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THE BENEFITS OF DIRECT MAIL

A question we've been hearing a lot lately is "Why should I use direct mail when e-mail marketing is so much cheaper?"

We know that e-mail marketing is cheap, and can be effective. That's why we advocate a mix of both traditional print and electronic marketing.

While it may be easy to forego print and go 100 percent electronic, there are a few reasons to continue (or start) using direct mail.

First, printed materials are not only easier to read, but also more likely to be read. Allow us to use our own marketing as an example. On average,

about 20 percent of the e-mail marketing pieces we send are opened. Another 10–15 percent never reach intended recipients due to bounce-backs and filters. The rest are deleted without being opened. We also send a print newsletter and other direct-mail pieces to our clients. While it is impossible to know how many of these are read, skimmed, or thrown away without being opened, we can safely assume, due to our conversations with them, that more than one-in-five recipients read at least part of the piece.

Second, using e-mail exclusively leaves a lot of people out of your reach. According to the Pew Institute & American Life Project, 24 percent of U.S. consumers do not have Internet access. That's a lot of potential business to ignore.

Third, the idea that direct mail is out of fashion is not at all accurate. To prove this, let's take a look at the marketing done by

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WHAT'S NEW AT *Newsletters Ink PLUS?*

- ✍ We now accept **Discover** cards for payment.
- ✍ **We have started a blog.** *Marketing for Professionals* is online now. Check it out at www.NewslettersInk.com/blog. We will post marketing information, ideas, interesting links, and more. If you like what you see, add it to your RSS feed. Also, please feel free to leave comments. We think that this can be a great forum for our clients to benefit from each other's experiences.
- ✍ **Kim Ruder** attended the **Consumer Attorneys Association of Los Angeles'** annual convention in Las Vegas in September. She then went to Manhattan for the **New York State Trial Lawyers Association's Decisions '09**.
- ✍ **Kim** will be back on the road in October and November. Meet her at **Decisions—Westchester** and the **New Jersey Association for Justice's Meadowlands Seminar**.
- ✍ **In September, we held a food and clothing drive** for our local food bank and the Lancaster County Council of Churches. These types of drives happen all the time, all across the country. Sometimes it's the simplest things that make the biggest impact.

Professional marketing made simple.