



Connect!

REAL RELATIONSHIP MARKETING IDEAS



Direct Mail Results Outshine Other Options

by CHAD RUEFFERT



In the era of instantaneous, nearly-free electronic messages, why would anyone still use direct mail to communicate with their customers and prospects?

Direct mail may be more expensive and more time consuming than e-mail and social media, but it also provides a much higher return on investment, and there are many good reasons why.

Higher Purchase Rates

Global interactive marketing company ExactTarget recently reported a survey that showed 65% of respondents had purchased a product or service thanks to direct mail. That's nearly three times the percentage who purchased after receiving marketing messages delivered by social media or mobile messaging.

Higher Message Acceptance

That same survey showed that Direct Mail is the preferred message type (beating email, telephone, text messaging and social media) for promotional messages. This includes promotional messages from companies they already do business with and companies they have never purchased from. If direct mail is your customer's preferred method of communication, shouldn't you be using it?

Lower Message Avoidance

It's estimated that there are over 183 billion spam messages sent every day. According to the Message Anti-Abuse Working Group, the amount of spam email is between 88–92% of all email messages sent. Your email marketing is competing with this daily and likely going unread the majority of the time. Using direct mail ensures a much higher likelihood of being noticed by recipients.

Exceptional Targeting

The direct mail medium has one great advantage over nearly every other form of marketing and that is the ability to narrowly target your audience. Narrow your mailing to a single neighborhood or even a single block. Mail only to people of certain income or age range. Target empty nesters, newlyweds, new

parents or nearly any other demographic. Combine that with the ability to target your message and offers specifically to the recipient and you have a powerful marketing tool.

If you're not using direct mail as part of your marketing mix, I'd recommend reading the book "Sold! Direct Marketing for the Real Estate Pro" by Lois Geller as a great way to start planning. You can also get a free subscription to "Deliver" magazine from the USPS which has great direct mail marketing research and ideas. Go to www.delivermagazine.com.

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