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# The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign

*Craig Simpson, Dan S. Kennedy*

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**Craig Simpson, Dan S. Kennedy : The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign:

6 of 6 people found the following review helpful. Most people will ignore this book...By Charles Mann  
Folks continue to try and decry direct mail. They want online marketing to be the one and only source. However, direct mail remains a potent area of profit (I personally LOVE IT whenever a competitor stops using direct mail, because it means that we can sweep up those customers). Many will ignore this book to the detriment of their business. This book covers entire scope of direct mail marketing. We've done direct mail at our company for a while, but using just a few tips and tricks from this book helped us improve our return on investment.  
0 of 0 people found the following review helpful. This was a wonderful book on direct mail  
By Mark Johnson  
This was a wonderful book on direct mail! It goes over everything that needs to be known about direct mail so that anyone with a business or idea can be successful. This book goes over the reasons why direct mail is the most effective and profitable marketing strategy and it goes over numerous strategies on how to do this effectively. It was clear and easy to read. I recommend this to anyone involved in business of any kind.  
1 of 1 people found the following review helpful. Thorough and solidly written by someone who does it!  
By Prof Mark  
Craig takes his reader from a-z as it relates to direct mail. I've always enjoyed the "idea" of direct mail but the pieces involved can feel a bit daunting when you start a campaign. That's why this book is a huge help - it walks you through the set up, the testing, the mindset and so much more. If you have used direct mail - this book will fine tune what you have done, if you want to use direct mail, you need this book to know how to do it well and if you have tried and failed before, this book will help you immensely get past the barriers. Written by a guy who does it everyday.

Reported in 2013 as the marketing channel that "delivers the best ROI for customer acquisition and retention" by Target Marketing's Seventh Annual Media Usage Forecast survey of B2C, direct mail is surprisingly outdated and under-represented on the marketing bookshelves for small business owners authors Simpson and Kennedy change that. Millionaire-maker Dan S. Kennedy and direct mail marketing specialist Craig Simpson urge small business owners to drive the momentum built via social media and other marketing avenues into the mailboxes of their target consumers. Unlike other direct mail marketing books on the shelf that specialize in one aspect of preparing a campaign such as copywriting or design, this comprehensive solution covers all the organizational, technical, and creative including designing, budgeting, tracking, and assessing effectiveness. Also covered is how direct mail can be used in today's online marketing funnels. Benefiting from the authors' combined 30 years in direct marketing, business owners are given the guidelines for what works and what doesn't, illustrated by real-life business campaigns that show step-by-step how to build a results-producing promotional campaign that pushes the envelope for new business and sales.

Craig Simpson and Dan Kennedy paint a powerful picture of the 'A to Z' you need to know about direct mail. Whether you are just about to do your first mail piece, or you're a seasoned pro mailing millions of pieces per year, there are valuable 'gems' in this book for you. If you'll stop tweeting and checking your Facebook account long enough to read this book, you just may add another million to your portfolio in the years to come!—Dr. Tom Orent, CEO, Gems Publishing, USA  
Direct Mail Marketing is the hidden secret of many entrepreneurs and small business owners, yet most waste tons of money because they don't understand the 'science' behind it. Craig Simpson and Dan Kennedy walk you step-by-step through this amazing, and highly efficient marketing tool, in *The Direct Mail Solution*. I believe this powerful, practical road map is a must for every business that is looking to grow their sales volume.—Ben Glass, Great Legal Marketing  
Craig Simpson and Dan Kennedy have written a masterpiece on direct mail. Every hospital, physician practice and healthcare facility should have this book on their desk to follow as the authority on acquiring new patients and reaching new markets through their proven strategies. I have personally seen the results of Craig and Dan's direct mail work and they are REAL and deliver RESULTS!—Lisa T. Miller, MHA, Founder CEO VIE Healthcare  
Whether you market an industrial B2B business or a main street retail store, *The Direct Mail Solution* will walk you through the steps of creating your own direct mail program. Using Craig Simpson's methods our business has experienced three consecutive years of double-digit comparable sales growth. Avoid the costly mistakes and learn from the master of direct mail by reading this book.—Steve Adams, CEO, U.S. Retail, Inc. Franchisee of Pet Supplies Plus Alabama, Michigan, Texas and Wisconsin