



**Barker Enterprises, Inc.**  
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## **Direct Marketing - Programming**

### **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 Programming**

Have you designed special programs and collateral to address your top customers?

Do you thank and reward your customers following every positive interaction?

Do you recognize your core customers who represent the greatest return on your investment, and not necessarily those with the most cash in their wallets?

Do you promote a closer relationship with new customers and reach out to those on the outs?

Do you consistently let the customer know where she stands with you?

Acting is more about reaction than performance. So too is direct marketing. With the proper switches in place, you can respond in real-time to your customer interactions. The more appropriate and specific the message, the stronger the impression. Reacting promptly with a motivational message is the keystone to developing a relationship between you and your customer that is mutually beneficial. If you're not in step with your customer now, we can get there together.

If the proper programming is in place, but you don't have the time or the resources to capitalize on this knowledge, let's get there through powerful copywriting.

For more information, contact me directly at [nbarker@barkerenterprisesinc.com](mailto:nbarker@barkerenterprisesinc.com).