

# **Dynamic Direct Mail**

## **Course ref:MK3**

### **Course aims:**

- To introduce delegates to the principles of direct mail
- To recognise when it is junk mail and what to do about it
- To increase responses to your direct mail offers
- To use creativity to achieve better results

### **Benefits of attending:**

- High quality training by experienced direct marketing professional
- Practical exercises to support the learning process
- Training can be geared to your individual organisation's situation

### **Outline of programme:**

On this workshop, you will learn how to promote your business directly to your customers/clients, in a controlled, measured, and cost efficient programme. This workshop will save you money on all your future mailings, and help you to increase your response.

The topics covered include:

- What is Direct Mail?
- When it is junk mail (theirs) and when it is carefully targeted direct mail (yours)
- The four keys to direct mail success
- Managing your mailing list
- Using the telephone to ring up more profits
- Making them an offer they can't refuse
- When to tell the whole story, and when to keep it short and snappy
- Different Direct Marketing techniques to use for consumers and business-to-business customers
- How to make the most of coupons and inserts
- Measuring your success

### **Duration:**

This course normally operates as a 1-day course, depending on the depth required and issues which need to be covered. It can also be run as part of a series, together with Marketing, Putting the Profit into PR, Managing the Customer, and Analysing the Effectiveness of Marketing Tools.