

## Remixed Mail

By Joe Bunn for Mobile Beat Magazine

Usually July and August are slower months (at least down south here in NC where it's 100 degrees daily). Things of course ramp back up in the fall for wedding season, but it's nice to use slower times to assess your current marketing plan. As I was doing a few marketing type things the other day in the office, I noticed how old school was still cool. In other words, there are things that my dad's company probably used back in the day to gain customers that you can flip and use in the year 2015. Sometimes you have to think like the ad guys from "Mad Men" but without the skinny ties and tie bars (actually, disregard that, I wear both). Think like those guys, but with a modern twist.

For a long time I took "snail mail" out of my marketing repertoire. It seemed dated and silly in the world of email...that is until email overload became a real thing. I remember in my younger days having my first AOL account. Logging onto that big desktop computer and hearing "You've Got Mail!" when you fired it up got me stoked! What was it? Who is emailing me? Now I see that little number of unopened emails sitting on the icon in the dock of my Mac and think "Holy smokes, how am I gonna get through all of those?" Guess what? Everyone feels like that these days and it's actually rare and unusual to get a piece of mail in the mailbox. Do yourself a favor right this minute. Go to [sendoutcards.com](http://sendoutcards.com) and set yourself up an account. I'm not sure if you have to have a "sponsor" because I think if you want to, it can be like a multi-level marketing business. I don't opt for that part of it, but it's up to you. In any case, this is where I send all of my cards from.

Can you remember the last time you got an actual birthday card in the mail from someone? I can't! All I get is 1000 people on facebook saying "HBD!" Dude, you can't even type out "Happy Birthday" to me? Good grief. Talk about lazy. I won't lie, this is going to take some time and effort on your part, but start collecting birth dates, not only from your friends and families, but from everyone that you care about in the industry-wedding planners, photographers, cake makers, dress shops, any and everyone that could possibly be a referral source for your DJ company. It's actually really easy. Email addresses are usually on their site or on the stack of business cards you collect from all of the vendors you work with (you do collect those at every gig right?). Simply create a mass email using mailchimp (if you want it to look sexy), or a simple email right from your Gmail or MacMail program will also work. Basically, it goes something like this, "Dear XXXX, I'm updating my contact list and would love to have your birth date. Don't worry, I'm not going to ask for the year (although you are welcome to share that as well)! Thank you and I can't wait to see you on the dance floor! Sincerely, XXX". See how easy that is? You'll be shocked at how many people respond or send back funny things like "I expect a gift!". Little do they know, they will be getting one (or at the very least an awesome card).

Now, the beauty of [Sendoutcards.com](http://Sendoutcards.com) is that you can actually create custom cards and templates that you save and come come back to each time you want to send out

a birthday card. You can write them all at the beginning of the month (like I do) and schedule when they go out so the person gets it on or right around their actual birthday. They take about 7 days to get printed and mailed there so keep that in mind. So what's on mine? On the front cover, we have a picture of all of my DJs (looking very "Reservoir Dogs" cool I might add) and it says "Happy Birthday from Bunn DJ Company". The inside is basic, all white, and says "Dance Like No One is Watching!" On the bottom of the fold, I just add a simple note along the lines of "Dear XXX, It was so great working with you at the Smith/Jenkins wedding last month. I hope to see more of you! Also, all of us hope that you have a great birthday! See you soon! Sincerely, XXX". Once you start doing this, you will be shocked at how many people will text, call or event post to instagram about how classy and old school cool you are!

One more way that we use sendoutcards and "snail mail" is to gain more amazing Wedding Wire reviews. But Joe, how do you do that? Simple! This is so money. So at every wedding, I'm sure you take a bunch of pictures right? The first dance, the unique cake, maybe some interesting décor. If you aren't, shame on you. Start doing that! A few days after the wedding, log in to your SOC account and create a custom card with the cover being one of those awesome photos. On the inside we write, "Dear xxx & xxx, What an amazing reception! I hope that you guys had as much fun as I did! If you don't mind, please take a moment to visit [www.eventwire.com/review/BunnDJCompany](http://www.eventwire.com/review/BunnDJCompany) and let everyone know that you had a great time. Here's to many years together! Cheers, XXX". Some of my guys even add in their personal mailing address in case that couple "forgot" to break them off a tip. Now, how awesome is it going to be when that couple rolls in from their honeymoon and opens a card that literally has a picture of them doing their first dance on the cover. Do you think anyone else involved in the wedding is going to do that? Nope! Game over, you win!

I hope that you'll do a little "remix" on snail mail and bring it back into your marketing plan. Maybe we can save the USPS (or not). Good luck DJs!