

Direct Marketing Tip Sheet

Sydney's leading provider of direct marketing services, LMS Thinking, provides several tips for helping businesses plan a direct marketing campaign. With these tips, businesses will be able to attract more customers and get more value for the dollars they invest in their brand development and marketing strategies.

Establish a Clear Objective

It is essential that your business objectives are established and made clear from the beginning of any marketing campaign. What needs to be achieved? Once the goals are identified you'll have a tangible end-result to measure the campaign performance against. Establishing a clear objective allows for a direct marketing strategy a sense of direction and will define what everyone involved will work towards.

Make Campaign Expectations Realistic

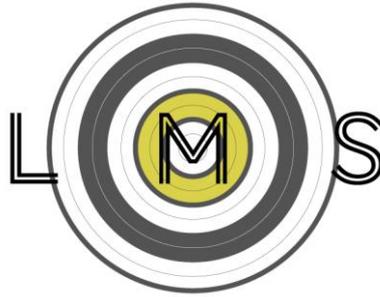
When developing expectations for the response rate of the direct marketing campaign, it is important to be realistic so that your goals are attainable. Define the needs of your target prospects and use data collected along the way to evolve the campaign. Our average ROI for direct marketing is 5.3% - Ask how we can assist you!

Target Specific Markets

A direct marketing campaign is more likely to be successful if it is targeted at a niche market. What is your USP? Who are your ideal Customers? By defining a suitable market that meets the consumer profile of a business, it allows for a greater opportunity to be more profitable. Targeting customers by location or demands can provide a business with a competitive advantage. Do your research!

Communication, Engagement and Interaction

Face-to Face and in-person interactions are key. The purpose of a direct marketing campaign is to provide a more personalised experience than new-age



marketing. Provide excellent customer service, be sure to communicate, engage, interact and respond to consumers on a personal and approachable level. The consumer experience fuels the campaign as it will affect sales, so it's important to secure new customers as well as keep existing ones.

Get instant feedback from consumers

By actively engaging with consumers on a personal level, it provides the perfect opportunity to gain valuable feedback instantly on your product, service and brand. By asking consumers to voice their thoughts and opinions, allows for future improvements to ensure the direct marketing campaign is a success.

Bonus Tip:

When planning a direct marketing campaign, ask yourself:

Which sales proposition gets the best response?

Can the performance be affected by the time of day?

Which consumers/businesses respond best to the direct marketing campaign?

Do the results vary with geographic location?