

Exclusively available to tailor for in-company courses

Direct Mail in a Digital Age

'A really good overview of all elements of direct mail. Extremely useful – I would thoroughly recommend it.'

Delegate from ProQuest

'How would I sum up the workshop to a colleague considering training on direct mail? GO ON IT!'

Delegate from Pearson Education

Has email made direct mail obsolete? Of course not. With inboxes overflowing it can be a great way to get attention if we get it right – short, no-nonsense, and often delivered via third parties rather than by post.

This workshop looks at the place of DM and print publicity in the modern marketing mix, considering everything from what grabs attention and how much potential customers are prepared to read, to the place of the sales letter, the PS, and the offer.

Content typically includes:

- Planning the perfect DM campaign – matching the message and the package to the customer
- Great sources of lists, and how to get them
- Reaching customers through inserts, authors and third parties
- Project managing and scheduling direct mail within multi-channel marketing campaigns
- Critical factors for success: how to grab attention, how much to say, calls to action that work
- The Data Protection Act
- Analysing results
- Plenty of group discussion and inspiring good examples.

Course tutor:

Rachel Maund has been responsible for literally millions of mailings into academic, STM and business markets – but doesn't believe that we can ever be complacent if we're to earn the right to our readers' attention.

This course is not currently available on our 'open' training programme, but the agenda above can be tailored to cater to your precise needs.

Why not ask us about a bespoke version of this course today?

MORE DETAILS AT www.marketability.info/directmail

EMAIL rachel@marketability.info or PHONE +44 (0)20 8977 2741