

“What other marketing channels do you mix with direct mail, and why?”



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DANIEL OCNER

Director, Strategic Planning & Development, MediaMorphosis

The most effective channels to mix with direct mail are DRTV and e-mail marketing.

Direct mail is ideal for allowing customers to feel comfortable with an offer. However, starting with a DRTV campaign can increase awareness and lead to targeted prospects investing more time in reading the mailing. It also can spur individuals who didn't respond immediately to go back and review it. On the other hand, e-mail marketing can give an effective heads-up to watch for a mail offer, as well as to remind customers to respond before an expiration date.



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AIMÉE DODSON

Comptroller, New American Mortgage

We start with relationships nurtured by the excellent work of our sales team and fortify them with ongoing direct mail campaigns. **We use social media as well as QuantumDigital's automated mailing program to schedule a different mail piece each month.** We can choose what mortgage product and message to feature and the exact audience for which that product is relevant. These extremely targeted efforts, combined with effective, personal follow-up, equal success for us. In 2011, we mailed 320,000 pieces, which resulted in a 480-percent return on investment.



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SUZIE BROWN

Executive Vice President, Sales and Marketing, Valassis

Digital is becoming bigger for us, as deals and savings are now a part of consumers' regular shopping experience, and we expect digital deals will continue to evolve. They are gaining attention in the media and among consumers as interest in deal seeking increases. Just as consumers are exploring new ways to get a deal, marketers also are testing various methods to attract today's shopper. **There will continue to be a blend of traditional and new media as consumers seek value how, when and where they want.** There is room for everyone in the media mix, depending on marketers' objectives.