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Direct Mail in the Digital Age (Business / Marketing Series)

Lin Gensing-Pophal

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Lin Gensing-Pophal : Direct Mail in the Digital Age (Business / Marketing Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Direct Mail in the Digital Age (Business / Marketing Series):

Direct mail allows you to target individual customers and has been in existence for many years. With the advent of the Internet and email marketing, has direct mail lost its touch? How do you ensure the success of your existing direct mail campaigns? How do you make sure your direct mail campaigns work in harmony with other marketing, such as

email? Will customers feel that direct mail is more or less targeted and/or personalized now that almost everything is digital? This book will speak about the pros and cons of direct mail versus other methods available today and explain how to figure out how to best use it to your business's advantage.

About the AuthorLin Gensing-Pophal has written many business and employee management articles for general and trade publications, and is the author of five books published by Self-Counsel Press. She is accredited through the International Association of Business Communicators and the Society for Human Resource Management, and is a member of the American Society of Journalists and Authors.