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REAL RELATIONSHIP MARKETING IDEAS



Direct Mail is The Consumer's Preferred Method of Marketing

Marketing firm *Epsilon Targeting* does a survey called the *Consumer Channel Preference Study*. The study of thousands of consumers looks at the ways they prefer to receive marketing messages about new products.

Once again, direct mail has shown itself to be the preferred method. Overall, consumers found it more trustworthy, more convenient, and less intrusive than digital or social forms of marketing. Here are a few interesting statistics from the study.

by CHAD RUEFFERT

Survey Respondents Said:

I enjoy getting postal mail from brands about new products:	59%
I enjoy checking the mailbox for postal mail:	62%
I enjoy getting email from brands about new products:	39%
I get too many emails in one day:	67%
I enjoy getting mobile offers from brands about new products:	6%
I find ads on social media useful:	13%

The top reasons consumers prefer postal mail over email/online:

I can read the info when it is convenient:	73%
I can refer back to the info when needed:	61%
I can take the info easily to a different place:	40%
It's more private if sent through the mail than email:	36%

Email and social media marketing have the advantage of being quicker, easier and more affordable. But perhaps because of those characteristics, they have also become overused and therefore ignored or untrusted by many consumers. If you're listening to your customers, direct mail should become or remain your top method for marketing communications.

Chad Rueffert is the president of Braintree Marketing, Inc., a full-service marketing consultancy specializing in the real estate industry, and the creator of the From Your Friends Relationship Marketing Program.

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