



Combination Marketing is Powerful.....and Overlooked!
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What if your direct marketing campaigns increased by 500%? What if you had to spread your campaign into 2 different media methods? What if we told you it was as easy as a click of the button. Reading this makes knowledge very powerful.

Marketing is always about trial and error. Build on the past results and it better be better. It's amazing how many people try something and stop because they were afraid of denial again or spending the money. Knowledge really is power.

Yes we know that the database is around 40% of the success of any direct mail campaign. But what else would contribute to a successful mail campaign? The nice thing is that knowledge can always be supplied by larger companies that pay big bucks to figure this data out.

US Postal Service has released information

- Cross Marketing with Direct Mail can boost your ROI by up to 500%
- Postcards have the highest read rate out of all direct marketing campaigns
- Variable Data printing and personalization boosts response rate up as much as 44%*
- Personalization married with colour drive response rates up to 135%*
- VDP, Colour, & purl's increase up to 500%*

The important factor is combing important ingredients within the direct mail with the content pushing for the person to visit the PURL(personalized URL or website) you have included in the campaign.

A PURL should capture important information for you to move to the next step Of the sale process or database collection as well as inform and create confidence in your service.

This final step really helps push your clients to make the pro active steps into contacting you or at least submit the information for you to close the sale quicker.

Users are not as easily convinced now days to take the steps to make purchases as previously experienced in direct mail. Today's user is smarter with the marketing they receive and must mold to how they think

Easier access to the internet has driven the user to and the marketer to think differently on how they approach the user. Combining traditional direct marketing methods with more modern marketing methods will help set a confidence level that the user is willing to commit to.

The beautiful thing about cross or combination marketing is that it doesn't have to be all that more expensive to combine.

Take our company, Postcard Marketing Group who has effectively been able to use these powerful tools to combine all aspects that US Postal Service commented on. With your free account with us you can create direct mail campaigns online and customize to your liking. From there you can direct people to your web-site or PURL which we can help you set up.

The beauty of PURL's is that you can track the results which really helps you
streamline your marketing,
understand where your money is going
track the results
get leads sent to your cell phone or e-mail immediately
speeds up the closing process

Please visit our web-site <http://www.easymailmaker.com> and sign up for your free account and start experiencing the benefits that many small businesses and realtors are missing out on when it comes to marketing.

Remember, the more communication with your customer builds your image as their business professional as well as puts money in your pocket. How you get that image and money into your pocket is your decision.

Travis Batting founded Postcard Marketing Group in 2005 with a vision in creating an ease of ordering for customers and driving ROI. The company has quickly evolved and offers clients above average tools to be a leader in the industry and brings knowledge to keep the customers on top of their business.

<http://www.easymailmaker.com>