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Using Demographic Data For Your Direct Mail Marketing Campaign

By Frank Levert

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Targeting high potential markets with a direct mail marketing campaign can be a very affordable and efficient way to get new customers for most companies and entrepreneurs but how can you find a way to reach those high potential markets? Using demographic data could be your solution.

In the United States, demographic data is easy to get through the US Census Bureau website. Although, understanding how to extract data from a database and segment markets in a way to identify which market would be your best target for a direct mail marketing campaign requires great knowledge of census data and market segmentation techniques. Acquiring this knowledge takes time and hiring a full time employee that is expert in market segmentation can be costly. Since the whole purpose of using demographic data for your direct mail marketing campaign is to save money and increase benefits, buying mailing lists or a market segmentation system might be the smart choice.

When purchasing a mailing list, it is important to learn about its selection process. Do you want a business list or a residential list? Do you want to target markets with a household average of 40 years old or would you rather target markets with a younger population? Demographic data used to build a mailing list can make a huge difference on your return on investment. Imagine having an online casino and then get a list of zip codes in which a very high percentage of people recently visited a casino and purchased online with their credit card, have a high income, no kids, etc. That would make people living in those zip codes very high potential clients for your online casino right? Can you imagine using such demographic data in your advantage for a direct mail marketing campaign!

Sounds good? As mentioned before, buying mailing lists or a market segmentation system based on demographic data for your direct mail marketing campaign is cheaper than hiring a full time employee specialized in market segmentation or direct mail marketing but it's still an important investment that requires some research. Many companies are offering such mailing lists, market segmentation systems, specific industry solutions and direct mail marketing solutions. It's now up to you to find the right data provider for your business and achieve succesful direct mail marketing campaign using

demographic data!

Frank Levert is a graphic/web designer, multimedia artist, copywriter and marketing professional with over 10 years of experience in the industry. He is now the owner of Netmar Solutions, a company offering a whole spectrum of internet and marketing services for small and medium size businesses.

Direct Mailing: Is It Still Effective?

By Gabriel Adams

Direct mail, or marketing by snail mail, is an oft forgotten marketing method - after all, email is quicker, easier, and much less expensive. There are many businesses that now use email exclusively, and do not use snail mail for marketing purposes.

But I believe that these businesses are missing out on a piece of their pie. Actually, they are leaving a piece of their pie for other marketers (ones who use direct mail) to pick up.

DMIS, or the Direct Mail Information Service, reports some important statistics, showing that direct mail is indeed a vital marketing method, even in this digital age. For example, DMIS reports that 67% of direct mail is opened by the recipient, and 45% is both opened and read. Also, 32% of consumers surveyed reported that they had responded to a direct mailing in the past twelve months.

Direct mail is still an effective marketing piece that every business should use, even internet based businesses. Direct mailing has several advantages over email, such as increased delivery rates, higher readership percentages, and the fact that a physical direct mail piece will make a bigger impact than an email.

If you run an internet business, you may not want to use direct mail as an initial marketing piece. Initial contact is probably the strongest point of internet marketing. But follow-up is one of the strong points of direct mail. Use direct mail to follow up with your customers, to let them know about promotions, or to follow up with prospects who have not made a purchase yet.

For all businesses, direct mail allows you to contact precise markets with geographical and demographical targeting. For example, if you sold commercial bakery equipment, you could send your promotional mailing to a list of bakeries.

Direct mail is still an extremely viable marketing method that you don't want to miss out on.

For more Direct Mailing Information, visit

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