

Published based on [Can You Guess The Leading Direct Response Advertising Tag Line?](#)

Can You Guess The Leading Direct Response Advertising Tag Line?

If you watch television at all or listen to the radio, you have probably heard some advertisement urging you to take advantage of a "limited time offer" by calling a toll free phone number. You are also probably told that the product is not available in stores, or that you are given the limited time opportunity to double the product you receive by calling the number given.

This is direct response advertising at its best. There are many more ways to advertise for direct response including mailing back a post card or calling a toll free number or even clicking on an Internet link or image to place your order.

Direct response advertising is generally defined a means of advertising or promoting a product or service in which you, the intended customer, are given the opportunity to respond directly to the seller. The nature of direct response advertising is very clear in the following example:

Because you are a member of several handyman and home improvement clubs, you frequently receive information about new products, books, etc. You receive a brochure promoting a big annual sale on a specific brand of power tools. The brochure encourages you to visit your local home improvement or hardware store to take advantage of the sale. This is not direct response advertising.

When you check your e-mail later in the day you find a direct response advertising message from the organizers of the meeting. This email reiterates the information you received by mail. But this e-mail also informs you that if you make a reservation within the next 30 days to attend the event, you will save \$50 on your registration and materials cost and get a special price from the hosting hotel of one-half of the regular room rate. You are offered an instant link in the email, as well as a toll free phone number and a mailing address to make your reservation. This is direct response advertising.

The second example incorporates all of the definitive components of direct response advertising:

1. There is an offer (advance copy of the film).
2. Sufficient product and sale information to allow you to make a decision about responding.
3. A clear request that you take a specific action.
4. Multiple ways to take the requested action.

Direct response advertising is very popular with people in sales and marketing because it is very easy to track, analyze, quantify and fine-tune the advertising. The marketer will know exactly how many people made a purchase. If the marketer has the ability to send slightly different promotional pieces to parts of the audience, it is also possible to determine which messages or formats were most effective.

If you are a small business owner or professional and want to learn more about [lead generation](#), view the free video, "How [Article Promotion](#) Can Drive 25,000 New Prospects to Your Web Site Each Month - For Free."

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