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# **Direct Mail Advertising - Information & Advice**

Without customers, there would be no reason for you to be in business. In fact, without them, your business will not survive for long either. Knowing the importance of having customers, you look for the most effective ways to advertise. You want to reach your existing customers, giving them reasons to return again and again. But, you also want to reach people who might become your customers in the future. If you haven't tried a [direct mail](#) campaign, it might be time to consider this long proven form of advertising.

As you look at this digital world of today, you might question whether an older technique of advertising is right for your business. In reality, the volume of business that is conducted digitally might be the very reason why a direct mail campaign could be successful. People do many things digitally, but receiving advertising via email can be a big negative for many people. There is something more invasive about receiving advertising via email that causes many recipients to label the emails as "spam" and delete them without even opening them. If that was your advertising, you did not reach your target customer.

First, you can't tell from an email address whether the person even lives in your market area. Second, you don't know anything about that person to know if he or she is a potential customer. And, third, many people do not like receiving email from someone they don't know, which causes them to delete the email without even reading it. All in all, not the best use of your advertising dollars.

Using a proven advertising technique and conducting a direct mail campaign might better serve your company. Just like you can buy lists of email addresses, you can buy lists of names and addresses of people. The difference is that these lists come from databases that have more detail, and have been refined to include specific characteristics, buying habits, locations, or other details about the person. As such, you can target the right people for your business, and send a specific piece of mail that grabs their attention and gives them a reason to come to your business.

Another advantage of direct mail is that you can tailor it to your needs over time. While you might advertise one way during most of the year, but have a specific campaign for your peak season, you can accomplish this with different pieces of mail that are sent. In fact, you can even tailor it to the type of person you are trying to reach. As a result, you can have a campaign for customers, while doing something very different to try to convert targeted people into customers. The beauty of direct mail advertising is that you can make it whatever you want it to be, whenever you want to use it.

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