

BusinessWeek



How to Combine Direct Mail with Online Marketing

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Today, the highest-impact marketing campaigns strategically combine direct mail with online marketing to yield impressive results. If direct mail is well targeted, conceived, written, and designed, it has a much higher likelihood of being read over hundreds of irrelevant electronic messages your audience receives each week. Think about it. How much e-mail do you get? Compare that to your snail mail. To create direct mail that has a chance of making it past an administrative gatekeeper to a senior executive's desk, remember the following critical success factors:

- 1. The list.** Make sure you are mailing to the right prospect/customer segment and that your list has been recently scrubbed. An outstanding campaign will not generate the results you want if it does not reach the hands of your target audience.
- 2. The offer.** The question "What's in it for me?" is crucial to your success. Offer your audience something meaningful to it. Drive it to action.
- 3. The creative.** Wrap your offer in a smart, professional bow. Direct mail is another branding opportunity, a chance to communicate who you are.

And remember, dimensionals stand out. Do you open boxes first when you open your mail? A dimensional mailing to a targeted audience can incite the recipient to take action. It might open the door to an introductory briefing or convince him or her to attend an important event. Direct mail also allows you to cost-effectively test and refine different lists, offers, and creative packages, which will benefit how you spend your future marketing dollars based on your audience's response.

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