



10 Tips for Direct Marketing Success

1. Use multiple channels.

One is the most dangerous number in business, especially if it refers to your traffic sources. If you're relying only on Facebook or Amazon for your market, it's dangerous and boring. If you get kicked off, where will your business be then?

Aside from insurance, you can get multiple channels to work in tandem. As long as you can attribute a sale to one of your channels, you're fine. And if you find one channel is working better than another, don't treat it as a case of 'or', but of 'and'.

2. Send physical mail.

The least crowded inbox is the one at the end of your driveway. In a digital world, direct mail makes an impression. It doesn't just get conversions, it also makes for a great retention tool. If you've got an online business and people are buying a high-ticket product from you, sending lumpy mail to your best customers makes perfect sense and keeps them excited about your product.

3. O to O to O.

There's no reason you should stick to online or offline marketing methods. You can go back and forth. Meet the customer where they want to be met.

4. Consider retention, not just acquisition.

If you can spend to acquire new customers, you should also spend to encourage retention. No direct marketing business can succeed without repeat business. Renewals mean higher lifetime value, which means you can reinvest more to get new customers. Provided, that is, that you have a great product.

5. Make launches a channel, not the model.

Some marketers make launches their entire business model. The problem with that is it takes time, energy and money, and after costs and commissions and refunds can net a few thousand dollars for a seven-figure launch. And then you have to keep doing it again. Focus instead on recurring income and save launches for product releases and the like.



6. Find out if you have a business.

No matter how great a marketer you are and how wonderful a product looks on paper, if it's not something people need and want, you won't make money off the thing. The sweet spot is something that meets both your need for fulfillment and your customer's needs. Do testing to validate your product before building a full-blown business.

7. If you're not good with numbers...

If statistical analysis is not your thing, get someone whose thing it is to help you, because you have to believe your numbers. In fact, if there's anything vital in your business that you're not good at, hire someone with the necessary skills to help you out.

8. Follow the anecdotal evidence.

Learn from what others have done before you. There's no need to invent anything if you can take the lessons from the past and repeat them, with better results.

9. Your list is the most important thing.

You might call it your audience, your avatar, or your customers. Have your list dialled in and segmented, otherwise your copy and offers won't matter.

10. Contribute to connect, don't just network.

If you can contribute 100 percent value in a relationship without expecting anything in return, you can build relationships that last a lifetime. You may end up giving more than you get, and you may on occasion have to write someone off, but the rewards will be worth it.

Get more tips from Brian Kurtz's book at overdeliverbook.com

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