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UNDER THE SHELL

A Free informational publication for direct marketers



January 3, 2013

SnailWorks Introduces Snaily.me Grab a GURL and get even more social with SnailWorks!

OKOKOK...you know you're supposed to incorporate social media into your marketing, so you feverishly tweet through the night, and post the pictures of your office staff wearing Santa hats at the holiday party on Facebook and Pinterest, so you know lots of people like you...and digg you...and share you. You've got Klout! The question is – can you make any money with all of this? Are you covering the salary of the new college grad you're paying to keep up your social presence? SnailWorks™ and Snaily™ can help!

Of course social marketing is not exactly about response. There is brand and presence building involved, and a brand personality you're trying to develop and enhance. Still, when you have a direct marketing or fundraising campaign going on, and you tie social media in, it would surely be nice to know how all those social activities are helping – or *not*.

Now, SnailWorks lets you tie your social posts into your direct marketing campaigns and identify every time your campaign gets a hit from one of your social posts – and know exactly which one it was – all on your main results dashboard.

It's as simple as clicking a snail.

Once you've created a campaign, you log into that campaign and click on the Snaily icon to bring up the Snaily pane:

The screenshot shows the SnailWorks dashboard with a campaign summary and a modal window for creating a Snaily.me link.

Campaign Summary:

- Campaign Name: DMA Thank You Follow Up
- Campaign PO: 43617
- Drop Date:
- Estimated Qty: 51

Direct Mail Delivery:

In-Home Date	Count	% Complete
Thu Nov 01, 12	8	15.7
Fri Nov 02, 12	23	45.1
Sat Nov 03, 12	1	2.0
Mon Nov 05, 12	4	7.8
Wed Nov 07, 12	1	2.0
Totals:	37	72.60

Grab A Snaily! - Choose from one or more social media channels.

Please create a unique *SNAILY.me* link to be pasted into each social media posting. This will allow you to measure traffic by both effort and source. After clicking the generate button, copy and paste each snaily link into your media post or tweet. If selecting OTHER please indicate what media it is so we can add to our list.

Effort Description: Clever snail joke

SnailWorks™ Landing Page: <http://dma12.mailmeetspuri.com>

Custom URL:

Targeted Media	Snaily.me Link	Short-Cut
<input checked="" type="checkbox"/> Facebook	http://snaily.me/3QL5	Like 0
<input checked="" type="checkbox"/> Twitter	http://snaily.me/3MM2	Tweet 0
<input type="checkbox"/> LinkedIn		
<input type="checkbox"/> Google+		
<input type="checkbox"/> Other		

Buttons: Generate Links, Close

Make a name for your post: Keep it simple – maybe “Facebook post Jan 1 2013”. Click the “generate links” and SnailWorks will generate a link for you, using our URL shortening domain, Snaily™.me, so we don't burn up your precious posting characters. If you're creating a post for multiple sites, you can get a Snaily™ for each of them. Just copy and paste the links, or use our built in short cuts. Snaily is self-service, so you can post anytime you like, night and day. And, every time someone comes to your landing page from a Snaily.me link, we'll know exactly what posting they clicked on, and on what social site.

You can use Snaily.me in other places, too. Running banners ads? Use a unique Snaily on each one to measure effectiveness. Billboards? Print ads? Sky writing? Crop circles? Include a Snaily.me link – you can even embed them in a QR code, although QR codes are difficult to sky write.

Snaily.me links are different from PURLs in that they are not personalized to an individual – but they are very specific to a channel, posting, or ad. And they lead prospects directly – and measurably – to your offer. Technically, they are a specialized type of general URL (GURL).

So, go to SnailWorks, use Snaily.me, grab a GURL, and let's get social!

Year-End Fundraising Scores Big with SnailWorks! People like giving money to a snail

SnailWorks has been well established as a lead generator, sales booster, and renewal enhancer. Now we can add “fundraiser” to that list – and how!

This year, we helped two clients strengthen their online giving efforts, and the numbers were impressive. While the numbers are still coming in, one group, [Potomac Conservancy](#) – a Washington area environmental preservation and advocacy group – increased online gifts by more than 30% using SnailWorks as their multi-channel platform. SnailWorks created and maintained a donation landing page, and provided access through PURLs, QR codes, and email links that allowed them to measure all activity in detail. The results were impressive.

The organization sent out their usual direct mail efforts, but this time they followed up the direct mail with coordinated email messages, designed to arrive just after the direct mail. From there, they were directed to SnailWorks managed landing pages to make their donations. Even donations made from the organization's home page were directed to the donation page we built, allowing unprecedented measurement and control of all online giving activities. SnailWorks did all of the technical pieces, including setting up online payment services. [Potomac Conservancy](#) (and their consultant [Ann Monnig](#)) handled the strategic, and SnailWorks provided the tactical and technical tools, coordination, and reporting.

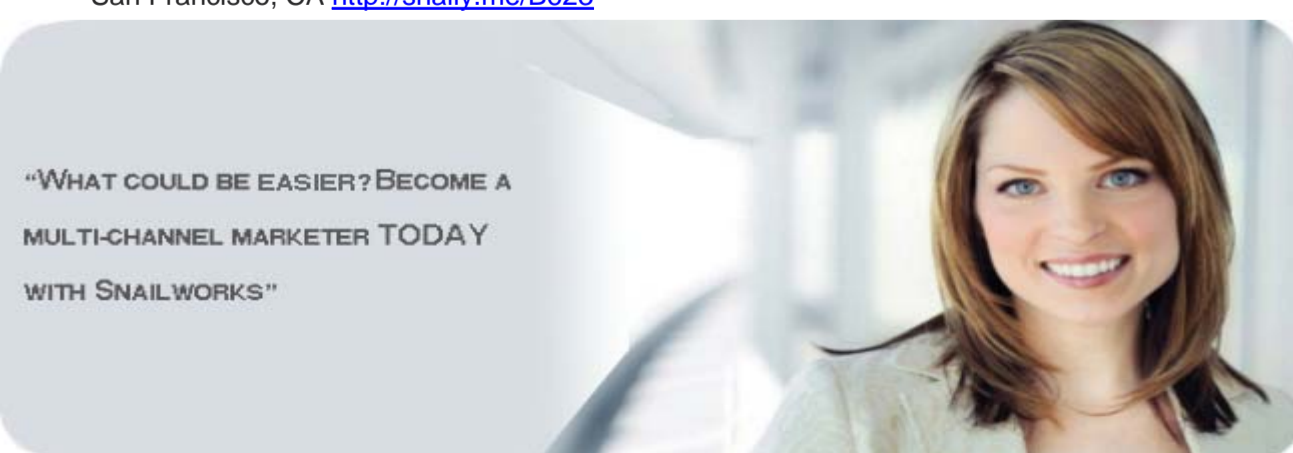
Mailed in donations continue to garner the lion's share of charitable giving, but nonprofits are recognizing the importance of giving their donors new channels, and the popularity of online shopping carries over to online giving. Let SnailWorks help your clients build their online giving tools.

Stay tuned for a detailed case study on [Potomac Conservancy's](#) multi-channel efforts!

SnailWorks On The Road

Catch us live as we begin our 2013 World Tour:

- January 16, 2013: Chicago IL Postal Customer Council – Presentation on Multi-Channel Marketing <http://snaily.me/QHVS>
- February 5 - 8, 2013: AMSP/MFSA Mid-Winter Conference – St Pete Beach, FL <http://snaily.me/10EB>
- March 18 – 20, 2013 National Postal Forum— San Francisco, CA <http://snaily.me/B623>



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