



Ask Dr. Omni, D.M.

What seems to be the problem today?

I've been seeing really low ROI on my direct mail campaigns. Is there anything I can do to boost it?

Doctor's Orders:

Direct mail median household return on investment is 29%. If you are unhappy with the way your ROI measures up, there are a number of ways you can improve it. I'm going to prescribe this eBook titled "Achieving Personalization Through Variable Data Messaging" and this blog post "6 Ways to Immediately Improve Your Direct Marketing Strategy" so you can discover how to make your mail more personal. Then give me a call to let me know if your ROI issue is clearing up.



Compu-Mail

marketing@compu-mail.com
716.775.8001
www.compu-mail.com

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