

**Direct mail works!** Authors David Lindahl and Jonathan Rozek identify “Direct Mail DOES Work,” in their 2010 book *The Six Figure Second Income*. The United States Postal Service is here for years to come and Standard postage rates are a great deal. Consider the advertising and marketing of your business as an investment - direct mail produces a solid return on investment. When a customer signs up for a Kohl’s card they receive cards and catalogs in the mail with coupons and specials. Who does Kohl’s mail to? Kohl’s customers!

***“The easiest way to do more business is to do more business with the people you already do business with!”***

What is the one thing your competitors would like to do regarding your business? Find and communicate with your customers! Direct mail advertising to your customers is the easiest way to protect your customers from going to your competitors. Consistent direct mail advertising to your customers will help build relationships with them and produce three wonderful results when you provide quality products and services:

- 1) Increase the frequency customers buy.**
- 2) Increase the average amount per purchase.**
- 3) Increase word of mouth advertising through happy customers!**

Direct mail advertising to your customers is the best way to INCREASE SALES!



**ADVANCED TARGET MARKETING, Inc. (ATM) specializes in business to customer communication.**

**ATM**, since 1995, has had a dedicated group of clients for over 15 years with the three Domino’s Pizza Franchisees serving El Paso and southern New Mexico. The Domino’s Pizza Franchisee in Roswell is an award winning operator and the focus of his local marketing efforts is consistent direct mail to his customers EVERY month. For sixteen years! Direct mail to customers and Domino’s Pizza is a perfect match.

**ATM** recently produced a mailing for a builder supply store using four different mailing lists including two customer files. The customer “cash purchase” file was created through the point of sale system with no attention to details. After rebuilding the file record by record there were 600 more customers to mail to. The business has since had meetings and training sessions so ALL customer data is captured and saved correctly.

**ATM** also combined an association list the business had use of and ordered a demographic mailing list of area contractors. All four lists were merged and duplicates purged for a targeted mailing list of 2500 addresses. A full color card was designed and printed on quality card stock. Total cost per unit was 60 cents each for 2500 cards including database service, design and printing, mailing list order, mailing service, AND postage. Larger print runs will produce economy of scale that can lower the cost per unit to .35 to .50 cents each. A few years ago **ATM** produced a Customer Appreciation Sale invitation mailing for a business in El Paso. The total cost per unit came out to .75 each. The business owner identified “seventy five cents per customer is a small investment that produces a much greater return. That .75 per customer to send the invitation should turn into a \$40 per customer return and over \$90,000 in sales.” **How much are your customers worth to your business?**

Build your business by building relationships with your customers that grow and last. **Direct mail works!** Call **ADVANCED TARGET MARKETING, Inc.** to help your business communicate with your customers, **and INCREASE SALES!**

  
**ADVANCED TARGET MARKETING**

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