

C • POINT MARKETING



“The future ain't
what it used to be.”

Yogi Berra

Whether you are mailing to thousands of people, or just need one information kit assembled and shipped, C-Point Marketing offers customized mailing and fulfillment services to meet your needs.

Our state-of-the-art equipment and software make it possible and our knowledgeable staff of professionals make it happen.

Direct Mail Services deliver a measurable bottom line impact.

If you would like more than just a good response to your mailing and want more than just an address on your mailer,

C-Point Marketing can add varying degrees of personalization.

- Photo or image upload.
- Personalized Post-It™ notes.
- Personalized messages from your agents.

Example:

During a recent direct mail campaign, C-Point Marketing applied a Post-It™ note by the address. Each Post-It™ note had a message personalized for each recipient.

The client reported that the responses from this campaign were significantly increased.

We keep your postage costs as low as possible.

- USPS-approved software for sorting mailing lists and ordering records.

Helping the U.S. Postal Service do its job more efficiently is the key to saving money on postage. C-Point Marketing employs powerful, USPS-approved software to sort your mailing list into delivery order, saving time and postage expense. In fact, we always look at all mailing options and choose the sorting method that nets you the most savings.



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Get your mail where you want it, when you want it there.

- C-Point Marketing contracts with the fastest package carrier to transport mail to the bulk mail center nearest your delivery points.
- Your mail will be delivered in days, not weeks.
- Allow C-Point Marketing to print and warehouse materials for you.
- Drop your mailings at pre-appointed times.
- Avoiding additional costs is a C-Point objective.

Fill requests for information without filling up your warehouse with excess collateral materials.

C-Point stores all your collateral materials, pulls the components you specify, and assembles them into kits to pack and ship.

From one kit to thousands, no matter how many versions, C-Point Marketing has the right tools and staff to fulfill requests quickly and accurately.

If quickness, accuracy, and economy are concerns to your company, C-Point Marketing has the answers.

