



Ask Dr. Omni, D.M.

What seems to be the problem today?

I'm trying to find ways to enhance brand awareness among my customers and prospects, but I am not sure what more I can be doing to differentiate my brand.

Doctor's Orders:

One thing you can do is use a marketing medium that cuts through all the clutter. Your customers and prospects are receiving thousands of messages a day. Some are easy to tune out, but how hard is it to ignore a message that is right in your hands? I'm going to prescribe you a direct mail campaign using Omni DM, so you can start reaching your customers and prospects where there is less noise and where they can hear you better. Plus, the digital retargeting portion will keep your message in front of them until they are ready to reach back out to you.



Compu-Mail

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

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