

Five Direct Marketing MYTHS Dispelled

Jeanne Grunert | Seven Oaks Consulting

Direct marketing, content marketing, writing services

www.sevenoaksconsulting.com

What Is Direct Marketing?

Direct marketing is an interactive system of marketing that uses one or more advertising media to effect (cause) a measurable response and/or transaction at any location, with this activity stored on a database.

- [Direct Marketing Association](#)

Why Use Direct Marketing?

- Direct mail continues to achieve an average of 4% successful responses. ([DM News](#))
- Direct marketing is personal, one-to-one marketing.
- Direct marketing is measurable – for every dollar spent, you can calculate the ROI.

Examples of Direct Marketing

- Direct mail letter
- Direct mail package
- Catalog
- Email marketing
- Radio commercials with direct sales message
- Online ads calling for a direct response
- Print ads with tear off, mail in order form
- Television “infomercials”
- TV sales channels such as HSN, QVC



Direct Marketing

MYTHS...BUSTED

Myth #1: People Hate “Junk” Mail

The Myth

- People hate junk mail. I don't read it, so nobody else does, either!

The TRUTH

- 64% of consumers surveyed “still value” traditional mail ([USPS](#))
- Direct mail boasts a 4.4% rate, compared to email's average response rate of 0.12% ([DM News](#))
- Direct mail has a response rate of up to 10 to 30 times that of email — and even higher when compared to online display ads ([DM News](#))

Myth #2: Bad for the Environment

The Myth

- Direct mail contributes a huge amount of waste to our landfills!

The TRUTH

- Direct mail makes up less than 2% of all household waste ([DMA](#)).
- Catalog marketers are changing to recycled paper products.

Myth #3: I don't need to use DM.

The Myth

- I don't need to use direct marketing. I run an ad in the newspaper.

The TRUTH

- Do you know how many people your ad actually reaches – and how many response? And of that amount, how many buy from you?
- Direct marketing can tell you this, and more.

Myth #4: Direct marketing is expensive.

The Myth

- Direct marketing is really expensive. Only big companies can afford it.

The TRUTH

- Email marketing is inexpensive if you develop your own list.
- Direct mail can be inexpensive using postcard marketing.
- ROI comparisons may indicate DM has a lower cost per contact than traditional mass media.

Myth #5: I tried it and it didn't work.

The Myth

- I sent out a direct marketing letter once. It didn't work. So, therefore, direct marketing doesn't work.

The TRUTH

- One letter that didn't work doesn't mean the entire tactic is wrong for your business!
- The offer may have been weak, the timing poor, or the wrong list chosen.



Getting Started in

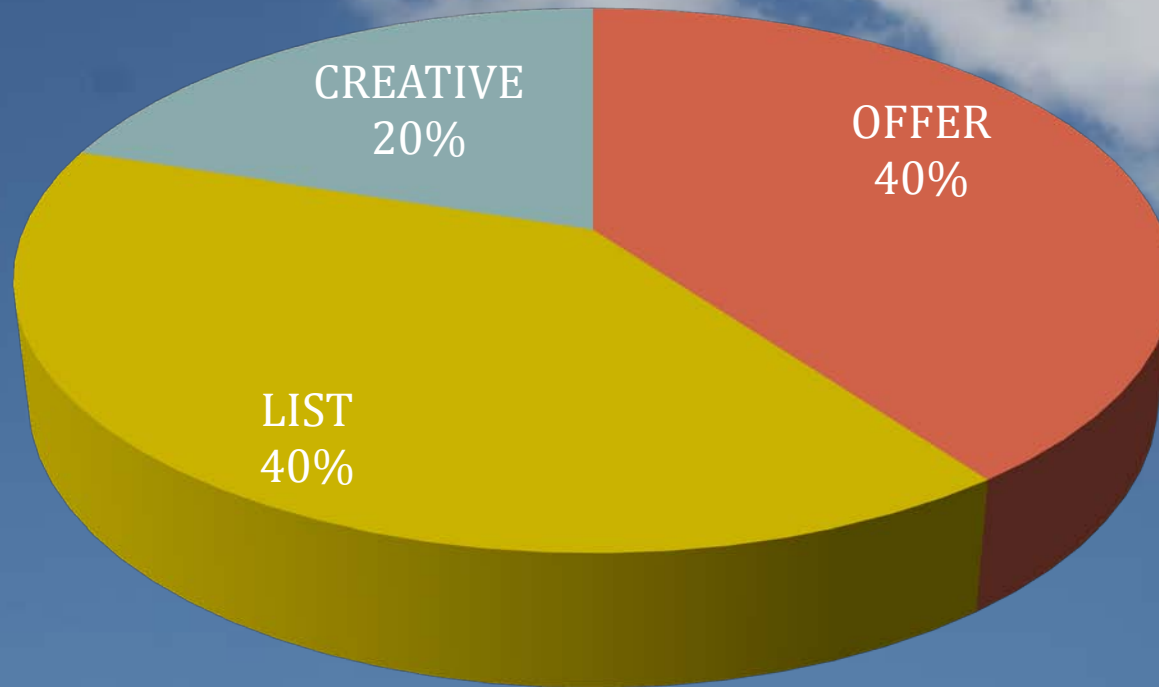
DIRECT RESPONSE MARKETING

How can my business start a direct marketing campaign?

- Do you have a product or service to sell to a unique, easily identifiable audience?
- Can that audience be reached through direct marketing channels?
- Can you establish systems (database) to track responses?
- Are you willing to integrate direct marketing with your other advertising?

What contributes to DM success?

Contribution to DM Success



Contributions to DM Campaign Success

- Offer = 40%
 - What you are selling
 - Premiums or gifts with purchase (incentives)
- List = 40%
 - Audience, email list, mailing list
 - Target the right customer with the right offer and you have a good chance of success
- Creative = 20%
 - Visual design, format
 - Graphics, photographs
 - Copy (Headlines, copy, call to action)

Get Started

- Do you have a marketing plan for your small business? Quarterly and yearly plan? Write one or hire someone to write one.
- Start your mailing list or opt-in email list now.
- Run the numbers – can you realistically sell enough to recoup your costs and make a profit?

THANK YOU!

Jeanne Grunert, President

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www.sevenoaksconsulting.com

Email: jeanne@sevenoaksconsulting.com