Integrated Marketing

Direct Mail / Sales Collateral

Priority: Educating Prospect & Securing An Action

Email / Web Communications

Priority: Eyeballs & Clicks

Telephone / Face to Face

Priority: Fact Finding, Follow Up & Closing The Deal

The Basics

- Leverage the natural strength of each medium
- Emails drive clicks and eyeballs
- Websites & Blogs deliver in-depth content and audio/videos materials
- Direct mail makes the phone ring
- Phone / In-Person follow ups on mailed materials

Putting It To Work

- Identify the "holes" in your current marketing
  - What are you NOT doing that could reinforce your current marketing efforts?
- Tie it all together with a coordinated strategy
  - Map it out - Email sequences, postcards & letters, phone call followups
- Measure your results by tracking response
  - Use tracking codes/URL's so you can see what's generating results for you

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