



Ask Dr. Omni, D.M.

What seems to be the problem today?

I don't know how to integrate my direct mail and digital marketing efforts.

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. Integrating the channels is much easier than you may expect. 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.



Compu-Mail

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

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