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FOR IMMEDIATE RELEASE

NEW SERVICE FOR SMALL BUSINESSES

SIMPLIFIES USE OF DIRECT MAIL

ELMHURST, Ill. (June 22, 2009) – Direct mail is a proven way to generate leads and sales, yet many small-business owners avoid it because of the multiple details needed to orchestrate a successful direct-mail campaign. Marketing communications firm Bohringer Creative is introducing a new service, Simply Smart Mail, to simplify and manage the process, bringing push-button simplicity to busy entrepreneurs working with limited budgets.

“Direct mail involves a myriad of details, such as identifying what your package will look like, writing copy, designing your marketing piece, printing and mailing the package, and figuring out what variables to test. Many small-business owners get overwhelmed and give up,” says Simply Smart Mail creator Gary Bohringer, a marketing executive and graphic designer with 20 years of experience. “They don’t have the interest or desire to manage the process, so they use less effective marketing tools that are easier to manage, such as email marketing.”

Simply Smart Mail connects entrepreneurs with a team of direct marketing professionals who handle marketing campaigns from start to finish.

“Business owners need to decide to run a direct mail campaign and figure out what they want to promote. The Simply Smart Mail team handles the rest, from identifying mailing lists and variables to test, to designing, printing and mailing the packages, to following up with prospects who respond to the initial campaign,” Bohringer says. “The service also enables entrepreneurs to personalize web pages with prospect information and analyze campaign results.”

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SIMPLY SMART MAIL/ Add one

Bohringer adds that Simply Smart Mail is a cost-effective solution for small-business owners working with a limited budget. "Users have access to marketing templates, which gives them professional-quality design at an affordable price," he explains.

Simply Smart Mail can be used by virtually any type of small business, including retail businesses, service businesses, associations and other non-profits. For more information, visit <http://www.SimpleSmartMail.com>.

About Bohringer Creative Inc.: Bohringer Creative, Inc. is an innovative marketing communications firm that produces measurable results for small- and medium-sized businesses. The company handles marketing campaigns from start to finish, providing a full spectrum services that include marketing strategy and consulting, copywriting, print and web design, web programming and hosting, Internet marketing, and pay-per-click advertising campaign management.

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