



Barker Enterprises, Inc.
creating copy that doesn't croak

Direct Marketing - Presentation

So Many Marketing Initiatives, So Little Time.

Successful marketers make the best use of their existing resources while cultivating new tools. Picking initiatives that are best suited to your needs is something that we can do together.

Key Questions for the Direct Marketer

Ask yourself the following questions. Use the following section as a tool to pinpoint areas where I can help.

About Your Presentation

Could your collateral use a face-lift?

Do your mailers stand out from the competition?

Are you using multiple means of communication to reinforce your message and your intended response?

The richness of your database and burgeoning sophistication of your segmentation will identify who you want to talk to and how much to incent the next interaction. Now it is time to boost response by using multi-channel means of communication. I'd be happy to help you best deploy email and postcard reminders, as well as on-site follow-up communications to enhance the excitement generated by your existing programs and incentives.

For more information, contact me directly at nbarker@barkerenterprisesinc.com.