

## The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign (Paperback)



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*If you need to adding benefit, a must buy book. It really is writter in straightforward words and phrases rather than difficult to understand. Your life period is going to be change the instant you total reading this ebook.*  
(Letha Okuneva)

## **THE DIRECT MAIL SOLUTION: A BUSINESS OWNER S GUIDE TO BUILDING A LEAD-GENERATING, SALES-DRIVING, MONEY-MAKING DIRECT-MAIL CAMPAIGN (PAPERBACK)**



Entrepreneur Press, United States, 2014. Paperback. Condition: New. Language: English . Brand New Book. Fact: More commerce and wealth is created by direct mail than by any other media (true before the internet and true now) Reported in 2013 as the marketing channel that delivers the best ROI for customer acquisition and retention by Target Marketing s Seventh Annual Media Usage Forecast survey of B2C, direct mail is surprisingly outdated and under-represented on the marketing bookshelves for small business owners -- authors Simpson and Kennedy change that. Millionaire-maker Dan S. Kennedy and direct mail marketing specialist Craig Simpson urge small business owners to drive the momentum built via social media and other marketing avenues into the mailboxes of their target consumers. Unlike other direct mail marketing books on the shelf that specialize in one aspect of preparing a campaign such as copywriting or design, this comprehensive solution covers all -- the organizational, technical, and creative including designing, budgeting, tracking, and assessing effectiveness. Also covered is how direct mail can be used in today s online marketing funnels. Benefiting from the authors combined 30 years in direct marketing, business owners are given the guidelines for what works and what doesn t, illustrated by real-life business campaigns that show step-by-step how to build a results-producing promotional campaign.

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