



indiana design consortium, inc.
Branding and Business Development Experts

The Keys to Direct Marketing Success

You can't drive up response rates without 'em.

First, of course, for any direct marketing program to work, there must be a need for the product or service you're offering. Furthermore, your market must perceive it to be of real value, whether it's something new and innovative or something that outshines the competition.

Given that, here are the top three keys to direct marketing success:

3. **The Creative Concept**—Your direct response package must invite the recipient in, keep them involved and provoke them to act.
2. **The Offer**—It takes a lot to overcome human inertia. Even if you have a product or service your market needs, and you present it to them with brilliant creative work, you won't get them to act without a great offer.
1. **The List**—Simple. None of what's explained above means anything if you don't deliver your message to the right people.

And remember: You must always test!

Testing is the most fundamental discipline of all when it comes to direct marketing. It's a "discipline" because it may appear as a waste of money. But the most successful direct marketers will tell you from experience, if you don't test, you're doomed to waste a lot more money on what seemed to be a "can't miss" direct mail package.

It's your turn to maximize the power of direct marketing. Click here to [contact idc](#).



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