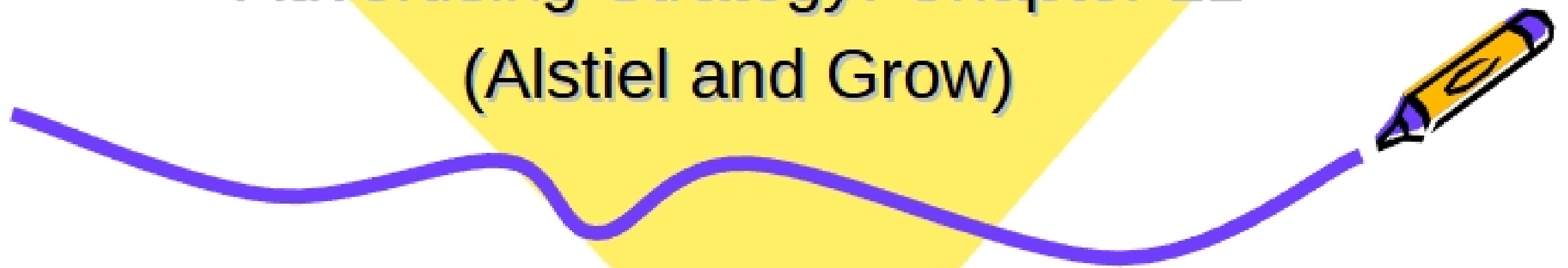


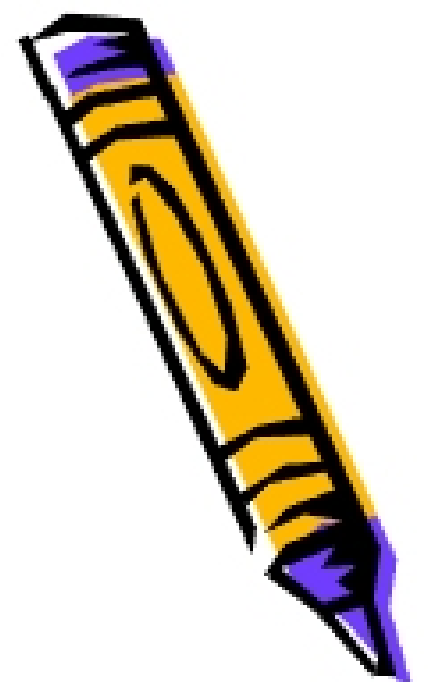
Direct Mail

Advertising Strategy: Chapter 11
(Alstiel and Grow)



According to Direct Marketing Association

- Purposes of direct marketing are to :
 - Solicit a direct order
 - Generate a lead
 - Drive store traffic
- American companies spent more than \$200 billion on direct marketing in 2004 – even split between business-to-business and consumer. Generated sales of about \$2 trillion



What is Direct Response?

- It is a marketing transaction between the seller and buyer with no intermediary (such as a retailer or distributor) involved. The information from the seller to the potential buyer can be distributed in a number of different ways.

