



SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



YES, A USPS POSTAGE INCREASE IS COMING, BUT DON'T LET THAT SCARE YOU OFF. WE KNOW HOW TO HELP CREATE HIGH-ROI DIRECT MAIL THAT MAKES A DIFFERENCE

The [Postal Service is set to increase postage rates on July 9th](#) as part of the USPS Delivering for America plan, which is a 10 year initiative designed to help the USPS achieve financial stability and service excellence. While the \$0.03 postage hike for First-Class Mail® may increase the cost of print communications like direct mail, it actually presents an interesting opportunity for companies to think more strategically about how to create [high-ROI direct mail campaigns](#).

This is where our commitment to print marketing innovation and problem-solving helps our clients optimize their direct mail to get the most out of their print marketing budgets. For example, here are a handful of recommendations we offer clients who come to us looking to get the most out of direct mail:

- 1). **Use data processing** to help improve the accuracy of your mailing list
- 2). **Opt for more targeted mailing lists** that include contacts who have expressed interest in your products or services, or engaged with your marketing materials
- 3). **Incorporate digital components** into your direct mailer — like custom URLs or quick response (QR) codes — to increase your response rate
- 4). **Adopt a data-driven approach to print** that uses variable contact data to create personalized, highly targeted messaging that resonates with recipients
- 5). **Increase the hygiene of your mailing list** — i.e. maintaining your CRM data to ensure the contact information your direct mailer is built on is clean and up-to-date

But this is just the beginning when it comes to optimizing your direct mail campaigns, and our decades of experience as a trusted print marketing services partner can help you create a personalized direct mail strategy that delivers high ROI and helps you achieve your sales goals.

[LEARN MORE ABOUT OUR APPROACH TO HIGH-ROI DIRECT MAIL](#)



STILL A LITTLE SKEPTICAL ABOUT THE POWER OF PRINT IN REACHING YOUR TARGET AUDIENCE? HERE ARE SOME STATS THAT MIGHT CHANGE YOUR MIND...

[A recent study on the ability of B2B print communications to influence commercial buying decisions](#) unearthed some interesting data points on the value consumers place in print compared with digital marketing channels:

- 40% of those surveyed said print was **the better tool to facilitate customer acquisition**
- 83% of respondents reported that they expected **their print communications budgets to increase** during the next two years
- 90% of respondents identified print as an **important communication tool** for their organization

Whether it's [a postcard mailing program](#), an [account-based marketing \(ABM\)](#) campaign, or [a web-to-print solution](#) that streamlines the creation and mailing of personalized sales and marketing collateral, our approach to print communications can help you create customized pieces that get the most out of your print marketing budget.

[LET US BE YOUR PRINT COMMUNICATIONS PARTNER](#)



VARISPARK CORE VALUES: STEWARDSHIP

This year, we're using our newsletter to highlight Varispark's core values. Each quarter we'll look at one core value, its place in our mission, and how we strive to exemplify that value each and every day.

This quarter we want to talk about [STEWARDSHIP](#): What stewardship means to us, how we strive to demonstrate stewardship in how we conduct our business and interact with our customers, and how the people who make Varispark go exemplify stewardship every step of the way.

At Varispark, stewardship is about being thoughtful and deliberate about how we use our resources, the investments we make in technology and equipment, and how we put our team members in a position to succeed for our clients and for themselves.

Part of being a good steward is not being wasteful or careless with what you've earned, and it's also about putting what you've earned — be it acclaim, money, or the talents and skills of those around you — to good use in service of creating a responsible environment in which to do business.

What makes the Varispark approach to stewardship unique is that we don't take for granted the good fortune we've experienced, and we make a concerted effort to combine that good fortune with hard work, commitment, and a desire to do the next right thing to create a positive experience for everyone we connect with.

Stewardship is a foundational element of every individual at Varispark. The importance we place on stewardship drives each project we undertake, every relationship we build, and the success we all experience.

MEET THE PEOPLE OF VARISPARK

Luz Ramos

Senior Production Specialist



Luz Ramos has an interesting history with Varispark. She joined our team in 1995 after visiting from Mexico and seeing firsthand — her aunt was part of the Varispark family at that time, and her mother briefly was as well — the passion and commitment our employees bring to the job each and every day.

Luz began her career with Varispark as a sorter, and, after she proved to be a quick and interested learner, she moved over to our operations team where she's spent the last 28 years achieving a true mastery of the machines that help us provide high-quality print to our clients.

As a self-motivated individual, Luz embodies our dedication to stewardship by making the most of her talents and skills, and by continually challenging herself to learn and grow. What's more, she demonstrates stewardship by imparting her knowledge, skills, and time to other members of the Varispark production team in service of creating a positive, productive, and encouraging work environment.

A resident of Dallas, Texas, Luz has five siblings (4 sisters and 1 brother). In her spare time, she enjoys cooking, bicycling, and exercising.

We couldn't be more grateful to have Luz as part of the Varispark family, and we look forward to many more years of watching her grow and succeed as part of the operations team and our company.



We'd love to hear from you. Reply to this email with your questions and comments or [contact us](#).