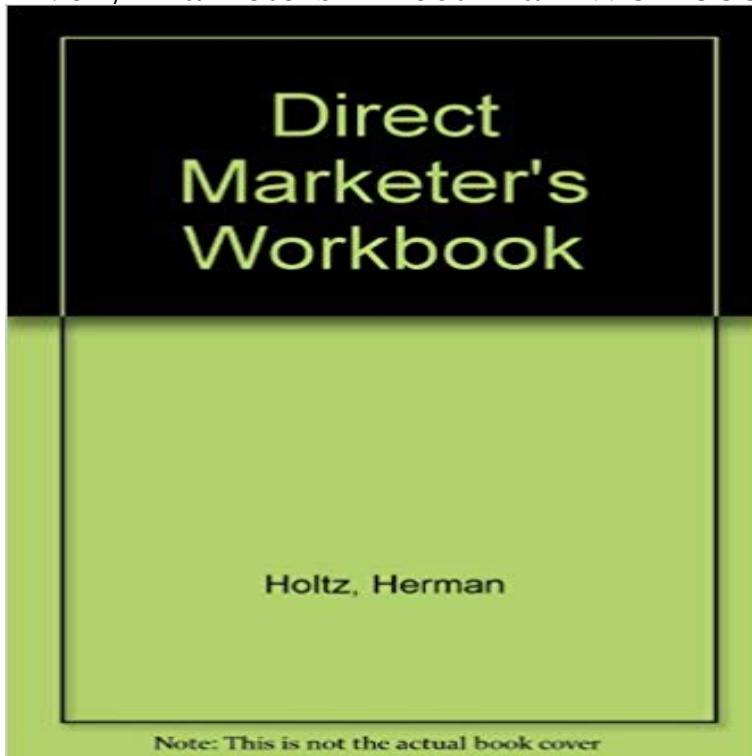


Every Marketers Direct Mail Workbook



A practical guide to all aspects of the direct marketing process, from creating an effective offer to computerizing the direct mail operation. Shows marketers how to identify the right focus for their product, how to zero in on it, and how to avoid the pitfalls that lead to unsuccessful campaigns. Provides numerous tips that will save time and money, including identifying sources for unusual premiums, finding suppliers of rare and hard-to-find mailing lists, finding unique locations for trade shows, developing new and different campaign ideas, and much more. Goes on to cover almost every kind of tool needed to plan, implement, and carry out an efficient direct mail marketing campaign. Examples, samples, worksheets, forms, planning guides, lists of sources, and checklists are all included to help the marketer understand and utilize the information.

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