 6, 2017

Process Improvement at ProList! Whee!!

Sometimes boring is good...

Some say it's not a great time to be in the mailing industry...standard mail volumes are flat or declining, margins are thin, the Postal Service is more complicated than ever. But at ProList we're wrapping up our most successful year ever (we have one of those funny July – June fiscal years.) Volume, profitability, quality – they're all at record highs. It's a good time to be ProList – and a great time to be a ProList client.

Success doesn't just come from our good looks, although we *are* an unusually good looking group of people. We have refocused our energy into consistent process improvement, getting a little better every month. It's not very sexy, but the results have been fantastic. When you place a project with ProList, you can be more certain than ever that it will be done on-time and right.

Some of the highlights:

Way Better Data Processing:

Our Director of Data Services, Chris Konkel, has worked with his team to implement a new integrated software system that automates work flow, speeding turnaround time and reducing the chances for error. With complex repetitive projects, like renewals, this system gives ProList a huge operational advantage. This is a sweeping change in the way we process the data on projects. As we onboard more and more clients into this system expect better, faster results. ProList really stands out in our market as renewal specialists.

More Envelope Stuffing Power

We love fancy technology – coordinated marketing, digital color, landing pages,

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.



Quality Service Guaranteed!



PURLs – I could go on – but in the end, we believe in direct mail, and we need to be able to produce a LOT of it efficiently and accurately. To that end we have added four inserters in recent months, some equipped with camera systems and in-line inkjet capabilities that allow read-and-spray processing of match jobs. All of this increased throughput allows us to meet our clients' turnaround requirements more reliably than ever.

Our imaging and inkjet capabilities are among the most robust in the area, as well. If you haven't seen the ProList facility lately, please make a point to visit – we promise you will be impressed. David Mawyer, our Director of Operations has worked for the industry's biggest players. We're excited to have him at ProList

Contact Us Today!

Dave Lewis
dlewis@prolist.com
301 924-4545
www.ProList.com

A New Level of Project Management

Sylvia Taylor, our Director of Marketing and Client Services has put together the strongest project management team ProList has ever had. Possibly the most important thing we can do is make our clients' lives easier. From estimating to print coordination to choosing the best mailing method, ProList project management is one of our strongest assets.

More and more of our clients now use ProList for more than just mail production. Working with our print partners we provide print services for a growing portion of our customers. We can choose the ideal printer for projects of any size, and we coordinate the production.

A Total Focus on Improvement

Process improvement takes discipline and commitment. It is an understanding that there is no "good enough." We need to be getting better all the time. At ProList, we are reaping the benefits of our efforts with greater efficiency and better quality – which ultimately helps us keep customers and keep them happy.

Web Advertising, Fundraising, and Your Mail

OK, we'll admit it – this Internet thing seems to have some staying power. Maybe you've already figured this out. Still...if you're a fundraiser you can't get away from the mail. Your biggest donors like to mail a check to an appeal they plucked from their mailbox – the one at their house, not the one in their smart phone.

Still, fundraisers ignore the net at their own peril. A few things to consider:

- Your older donors are becoming, by definition, well...older. You need to be cultivating a new crop of donors from subsequent generations;



- Your older donors aren't sitting in a rocking chair knitting – they're online, too. If they do knit, they're watching YouTube for the latest stitches – or making their own instructional knitting videos;
- Fewer and fewer folks are writing and mailing checks. Online payment is an ever-growing segment of our economy;
- Undoubtedly you already have some web presence. If you're fundraising, you're in the mail. You really should have them work together.

Direct mail remains the most effective channel for finding big donors, and there are ways that the web and the mail can support one another – specifically through web display ads and web landing pages.

You know what web display looks like – banner ads and vertical ads - formatted for a variety of devices. While you can buy placement on some web sites, most web display ads these days are bought in an ongoing auction through either retargeting or IP targeting. The biggest player in this arena is Google.

Web display ads build brand and present the offer, but landing pages and direct mail are the primary drivers of response. This doesn't take away from the power of web ads – just know that they need to lead somewhere, and be reinforced by another channel.

ProList can match your mailing list to lists of individual IP addresses to have web display ads and even video appear on the computers and mobile devices of your prospects. By knowing when your mail is being delivered, we can coordinate your web ads to appear at the same time your mail is delivering.

ProList can also place cookies on your web site and landing pages to drive prospects back to your landing/donation page to encourage them to convert. Direct marketing leads prospects to your landing page. IP and retargeting boost response and conversion.

If you're looking for a way to boost the effectiveness of your direct mail fundraising, talk to ProList about our web marketing services – you may be able to boost response today and build for the future.

To learn more about ProList on our website visit: <http://www.prolist.com>
To stop receiving this email newsletter contact ProList to [List Unsubscribe](#)

ProList © 2017 All Rights Reserved
ProList Inc.
4510 Buckeystown Pike
Suite M
Frederick, MD 21704

Share this Email:

 Facebook  Twitter  LinkedIn



4510 Buckeystown Pike Suite M | Frederick, MD 21704-7537
1-888-PROLIST | Fax 301-924-2373 | www.ProList.com