



# Connect!

REAL RELATIONSHIP MARKETING IDEAS



*Items of Value in Your Mailbox*

## A "One-Two" Punch

*That Make an Impact on your Marketing*

by CHAD RUEFFERT

*At the most basic level of advertising there are two options you need to consider.*

- Y**
- 1 What medium will you use to communicate?
  - 2 What message do you want to convey?

our goal is to select an advertising vehicle or "medium" that can effectively and affordably reach your target audience with your message. And secondly, to convey a message that promotes your service in both a memorable and persuasive way.

For real estate professionals, one of the most powerful ways to accomplish those two goals is by using direct mail to send an item of value to their sphere of influence. It's one of the founding principles behind From Your Friends Relationship Marketing, and it's based on solid research. I want to share two statistics with you that prove the point.

*17%—The portion of consumers who receive direct mail advertisements or special offers from businesses every day.*<sup>(1)</sup>

Perhaps the best way to explain this is to say that **ONLY 17%** of consumers receive direct mail advertisements every day. That means when you select direct mail as your medium, you have a much higher chance of standing out in your audience's mind. There is simply less clutter in the mailbox than there is on TV, radio, online or in the e-mail inbox.

*3.3 Billion—The number of direct mail coupons redeemed in 2010.*<sup>(2)</sup>

Is there any doubt that consumers respond to and appreciate true items of value? If you want the advertising message you convey to your audience to be memorable and impactful, combining it with something they will use and appreciate is a sure way to accomplish that.

As you plan your marketing strategies for your limited budget, compare each available option in terms of the effectiveness of its medium and message. Direct mail items of value are an excellent "one-two punch" of medium and message that can make a real impact on your marketing!

*Chad Rueffert is the president of Braintree Marketing, Inc. and the creator of the From Your Friends Relationship Marketing program.*

(1) - PRINT IN THE MIX, SCHOOL OF MEDIA SCIENCES

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