



New Direct Marketing Networking Groups Launched Nationwide by National Mail Order Association (NMOA)

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"Online Social Networking is all the rage, but business does not live by the net alone, face-to-face networking is still vital to business and career success, these new networking groups combine the old with the new for super networking." says NMOA president John Schulte.

PR9.NET March 28, 2008 - United States, MINNEAPOLIS, MN – In an effort to start connecting everyone involved in direct marketing and mail order together with others in their own area, the National Mail Order Association (NMOA) is creating individual Direct Marketing Networking Groups in each state of the USA.

One of the unique aspects of this endeavor is the NMOA incorporating the social networking site Facebook as the first point of contact. "Connecting with people online is great," says John Schulte, president of the NMOA. "It is convenient and free, but we are social animals, and in person face-to-face networking is still an important component for business and career success, no matter how well the Internet connects us electronically. Our strategy is to combine the best of both worlds to create a highbred networking system; true power networking for all."

The online Facebook groups will be for day-to-day networking and information sharing, and once a month or more, members will coordinate local outings for some face-to-face networking, and have a little fun at the same time. The best part, it's all free, the NMOA will not be requiring membership to be part of any of these groups. There is no better way to accomplish your overall business goals and have some fun at the same time than meeting face-to-face with people of similar interests and goals.

"These new networking groups are needed," says Schulte. "You can't deny it, direct marketing is the way of the future, almost every business now utilizes at least one direct marketing tactic for creating sales, be it the web, direct mail, catalogs, infomercials, television home shopping or response ads in newspapers and magazines, and people want to learn more, especially the small business and budding entrepreneur! These new groups fill that need at a price everyone can afford—free!

So far, direct marketing groups have been set up for 19 states and one main group for international connectivity. New states will be added as people request them. People that want to get involved on a leadership level in their state will be made officers of the group.

Every group is set up so members can start a discussion, ask questions, share links, promote their company, and post videos and pictures. If for no other reason, people should join their state group as part of their overall Web 2.0 strategy.

Links to currently active states can be found here: <http://www.nmoa.org/articles/dmnews/NewNMOANetworkingGroups.htm>

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About National Mail Order Association (NMOA)

The National Mail Order Association, (NMOA) is a 35-year old professional organization that provides information, education and business contacts to small to midsize businesses and entrepreneurs that employ mail order and direct marketing tactics for selling goods and services.

In 2007, marketers — commercial and nonprofit — spent \$173.2 billion on direct marketing in the United States. Measured against total US sales, these advertising expenditures generated approximately \$2.025 trillion in incremental sales. In 2007, direct marketing accounted for 10.2 percent of total US gross domestic product. Also in 2007, there were 1.6 million direct marketing employees in the US. Their collective sales efforts directly supported nearly 9.0 million other jobs, accounting for a total of 10.6 million US jobs.

Source: Direct Marketing Association (DMA)

Phone: 612-788-1673
Website: <http://www.nmoa.org>
E-Mail: schulte@nmoa.org
Address: 2807 Polk Street NE, Minneapolis, MN 55418