



Ask Dr. Omni, D.M.

What seems to be the problem today?

I'm trying to find a marketing channel that works for me. I've tried direct mail in the past but the campaigns haven't been successful.

Doctor's Orders:

At 5.1%, direct mail household response rates are the highest they have been in over a decade. I recommend trying again with a different approach. It could just be that your offer wasn't strong enough or you were working from an ineffective list. I'm going to prescribe you this blog post titled "5 Reasons Your Direct Mail Campaign Didn't Work (And How to Knock Your Next One Out of the Park)" and ask that you take a look to see if your experience compares to any of the outlined situations. Then, give me a call back to see how I can help you put together a campaign that will work.



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