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BATHROOMS



GUIDE TO DIRECT MARKETING



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Direct marketing is an established and effective method for engaging with customers.

With relatively low costs and a good Return on Investment (ROI), direct marketing is a solid choice for a start-up or small business with a smaller marketing budget. There are several options for direct marketing including:

Direct Mail

Direct mail involves using the postal service to deliver commercial messages to existing or potential new customers. To get to customers you can use your own database if you have one or buy a mailing address list from a specialist provider – the advantage of this is that you may be able to stipulate criteria such as location or age group to get more effective results.

If you choose direct mail consider what outcomes you want from it; for example if you want potential customers to purchase a new product you may include a discount code so you can track sales.

Leaflet Marketing

Leaflets are a very cheap way to promote your business and raise awareness of an event e.g. a showroom opening. You can also include a promotion to help drive footfall to your premises.

They can also enable you to promote a number of items on one drop or around one event, or they can be used as inserts in local newspapers. However they can have poor response rates (as low as 1 response per 100 leaflets).

Email Marketing

Email marketing is extremely low cost as sending emails is free. However you will still need to create relevant and engaging content so you may need to allow for artwork and build costs. As with direct mail you can buy a database of email addresses or use your own customer database, however it is important that this is regularly maintained or updated to ensure your message does reach your customers.

Telephone marketing (telemarketing)

Telephone marketing is a more personable form of direct marketing, allowing you to engage customers, convey the benefits of your products more passionately, and answer any concerns immediately. However, many people feel telemarketing is intrusive and can disengage some customers.

If you feel it may be effective for you, you could use a professional telemarketing firm who will be experienced in dealing with customers.

Don't forget:

Leaflet templates are available from the marketing hub at www.heritagetailerhub.com