

DANBURY, CT, November 19, 2014 **/24-7PressRelease/** -- Macromark Inc. (www.Macromark.com), a progressive direct mail company specializing in acquisition, retention, and monetization, is announcing its involvement with Li-Lac Chocolates in revamping their direct mail strategy for the upcoming holiday season.

With three locations in Manhattan, NY, Li-Lac Chocolates is a premier retail gourmet chocolatier. Upon deciding something more than the standard local list they previously utilized in their direct mail efforts was required, the company contacted Macromark to help diversify their outreach.

"Li-Lac Chocolates reached the point where they felt that there had to be better list options," says Dave Klein, CEO and President of Macromark Inc. "Originally using average local mailing lists in their direct mail campaigns, the company reached out to Macromark to see if we could help steer them in a different direction."

Klein explains that Li-Lac Chocolates' initial strategy was to mail an oversized or flat postcard to residents within a half-mile radius of each location. However, in an effort to push for growth, Macromark decided to rework its creative strategy and design eye-catching self mailers that highlight some of the most prominent molded chocolate designs.

"The goal was to really be creative to ensure our targeted direct mail strategy drove traffic to Li-Lac Chocolates' online store," he adds. "In years prior, they lacked the proper execution in this form of marketing, which prevented them from having a higher level of success."

Klein notes that Macromark also revamped Li-Lac Chocolates' local strategy to incorporate more of a product sampling approach with targeted direct mailing lists that expanded on the footprint and brought attention to the quality of their product.

"Li-Lac Chocolates is confident in the product they're producing, so we felt it should be put out there to let people taste for themselves. Why wait for a click of a Google link in order to be discovered when you could push your prospects' buttons yourself?" Klein concludes. "We at Macromark encourage anyone in the Manhattan area for the holidays to stop by any of the three Li-Lac Chocolates locations."

About Macromark Inc. Macromark Inc. specializes in providing targeted and relevant consumer and business lists used for prospecting, lead generation, and direct marketing sales. The company is one of the largest direct mail and targeted list brokers in the U.S., providing additional services in e-commerce, insert media, print media buying, and database marketing services. Macromark Inc. currently has over 300 consumer and business-to-business clients across the U.S., Canada, and internationally. The company prides itself on exemplary service and clear list management and brokerage objectives. To learn more about Macromark Inc., visit <http://www.macromark.com>, contact Macromark Inc. at 845-230-6313 or by e-mail at david@macromark.com, or visit its location at 39 Old Ridgebury Road, Suite C3, Danbury, Connecticut, 06810.