

## An effective way to put your brand in the hand of your customers

If you thought that direct mail was a thing of the past – then think again. The return on well targeted personalised direct mail continues to improve, as less and less people respond to TV and print advertising.

Direct mail can be used in a variety of ways, or can be used to cover a number of objectives, these can include:

- Geographic or local marketing initiatives
- Offer demonstrations or samples
- Fundraising requests
- Personalised offers
- Helping to drive traffic to your website
- New product or service awareness
- Promoting conferences and seminars
- Increase trade show participation

Mail and Print provide a range of services in addition to creating and managing direct mail campaigns these include:

- Marketing and Campaign Planning
- Data Cleansin, Profiling and Supply
- Design and Copywriting
- Printing and Collation of all inserts
- Expert Hand Finishing and Fulfilment
- Secure storage

If you would like to find out what can be achieved or more information then please call Chris or Justin on:

**0800 1300 960**

## Quick Facts

- 80% agree that regular mailings help build customer relationships
- 61% say using mail is a cost effective way to grow
- 91% use mail to develop existing customer relationships on average 10.1 times a year
- 65% use mail to get new customers on average 10 times a year
- 64% use mail to win back lapsed customers on average 6.9 times a year

\*Source - Royal Mail

Mail and Print have a great energy and passion for what they do and as a result often trigger new ideas or solutions for us.

*Marketing Manager,  
Wine Dealership*