From: KCDMA
To: Jessica Best;
Subject: April 09 E-News: Build a Personal & Business Following on Twitter
Date: Tuesday, April 07, 2009 3:48:12 PM

April 2009

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Going Green: How to Reduce Your Marketing Carbon Footprint

with Ann DeLaVergne and Gale Ward of ecoEnvelopes

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April 14, 2009 | $30 Member | $45 Nonmember
11:00 - 11:30 A.M. Registration & Networking | 11:45 A.M. - 1:00 P.M. Lunch & Program

Figlio Tower, The Plaza Room, Country Club Plaza
209 West 46th Terr, Kansas City, MO 64112 map it

KCDMA celebrates Earth Day this month with green solutions for direct marketers!

"Do Not Mail" lists are growing, and direct marketers must adapt. Will you have to shift all your budgets to interactive? Learn the answer, along with creative new ways to leverage direct mail, even in the face of explosive environmental concerns. Here's some of what you'll learn:

- Important national environmental initiatives from the DMA, USPS and EMA (Environmental Media Association)
- How to make changes to your direct mail programs to satisfy consumers
- Real-life case studies from local companies that have gone green successfully
- A checklist of innovative solutions for your business and mailing practices

NOTE The 2009-2010 KCDMA Board will be presented for installation at the April Meeting. To vote in next year's board, make your reservation now!

Register Now! Or call 816.561.5323 to reserve your seat.
Hurry, registration closes this Friday, April 10th at 5 P.M.

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Thank You to Volunteers and Committee Members

From all the members of the KCDMA 2008-2009 Board, *thank you* to the volunteers and committee members that made our events and community service project happen this year and continue to keep the association thriving as one of the largest DMA chapters in the nation!

See a full list of Volunteers & Thank Yous...

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Ruf, Best Named 2009 Bob Stone Direct and Young Direct Marketer of the Year

The AMBIT Awards brought many winners to light, but these two direct marketers were singled out as exemplary in the direct marketing field.

Kurt Ruf, Partner at Ruf Strategic Solutions, was named as the 2009 Bob Stone Direct Marketer of the Year. He thanked his partners, the Ruf brothers, and his late father for their work, dedication and inspiration.

Jessica Best, Marketing Manager at emfluence, was named 2009 Young Direct Marketer of the Year, accepting the award from last year's winner, Steph Ayers. She gave props to her previous director, Amy Hamm, her current team at emfluence and the dynamic 2008-09 KCDMA Board.

For a list of past winners, visit our Leaders & Award Winners page.

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The Top 3 Things I Learned at DM Days 2009 - PM Session

- Use irreproducible bar codes on web coupons to trace your user all the way back to the keyword they used and the landing page they saw (talk about measurability!) - Ken Robbins' session on Search Marketing
- Chacha.com: not only cool for the user (ask any question and get the answer from a person), but fully targetable by type of question asked, geographic region, etc. - Pamela Sandler & Angela Ridpath's session on Emerging Technologies
- Listen to your audience and show them you're paying attention, like Norwegian Cruise Line did when they "messed with Monte" and put notes in their 40-day campaign in reply to his comments on a cruise-focused message board ("Sorry Monte, you're not a winner..." - Dave Cacioppo's session on Email Marketing Good, Bad & Wow!

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AMBIT Awards 2009 Big Winners

Congrats to the big winners at the AMBIT Awards:

- Best of Show - Sprint, PB&J Wireless Integration Campaign
- Most Bang For the Buck - BKV, Carolina Cat Lead Generation Campaign
- Most Innovative Solution - Mail Print, Gladstone Community Center Acquisition Campaign

See a full list of winners...

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Member Logo To Be Available for 2009-10 Members

A 2009 Membership Logo will be available to all renewing KCDMA members! We will make the logo available in high resolution so that members can identify themselves in print and online.

To renew your membership now, go to www.kcdma.org and click "Renew." To become a member, email Louie.Smith@bcbsks.com or go to the website and click "Join."

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How to Build a Personal & Business Following on Twitter

by Jim Gilbert, originally posted on eMarketingandCommerce.com

If you're not already familiar with it, Twitter is an interesting microblogging application that allows you to send small messages - called "tweets" - to people's cell phones and Twitter homepages. These messages are limited to 140 characters, the maximum length of an SMS text message.

I've been using Twitter for a short time now and have built up more than 100 followers. Many followers subscribe to my Twitter feed unsolicited.

Business Twitter Tip #4:

Ask questions. Twitter, like any social network, is all about conversation. Make sure you have someone who can spend time working with your followers to answer their questions. Engage your followers to provide information about how to make your company even better. And, harnessed correctly, Twitter can be an exceptional customer service tool as well.

See all twelve tips...

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