

DMN Serves Up Strategic News for Marketers

DMN's new RSS feed, dmnViews, is an aggregation of the latest best practices from top marketing publications and research organizations – served hot.

HOUSTON, TX (January 16, 2007) – Direct Marketing Network (DMN) continues to reinforce its position as a marketing industry expert by launching an RSS news channel just for marketers, called dmnViews.

Really Simple Syndication (RSS) is a lightweight file format designed for sharing Web content quickly and seamlessly. In the past five years, RSS has become the de facto standard for online news publications. DMN is embracing this technology to provide immediate access to pragmatic marketing news, summaries and commentary relevant to BtoB and consumer marketers.

“We want to provide our clients and colleagues access to the same professional forum we’re tapping into every day, and this technology is the perfect medium,” said Pam Lockard, DMN president.

Visitors to dmnViews can choose topic categories relevant to their needs, including Catch the Trends, Drive Your Market into Action, and Save Time with Best Practices – all from one easy-access page. Visitors who stop by directmarketingnet.com once or twice a week can view new postings or subscribe to the feed.

DMN is committed to adapting the latest technologies as tactical tools for strategic marketing. With the growing popularity of blogs, pod casts and news feeds, marketers are exploring how to use them to build loyalty and generate leads. However, the time expense of maintaining a conversational blog can be hard to justify.

“That’s why DMN is testing a one-way news channel approach. It requires a lot less staff time to maintain, and still delivers highly relevant content, tailored for marketing professionals,” said Paul Roland, DMN online marketing director. “Our clients are always looking for more effective ways to touch their customers with regular frequency. We’re demonstrating how RSS technology can be used to push company news out in a manageable, cost-efficient format,” he added.

About Direct Marketing Network

Direct Marketing Network is a full-service agency that connects businesses to their customers using proven direct response methods. A strategic partner for companies that want improved accountability, Direct Marketing Network delivers insightful campaigns, flawless execution and measurable results – on time and on budget. The agency comprises a seasoned team of marketing, creative and technology experts, and is a recognized resource for direct marketing best practices. Online and offline solutions encompass Web, e-mail, direct mail, search engine optimization, print advertising, multi-cultural marketing, brand management and corporate communications. Founded in 1992, Direct Marketing Network is a trusted partner for these client industries: banking, retail, education, energy, financial services, healthcare, industrial products, insurance, real estate and technology. For more information, please visit: www.directmarketingnet.com.