



FEATURED ARTICLE

10 Ways to Create Synergy Between Social and Traditional Media



Acxiom in the News

- ▶▶ Direct Social Media Marketing Now Available
Companies seeking to launch profitable and measurable direct marketing campaigns through social media now have access to the necessary capabilities through a first-of-its-kind platform
- ▶▶ Holiday Spending: More of the Same or Back in the Game!
- ▶▶ Acxiom Receives Top-10 Rankings in Global ITO Customer Satisfaction Survey

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Have you jumped into the deep waters of social media? Does your company have a blog? Are you “tweeting?” Are you part of a Facebook community? Have you heard of Ning? And are you building a network of colleagues on LinkedIn?

There’s no question that social media can help you engage with customers, but did you know that it’s also a low-cost, efficient way to boost response to your traditional media promotions? [Read more.](#)

MARKETING KNOW-HOW

Support Lead Gen Efforts in 140 Characters or Less

Twitter is one of the fastest growing social media tools and it’s fantastic tool to support your marketing and sales efforts. Building a Twitter community is a great way to drive leads to your website, make special offers, build preferred partner programs and provide valuable content and resources – all efforts to build loyalty and long-term customer value. [Read more.](#)

CONSULTING CORNER

Fight Attrition with Direct Mail

Direct mail may not seem as sexy as social media these days, but neglect it at your own risk. In a recent article on the top mailers of 2009*, it appears that companies that are actively maintaining direct mail campaigns are experiencing lower customer attrition rates than those that have scaled back their direct mail efforts. [Read more.](#)

WHITE PAPER

Throw Away That Sales Pipeline— Let's Start a D-Cycle Party?

Companies spend months, even years, building up their pipelines. They monitor and report on them daily, weekly and monthly. These pipelines keep sales channels whipped into a frenzy. After all, a sales pipeline is a company's lifeline. Without it, what would happen to revenue? Find out in this white paper by Lance E. Osborne, Global Marketing Director for Acxiom.

[Download a copy.](#)



Let us know what you'd like to learn more about in future issues of Acxiom's Info Xpress.



Acxiom, the global leader in interactive marketing services, provides clients with the consumer insight they need for effective and profitable marketing decisions across channels and throughout the enterprise.

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