Is Direct Mail and Promotion Marketing Dead?

Barry Schimmel June 01, 2013

Direct Mail and Promotional Marketing expert Phil Claps CEO of KC Printing in Barrington IL stated “I have heard over and over again that TV died when streaming video came to the internet. Yet somehow these industries are growing and are providing more value for customers who advertise. So Is Direct Mail and Promotion Marketing Dead?”

(Newswire.net -- June 3, 2013) Barrington, IL -- Phil Claps And His Business KC Printing in Barrington IL answers the question “Is Direct Mail and Promotion Marketing Dead?”

The reason business owners feel direct mail is dead is because of the type of mail they are sending and their message. 64% of customers said they valued the mail they received, only 36% of business owners believed customers valued their mailings, according to a recent USPS poll.

Here’s a great article on direct mail statistics by Jean Grunert, of Demand Media, some pertinent info for business mailings and some interesting stats. Simply, it’s some of the best advice on building a sustainable company. The problem now isn’t who has the best product but who has the best marketing strategy to market their product or services.

Phil Claps CEO of KC Printing in Barrington IL stated "In the past year we have seen Direct Mail response rates increase significantly. The most important part of your direct mail campaign is your call-to-action. Customers have to have a way of getting in touch with you easily or the entire campaign is a failure. You need to find a way to motivate them to get more information, buy now or schedule an appointment. “

“78% of households either read or scan advertising mail sent to their household.” ~ USPS Household Diary Study

Marketing is about a series of activities that helps prospects build trust in your brand. It takes more than one attempt to close a sale no matter what platform you are using. Remember you are not selling a product or service you are offering a solution to a problem.

During our interview Phil Claps stated "I highly recommend that you have your marketing message reviewed by a professional firm, measure your results and don’t give up after one try. This will give you the highest probability to achieve your goals."

Once you have prospects in your funnel it is essential to get Promotional Products into your prospects hand. Promotional Products are still going strong. Whilst many people assumed that this form of advertising and marketing was dead in the water the opposite is, in fact, true as promotional products are still an incredibly powerful marketing tool.

Promotional products allow people to see your brand and associate your brand. The more people who become aware of your brand the better results you will see in business and sales.

About

KC Printing started in 1988 in Palatine as a print broker out of a 2 bedroom apartment. Our motto was Service, Service, Service.

We needed to separate ourselves. So we treated every order like it was our first job, from our biggest customer.

As the years passed, we added sales people, branded appeal, and promotional items.
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As the printing world changed, we embraced technology and invested in digital printing equipment to continue providing the best end result!

Our business continued to grow, snowballing into full blown commercial press and bindery—that means we can handle any job ;)

Today, we are a successful print shop. We have 15k square foot plant with 23 employees. And our quality has won the business of large national chains.

But our secret is that we never forget where we came from. I always remember what it was like working from my apartment.

And therefore I treat each order as if it was my first.

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