



# Ask Dr. Omni, D.M.

## What seems to be the problem today?

My company only employs digital marketing strategies. We don't believe in using direct mail.

## Doctor's Orders:

Studies show that marketing campaigns experience as much as 118% lift in response rate when they used direct mail and one or more digital media. The key is that direct mail activates the digital experience. I'm going to prescribe you this blog post titled "An Integrated Approach to Direct Marketing to Millennials" as well as this link to our Omni DM page. They both show some powerful statistics on how and why direct mail and digital work best together. Once you've reviewed them, give me a call to see how I can help you integrate direct mail with your digital strategy.



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