

May 28, 2010 10:27 EDT

Geoff Hasler

[Geoff Hasler Info](#)

PostHeaderIcon Very Profitable Ways to Boost Direct Marketing Response
Written by Geoff Hasler |

1. Don't Forget Postcards.

Very overlooked marketing method. Smart marketers use postcards to clean lists cheaply, test new marketing concepts and for high ticket item lead generation. Some marketers mail millions of postcards weekly. One client nets almost one million dollars weekly, using postcards.

2. Live Stamps Boost Response.

Use live stamps, not indicia or preprinted postage. How many times do you get a personal letter WITHOUT a stamp? Also, take your company name OFF the carrier. Teaser copy that I have had best results with – IMPORTANT. CONFIDENTIAL. DO NOT FOLD.

3. Upsell, Upsell.

I walked into a casual restaurant the other day, and after I ordered they tried a simple upsell that would have added 50% extra profit I estimate to the establishment. Sometimes we forget to upsell with phone & online orders, they can add excellent profits to the bottom line.

4. Use Involvement Devices.

Too many marketers are forgetting to use involvement devices on the reply/order form. Just a simple "Put This Sticker in the empty Box" can boost response 15%.

[Geoff Hasler Advertising Strategy](#) :17. Baby Boomer Market Strong – and

Getting Stronger.

By 2025, the over 60 market will be the main age group. There'll be twice as many people over 65 as teenagers! So, conceive products/services that cater to this strong market with plenty of buying power.

18. Sunbelt & Coasts are the Most Responsive Parts of the Country.

The most responsive parts of the country are the Coasts & the Sunbelt. Some TV marketers say that the South East is the best market of all, a great test market for new products. If they don't buy it, maybe no-one will!

I hope to see you in Boston,

Geoff Hasler

[Geoff Hasler Public Relations](#)

Other recent studies on the "power of social influence" include an "artificial music market in which some 14,000 people downloaded previously unknown songs" (Columbia University, New York); a Japanese chain of convenience stores which orders its products based on "sales data from department stores and research companies;" a Massachusetts company exploiting knowledge of social networking to improve sales; and online retailers who are increasingly informing consumers about "which products are popular with like-minded consumers" (e.g., Amazon, eBay).

8.Lift Letters work.

Lift letters work. National Geographic was not sure which lift note to use, they were both good. They used both – and response was way better than using just one or the other.

9.Always Say "You".

Many marketers forget – you're communicating with the market, one person at a time. So, personalize your message by addressing the recipient in a personal; way and always insure that your copy talks about "you". We all read

messages that seem more personal.

[Geoff Hasler Info](#) :Marketing research involves conducting research to support marketing activities, and the statistical interpretation of data into information. This information is then used by managers to plan marketing activities, gauge the nature of a firm's marketing environment and attain information from suppliers. Marketing researchers use statistical methods such as quantitative research, qualitative research, hypothesis tests, Chi-squared tests, linear regression, correlations, frequency distributions, poisson distributions, binomial distributions, etc. to interpret their findings and convert data into information. The marketing research process spans a number of stages including the definition of a problem, development of a research plan, collecting and interpretation of data and disseminating information formally in form of a report. The task of marketing research is to provide management with relevant, accurate, reliable, valid, and current information.

[Geoff Hasler Direct Marketing Clients](#) A distinction should be made between marketing research and market research. Market research pertains to research in a given market. As an example, a firm may conduct research in a target market, after selecting a suitable market segment. In contrast, marketing research relates to all research conducted within marketing. Thus, market research is a subset of marketing research.

[Geoff Hasler Marketing Director](#) Other recent studies on the "power of social influence" include an "artificial music market in which some 14,000 people downloaded previously unknown songs" (Columbia University, New York); a Japanese chain of convenience stores which orders its products based on "sales data from department stores and research companies;" a Massachusetts company exploiting knowledge of social networking to improve sales; and online retailers who are increasingly informing consumers about "which products are popular with like-minded consumers" (e.g., Amazon, eBay).

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