



Ask Dr. Omni, D.M.

What seems to be the problem today?

My company is focused on email marketing. It's inexpensive and easy to track.

Doctor's Orders:

While it's true that email is much less expensive than direct mail on a per piece basis, it is also less effective, causing the need to send out many more emails to achieve the desired response. The DMA recently reported that email response is at a mere .6%, while direct mail is at 5.1% (the highest it has been in over a decade.) And with programs like Omni DM, direct mail is also easy to track. I'm going to prescribe you this blog post titled "30 Direct Mail Statistics for 2017" so you can see the stats for yourself. Then, give me a call to see how I can help you integrate direct mail with your email marketing strategy and I'll also take 30% off your first order using Omni DM.



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