

# Ask Dr. Omni, D.M.

## What seems to be the problem today?

I have a web-based company. We do not have a brick and mortar store, so I do not think direct mail will work for me.

## Doctor's Orders:

That's no problem at all! Direct mail is great for activating the online experience. I'm going to prescribe an Omni DM campaign that drives visitors to your site using mail, and then retargets visitors on Google, Facebook, and Instagram long after they have left the page. You can track their purchases and send them thank you post cards and emails. You can even track their abandoned carts and send them print communications reminding them to complete their purchase. Give me a call to learn more about how direct mail drives online activity.



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