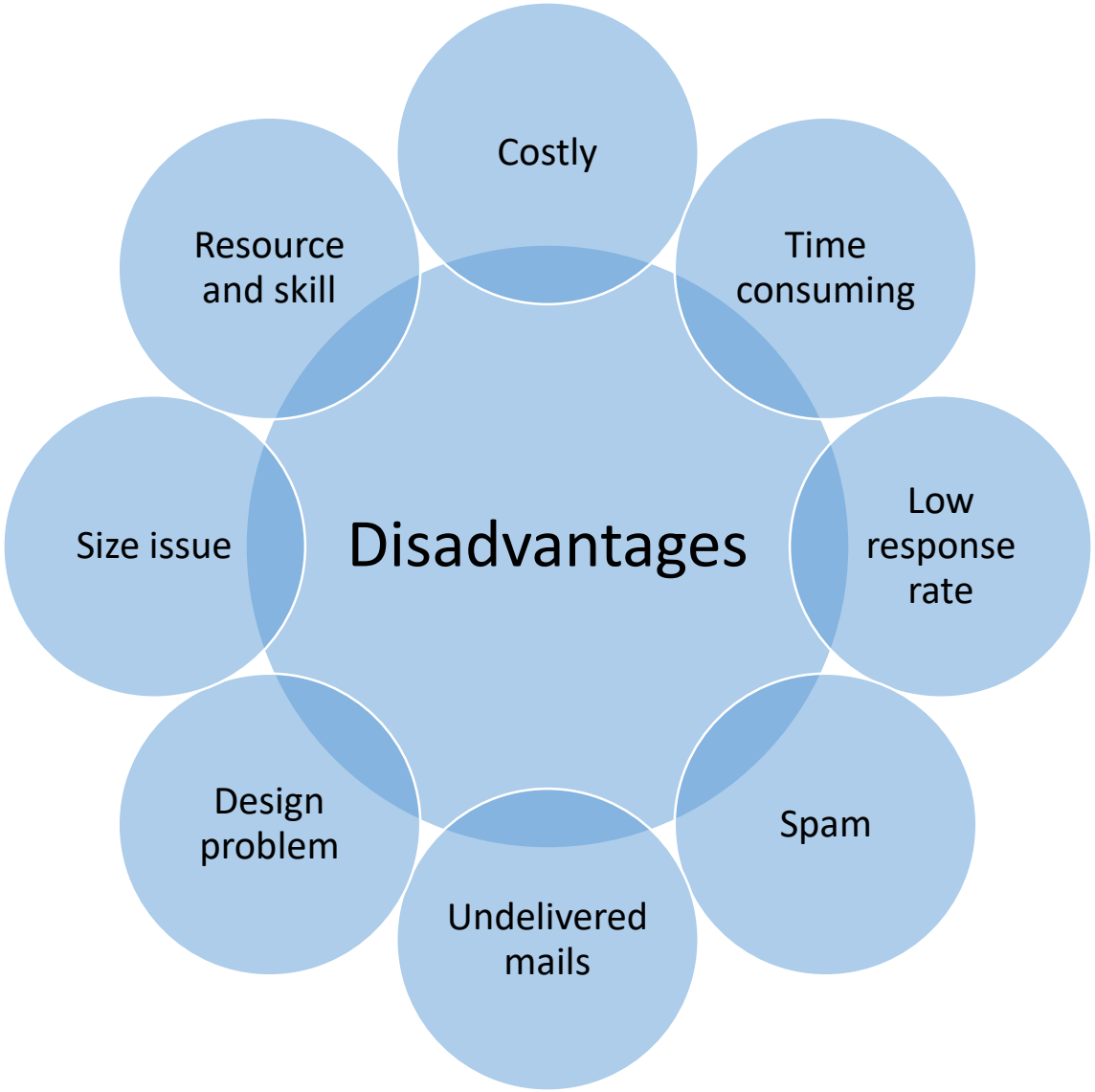
Direct Mail

Why direct mail
Soliciting new orders
Generating leads
Create positive image
Cross-selling to existing
Brand loyalty
Increase repeat orders
reactivating dormant account

Benefits
Versatility
Highly targeted messaging
Personalised, Safe and familiar
Tangible format
Real time marketing
Range of formats
Easily measured
Proven track records
Cost-effective


Disadvantages
Costly
Time consuming
Low response rate
Spam
Undelivered mails
Design problem
Size issue
Resource and skill