

Deliver the One-Two Punch: Email and Direct Mail]

It's time to get your inner "Rocky" on. With your competition no doubt at an all time high and the economy at an alarming, all time low, there has never been a better time to knock out your customers with everything you've got, and pump up your business to increase success.

Okay, maybe punching out customers isn't the best analogy - but shocking times call for shocking measures. You've got to get in their face - with every kind of hook, bait and carrot you can think of. One of the most effective approaches to reaching customers is by delivering the one-two punch of an email combined with a postcard in the mail.

Reach 'em in their inbox and their mailbox

You've no doubt collected your customer and lead contact information via the standard channels - a sign up form on your website, or right there at your counter. Have you ever thought about targeting them with an integrated campaign?

The concept is simple - no single marketing strategy will be as effective as a combination of two or more marketing strategies. This doesn't mean it's necessary for you to roll out every marketing idea known to man to promote your business, but simply put - it's so much more effective to market from a couple of different angles to achieve your business related goals (greenbacks, cabbage, moolah, cold-hard-cash).

1. Target

You've got your list to send to. You might even know a little something about your customers. Make sure that the email and postcard speaks to them, gives them an incentive to come back for more. Here's an example: you know Sally has a penchant for dog sweaters.

Cross-reference purchases Sally made with other customers that have purchased that very item. Use the purchase history of those customers in a follow up email with Sally. Let her know that people who purchased those dog sweaters also purchased a raincoat, track suit and booties for their dog too.

Later, when Sally gets that 20% off coupon for "All things Dog" in the mail, she's not going to be able to help herself. Call it voodoo magic, a hypnotic trance, or simply the power of suggestion - it works. Customers that receive emails and postcards like this are receptive and responsive.

2. Timing

Make sure you deliver the goods in a timely manner. They've got your email pushing your wares, and then in a few days, they get a postcard in the mail containing an enticing coupon to make them want to purchase something they've seen in your email. Tightly integrate your campaign.

By sending an email highlighting upcoming sales and a postcard with a coupon to drive people to your place of business or website, you are going to get more customers - one way or another, you're going to drive more sales... Some people like to get that email, and some people like something to physically hold on to. You're covering both bases. Do everything you can to help them to the finish line, that good ol' point of sale.

3. Brazen Branding

OK, you've got the hang of it. You're getting in front of your customers by emailing them, and sending them postcards. Did you know that you're not only increasing revenue from these efforts, you're getting a little something known as "brand recognition"?

Branding is a pretty simple process. Think about it this way - even if a potential customer isn't currently in need of the product or service you're peddling right now, seeing your company name on a consistent basis is going to make them much more likely to buy when they are ready.

Read my lips: "Get your name out there." You'll not only be generating increased revenue, you'll be building a good relationship with your customers, and encouraging brand loyalty.