

**FOR IMMEDIATE RELEASE**

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**MarketingSherpa's Anne Holland to Present  
"Top 5 E-Mail Marketing Quick-Fixes for Highest Impact"  
at Philadelphia Direct Marketing Association (PDMA)  
Luncheon Meeting**

**March 21, 2007  
Hilton City Avenue \* Philadelphia, PA**

Philadelphia, PA – February 5, 2007 – Anne Holland, president and founder of MarketingSherpa, will share her extensive knowledge of online and offline Case Studies, benchmark data, and best practices with regional marketers at the March Philadelphia Direct Marketing Association (PDMA) luncheon meeting. The meeting will be held at the Hilton City Avenue located at 4200 City Avenue in Philadelphia, PA on Wednesday, March 21, 2007.

Holland's topic is **"Top 5 E-Mail Marketing Quick-Fixes for Highest Impact: Based on Results, Data & Lab Tests"** and will be followed by an audience question-and-answer session.

"As E-mail marketing has become a significant component of direct response campaigns over the last decade, marketers from all industries continue to reach for more information on how to improve and optimize this channel," said Rod Ammon, PDMA president.

"We're very pleased to bring an internationally recognized marketing expert to Philadelphia area marketers. MarketingSherpa provides practical, specific information that helps us all do a better job of marketing, and we're delighted to have Anne join us."

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## PDMA MARCH MARKETING SHERPA – 2/3

MarketingSherpa is a research firm that publishes relevant how-to references for marketing professionals. Founded in 2000, MarketingSherpa produces Marketing Benchmark Guides, Buyer's Guides, and conferences such as MarketingSherpa's E-mail Summit and MarketingSherpa's Demand Generation Summit. The firm's eight free newsletters are read by 237,000 marketing professionals worldwide each week.

According to the company's Web site, the name Sherpa "refers to the Sherpas of Nepal who guide climbers up Mount Everest." MarketingSherpa's goal is to be friendly native guides who help make the tough climb toward great marketing results a bit easier by quenching marketers' thirst for research on "what works."

Holland began her career more than 20 years ago as an award-winning direct marketer in the business information industry. She worked for such publications as *Aviation Daily*, *Jane's Defense Weekly*, *Media Industry Newsletter*, *PR News*, and *CableFAX*. An online publishing pioneer, Holland helped launch several of the world's first profitable subscription Web sites. She founded MarketingSherpa, Inc. in early 2000.

A seasoned speaker in high demand, Holland offers keynote addresses at high-profile direct marketing events, including MarketingSherpa's summits in New York, Boston, Chicago, and San Francisco. She is frequently quoted by the press including the *Wall Street Journal*, *New York Times*, *Fast Company*, *Target Marketing*, and *DM News*, as well as hundreds of industry blogs.

DMW Worldwide, LLC, a top-ten, award-winning direct response advertising agency headquartered in Wayne, PA, is sponsoring this program, which is open to PDMA members and non-members.

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## **PDMA MARCH MARKETING SHERPA – 3/3**

Day-of check-in begins at 11:30 AM at the Hilton City Avenue located at 4200 City Avenue in Philadelphia, PA. The presentation, complete with 15 minutes for questions and answers, runs from 12:00 Noon to 1:00 PM and is followed by lunch. The cost for PDMA members is \$55; non-members pay \$85. Reservations are recommended for what is anticipated to be a sell-out event. To register online, visit [www.the-pdma.org](http://www.the-pdma.org). For information, call the PDMA at 610-642-2616 or e-mail: [Contact@the-pdma.org](mailto:Contact@the-pdma.org).

### **About MarketingSherpa, Inc.**

MarketingSherpa, Inc. is a research firm publishing case studies, benchmark data, and how-to information read by more than 237,000 marketing professionals every week. Praised by *The Economist*, *Harvard Business School's Working Knowledge Site*, and *Entrepreneur.com*, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reporters. For more information, visit [www.MarketingSherpa.com](http://www.MarketingSherpa.com).

### **About the Philadelphia Direct Marketing Association**

The Philadelphia Direct Marketing Association (PDMA) is a non-profit membership association consisting of more than 500 members throughout Philadelphia, Southern New Jersey, and Northern Delaware. The PDMA has served the direct marketing community through education, information, and networking services since 1943. For more about the PDMA and a schedule of upcoming meetings and events, visit [www.the-pdma.org](http://www.the-pdma.org).

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