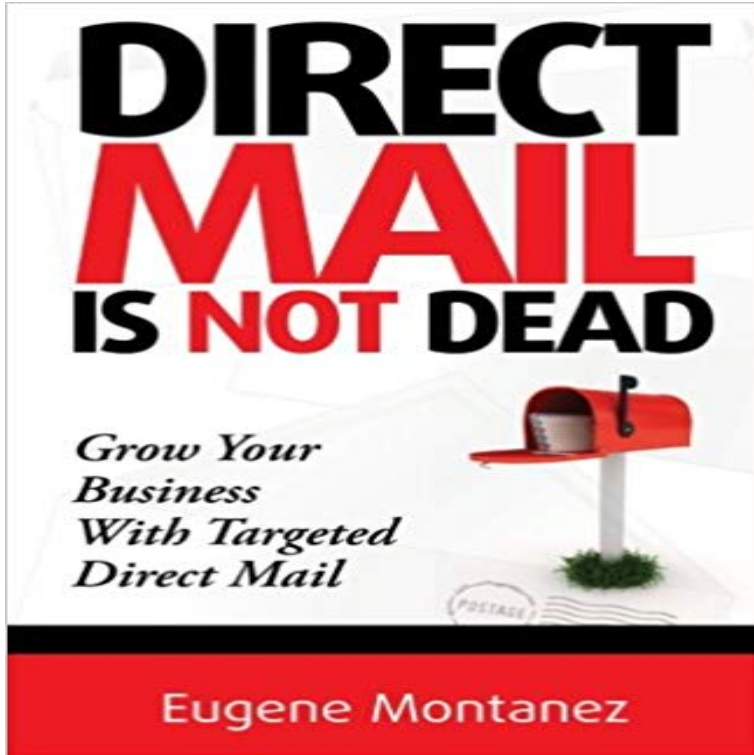


Direct Mail Is NOT Dead: Grow Your Business With Targeted Direct Mail



In today's technology-driven world, many people believe online advertising is the only viable way to reach clients. They fail to realize that online powerhouses like Facebook and Google both spend millions of dollars each year on a seemingly outdated advertising technique, direct mail. However, direct mail is highly effective because it incorporates technology to personalize the mail so the message gets to the right people. Even better, businesses can accurately measure the effects of direct mail and stop wasting half of their advertising budgets on failed strategies. The definition of insanity is attempting the same strategy over and over again, expecting different results. Yet, when it comes to marketing, many business owners are stuck in a cycle of insanity, trying variations of campaigns that get no results. Even worse, they don't even know how to tell what is and is not working. This book will change that. Direct Mail is Not Dead will show you how to develop a marketing plan from scratch and how to measure it so you know it is working. You'll learn why branding is bad for businesses that do not have multi-million dollar marketing budgets and how to implement a direct mail marketing campaign that is a measurable, effective way to make sales and grow your business. Are you tired of trying the same old marketing techniques that do little more than drain your budget? Are you looking for a straight-forward, easy-to-use approach to creating and implementing a marketing plan? Are you ready to grow your business exponentially?

If you answered yes to any of these questions, this book is for you. Some of the topics covered: Goal Setting The 3 Ways to Grow Your Business How to Create a USP Why Branding Is Bad The Real Value of a Customer How to Create Laser Focused Mailing Lists How to Use Email and Websites with Direct Mail Drip Marketing Trade Show Marketing How to

Send the Right Message How to Track Your Results In business youve got to adapt, change or die. Whether youre on Wall Street or Main Street, everyones goal is to increase the zeros on their bottom line. If you arent including direct marketing to do that, then youre insane! Stop waiting for change to happen and let Eugene lead you the way to marketing success. - Jeffrey Hayzlett, Host of C-Suite with Jeffrey Hayzlett When you buy the book online, you will receive several free bonuses. These include worksheets and reminders designed to motivate you and maintain your focus while implementing a powerful marketing campaign using direct mail advertising.

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